

Intelligent Transport Systems UK

Empowering Transport Technology

8 May 2025

What is the value of ITS?

£1.5bn in economic value
£15bn in economic potential

[ITS UK]

£1.8bn benefits over ten year

[Digital Twins, DfT]

£130m annual benefits

[TfL's Open Data Initiative]

£66 billion by 2040

[CAM, SMMT]



A photograph of Sharmila Sunak, the wife of Rishi Sunak, standing in front of a black door with a lion knocker. She is wearing a dark blue suit jacket over a maroon scarf and has a red poppy pinned to her lapel. She is holding a red leather box with the Royal Coat of Arms and the text "CHANCELLOR OF THE EXCHEQUER." on it.

Suite 202, Town Bridge Agency Centre
 100, Victoria Road, London, EC1A 3DF
 Tel: +44 (0) 20 760 3883
 Email: info@itp-uk.org
 Website: www.itp-uk.org



Submission to the Spending Review 2025

Intelligent Transport Systems UK

Intelligent Transport Systems UK (ITS UK) welcomes the opportunity to submit a representation to the Spending Review 2025 on behalf of our members.

We would be happy to provide further information on any of the submission provided below to ensure **Public Authorities & Rf Executive Boards** find it of [useful](mailto:info@itp-uk.org).

The Value of Intelligent Transport

The intelligent transport system (ITS) against the UK transport network through technology. The ITS sector covers disciplines like traffic management and enforcement, demand responsive transport, road user charging, tolling, in a variety of ways. Integrated transport, connected and autonomous vehicles, smart parking, data and services and much more.

With the current Government's plans to kick-start growth on a regional and national level, the requirement for further information to the Treasury could potentially to stimulate the use of technology across transport sectors, creating efficiency, saving, tax revenue, and greater safety in transport.

We believe ITS has a central role to play in delivering the Government's Vision and missions. This submission, we have summarised our key future to Government and how they relate to those five missions for further information to all our recommendations, we would suggest looking at ITS UK's Manifesto for the Future of Transport.

The intelligent transport sector has a number of benefits:

- It is a key strategic industry of economic value to the UK. The sector is conservatively valued at £1.5bn and has the potential to generate £18bn a year for the UK economy. It provides highly skilled job opportunities across the country and is a burgeoning sector, with its expertise valued across the world.
- It is a safer, more efficient transport network, helping deliver Vision Zero on the road network and protecting passengers on the bus and rail network.
- It provides better information and customer engagement, can give the travelling public more choice in their journeys, and better awareness of the modes and services available to them.
- The intelligent transport sector is vital in decarbonising the transport network, by providing integration as well as a more sustainable travelling public to the carbon footprints of transport.
- It is a key role in optimising the use of our transport network, by making best use of current infrastructure assets. This can help the Government "do more with less", providing cost efficiencies at a time of a constrained public purse.

A Manifesto for the Future of Transport, ITS UK



© Revised: September 2024
 © Revised: September 2024
 © Revised: September 2024
 © Revised: September 2024



5 Solihull, West Bromwich Business Centre
 40-42 Stratford Road, Lutterell, Cheshire, UK
 01457 337 300
info@itsuk.org
itsuk.org



Intelligent Transport Systems UK Commission
 Improving Transport Technology

Integrated National Transport Strategic Call for Ideas Intelligent Transport Systems UK Commission

About Intelligent Transport Systems UK Commission

The Intelligent Transport Systems UK Commission is the national industry association for transport technology. We provide a national platform to support the roll out of technology for a cleaner, safer and more effective transport system.

ITS has 175 members, from both the private and public sector, and covers all modes of transport. Its members include the UK's leading manufacturers, suppliers, service providers, research and response technology, data analysts and AI, mobility as a service (MaaS), smart ticketing, navigation, and connected vehicle technology. ITS also includes a number of smaller, specialist members. More information on ITS and the intelligent transport sector can be found at itsuk.org

1. In your opinion, how could the transport network be better 'joined-up'?

ITS and our members strongly agree that the UK's transport network could be far more 'joined-up'. Currently the UK operates around as a series of different modal networks, with different cultures, industries, standards and practices across road, rail, bus, active transport, freight and logistics and other modes. For the public, the journey is that not only is it often requiring more time/fuel to be purchased between a road and a train journey, or different information or timetables that make longer waiting times difficult last journey.

