

# TTF demonstration day at UTAC Millbrook

17 October 2023



## The take aways

For those unable to attend the recent successful TTF Demonstration Day at UTAC, including those with COVID who we trust are making a swift recovery, here is a brief note of the outcomes and an aide memoire for those who were there. Rather than diving into the detail (we will have PowerPoint presentations available via the Transport Technology Forum website at [www.ttf.uk.net](http://www.ttf.uk.net)), here's what we think are the take-aways, based on feedback from attendees and Steve Gooding's excellent summary of the event.

### Attendees went away thinking:

- As we arrived, the National Parking Platform worked beautifully! Paying for parking with the App I like best not the one the council chooses for me is now here. How do we get all car parks to join? (See <https://npp-uk.org/>).
- My phone can now tell me if I entered – or narrowly missed – a CAZ or ULEZ zone and I can pay for it seamlessly on the same app as parking, Vehicle Excise Duty, tolls, and airport drop off.
- An airbag really does make a lot of noise when it goes off and isn't eCall data quick at getting accurate collision data to operators once processed by the VESOS TeCall service, (see <https://vesos.co.uk/>) And why does a crash test dummy cost £200,000 but wears shoes from a jumble sale?
- These services are quick to deploy – Portsmouth City Council went from seeing PowerPoint presentations at the 2022 event to policy driven services in less than a year.
- Why don't we use the full capability of Navtech Radar, for example wrong way driving, rather than just to detect a stopped vehicle – and why don't we connect it to the above in vehicle signing to make the most of what is there? (See <https://navtechradar.com/>).



Photo: Transport Technology Forum

- Vodafone, HAAS and a micro-SME (see <https://klsystems.co.uk/>) are all already are harvesting data across both Local Authorities and National Highways, and presenting it to drivers as warnings and to back up existing signs – how can we roll this out faster? They already warn of queues, speed restrictions, crashed vehicles, roadworks and emergency vehicles seamlessly. (See <https://de-he.step.vodafone.com/> and <https://www.haasalert.com/>). They link to Variable Message Signs demonstrated by SRL, (see <https://www.srl.co.uk/> and to blue light vehicles demonstrated by Standby RSG (see <https://standbyrsg.co.uk/>)



Photo: Transport Technology Forum

- Road operators and event organisers really can set sat nav routes they want drivers to use, not what google chooses, by using the EloyEvents service, (see <https://www.eloy.co.uk/>)
- It's not just for cars – we can warn, and warn of, pedestrians and cyclists and enable money saving logistics services like GRID's virtual loading bays, (see <https://gridsmartercities.com>), also adding a one stop shop for all the supporting legal and operational changes.
- People like CAURA are making the user experience as crisp as if Apple had designed the user journey – bringing down siloes between data and payment and gaining mass adoption, (see <https://caura.com>).
- Users can get a wide range of information and warning now from a choice of apps – but wouldn't it be good if we work with google and Waze to give them information for all roads?



Photo: Transport Technology Forum

### Other comments included:

- We now know what users want and how they react, thanks to the Transport for the West Midlands M6toll pilot.
- We have a lot to show off when the ITS World Congress come to Birmingham in 2027, but why wait?
- Digital Traffic Regulation Orders are key to many services and need to come quickly.
- Many stakeholders feel these services lack the “stamp of approval” and so are being held back from rollout.
- The services could be shown in older vehicles on phones in a cradle, on vehicle screens connected to phones and directly into the vehicle, for example emergency warning in vehicles.
- Data from vehicles is also a key area and one where with more time we could have fully demonstrated what is already available.

### What we need to do now is...

- Scale up via regional to national services.
- Do more work on presentation in vehicle and delivering what the user wants – they don’t know until they see the tech in use how useful it is. Hence test with real users at scale to make the services “stick”.
- Speed up Digital TRO rollout.
- Break down institutional barriers, such as access to eCall data.
- Focus on connectivity for today’s road users while automated services continue to develop.
- Continue the conversations between those needing solutions and those with them on the shelf.

For more details, please contact [Andy@whitewillow.biz](mailto:Andy@whitewillow.biz)

Visit the Transport Technology Forum at [www.ttf.uk.net](http://www.ttf.uk.net)



Supported by:

