Siemens short-listed for Traffic Excellence Award

An innovative traffic management solution to reduce queues and congestion around Barnsley, designed and deployed by Siemens, has been selected as one of three finalists for the Highways Magazine Excellence Awards, Congestion Reduction Scheme 2012. Celebrating excellence and achievement, the award recognises traffic management schemes where innovation, design, technology, and changes to driver behavior have improved traffic flow for road users. Award winners will be announced and presented at a special ceremony in London on 11th October.

Siemens’ shortlisted scheme shows demonstrable reductions in congestion around Barnsley, together with improved road safety and traffic flows, without the need to invest in additional traffic management control personnel or costly on-street civil re-engineering.

According to the company’s Head of Consultancy Services, Martin Andrews, the project has demonstrated excellent value for money by achieving maximum benefit through the integration of existing assets and technologies. ‘Being short-listed for this award is further recognition of the company’s impressive track record in the design and delivery of innovative traffic solutions, and our commitment to service excellence’, he said. In 2011, Siemens SafeZone™ won the Highways Magazine Excellence Award for a Road Safety Scheme. This followed a successful six month trial aimed at reducing vehicle speeds outside Springdale First School in Poole, Dorset.

In Barnsley, Siemens has used an innovative UTMC solution that combines SCOOT signal control and variable message signs to provide an automatic queue relocation system on strategic routes without any operator intervention. The solution uses standard components which are readily available to provide a sustainable and cost effective approach to managing congestion and minimising the impact of increasing traffic levels within the town.
A presentation on the short listed entry, titled *Reducing the queues in Barnsley through UTMC integration* will be delivered by Mark Bodger of Siemens at the annual JCT Traffic Signal Symposium and Exhibition at the University of Warwick on Thursday 20th September.

**Notes to Editors**

**About Siemens Mobility and Logistics Division**
The Siemens Mobility and Logistics Division (Munich, Germany) provides solutions to customers whose business models are based on optimising passenger and freight transport. The Division bundles all Siemens business related to management of international traffic, transport, and logistics. This includes railway automation, infrastructure logistics, intelligent traffic and transport systems, and technologies for developing the infrastructure for electric mobility. For more information, visit [http://www.siemens.com/mobility-logistics](http://www.siemens.com/mobility-logistics)

**About Siemens in the UK**
Siemens was established in the United Kingdom 169 years ago and now employs 12,972 people in the UK. Last year’s revenues were £4.4 billion*. As a leading global engineering and technology services company, Siemens provides innovative solutions to help tackle the world’s major challenges, across the key sectors of energy, industry, infrastructure & cities and healthcare. Siemens has offices and factories throughout the UK, with its headquarters in Frimley, Surrey. The company’s global headquarters is in Munich, Germany. For more information, visit [www.siemens.co.uk](http://www.siemens.co.uk)

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