Whilst there are positive examples in the UK of where transport has become more integrated, such as the Greater London Authority's Transport for London, it is not possible to join both urban and rural areas where modes operate with little interaction to one another, and where the customers' welfare journey, from start to finish, is not consistent.

The UK transport sector is highly complex and diverse, with differing regulatory requirements, making integration all the more difficult. Some sectors have few large operators (such as private rail) whereas others have many (such as the bus sector). It is important to bring together people, and to manage both national priorities against those of the regional and local authorities, to make the transport network difficult to manage as a holistic system.

However, because transport functions as an interdependent, interconnected system, there is all the more reason that it should be planned, managed, and operated as a whole, with a 'systems-based' approach. ITS UK believes that Government can allow for the greater integration and that there are some key actions the Government can take, summarised in the following table:

Data	Technology	Governance & Business
'Open by default' on access to data by Government - Develop a national strategy of nationwide data - Encourage data focus on smart data	- Continued roll out of 5G - Continued roll out of 4G - Greater strategic integration to Demand Responsive Transport - Implement incremental	- An AI that runs for business and to the public - Support continued development of transport, but with some transport working with regions and local authorities



1/7

100 DAY PLAN FOR TRANSPORT TECHNOLOGY

Produced by Intelligent Transport Systems UK

Following the General Election on 4 July, a new Government has been established.

In this 100 Day Plan for Transport Technology, Intelligent Transport Systems UK (ITS UK) sets out a priority timeline of actions by which the new Government can spearhead a transport technology revolution.

This Plan takes all its policy recommendations from *ITS UK's Manifesto for the Future of Transport*, published before the General Election.

ITS UK and our members look forward to working with the new Government to make the UK a global leader in transport for e-scooters.



**First
30
Days**

- Introduce a **Micro Mobility Bill** for e-scooters and other forms of micromobility in the King's Speech
- Publish the **ITS UK Strategy**, setting out a how the Government will support the growing use of artificial intelligence across the transport sector
- When introducing a Bill for the reform of the rail network, consider the **importance of smart-ticketing** in facilitating multi-modal travel. Commit a new Great British Railways (GBR) to speed up the roll out of smart ticketing, leaning on industry expertise and committing to fare parity. Ensure GBR has an 'open by default' approach to data.
- Continue the **Intelligent Traffic Management Fund (ITMF)** bidding process, to allow local authorities to deploy advanced and emerging technology for traffic control.
- Reorder the process to **digitalise Traffic Regulation Orders (TROs)**, in order that local authorities can make more flexible use of their roadside assets.

www.its-uk.org/manifesto



1. Defining the ITS sector



2. The benefits of ITS



3. The size of the ITS sector and its economic contribution to the UK economy



1. How do we define ITS?

- Which technology applications constitute ITS?
- Which modes of transport? All?
- Where does one sector start and one sector end - telecoms & transport, for example?



Defining ITS: Advisory Group

YUNEX
TRAFFIC



SAM 

FUJITSU



ARUP

AECOM



The Definition

Infrastructure asset &
operations management

Payments including
congestion and low
emission zones, tolling, EV
charging and parking

Traffic control, monitoring
and information

Maintenance (inc.
predictive)

Compliance and
enforcement

Connectivity & technology
integration

Data services and cloud

Internet of things and
connectivity

Telematics and navigation
systems

Connected and automated
mobility

User-centric services &
technologies

Passenger experience,
journey planning and
Mobility as a Service
(MaaS)

Ticketing and payments

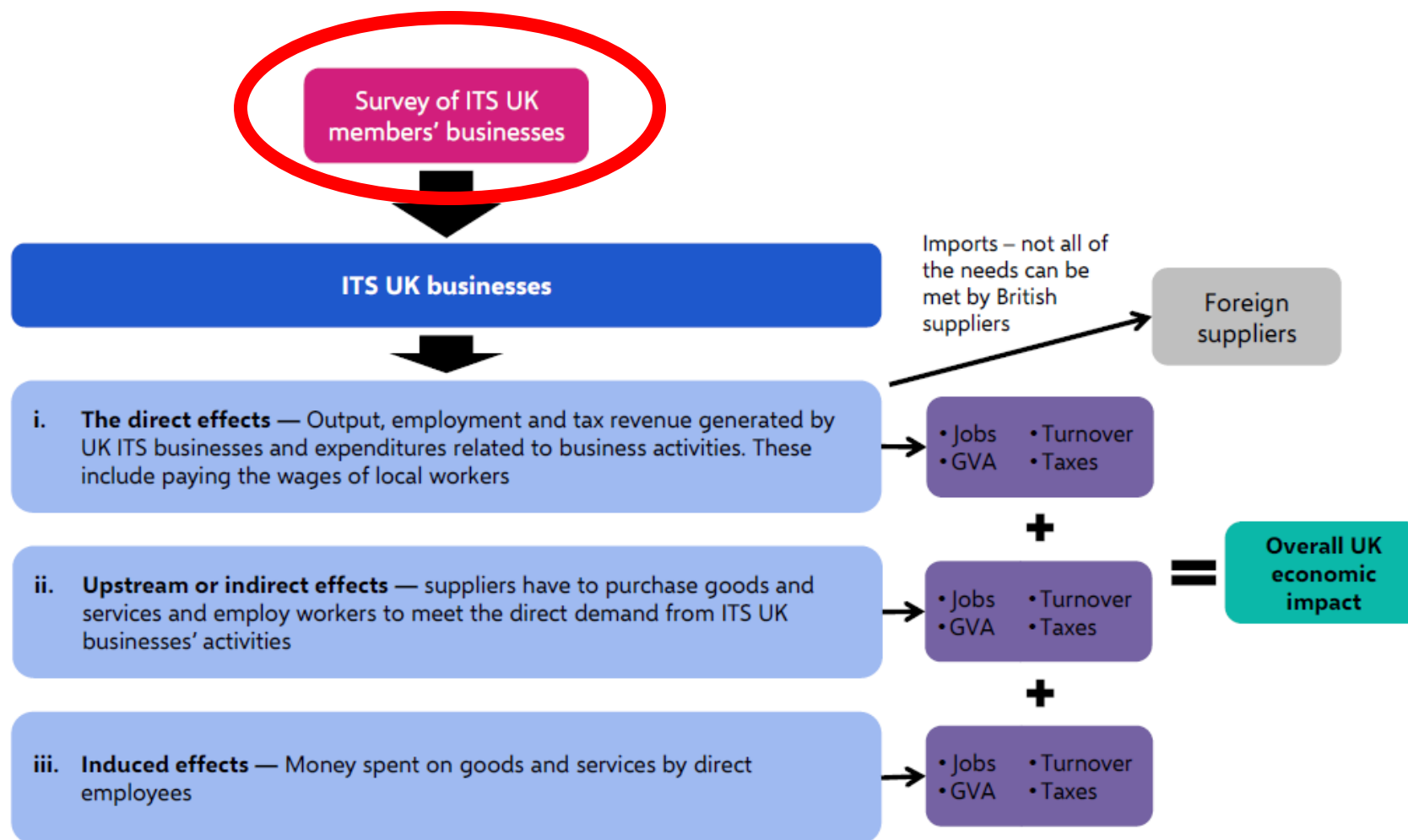
Dynamic scheduling

2. The benefits

Broad category	Context	Benefits
Economic performance & efficiency	Russia ^[1]	ITS reduces traffic congestion by optimising traffic flow and enhancing coordination between vehicles and infrastructure. According to this study, ITS helped cut travel times by 20-48%, leading to increased productivity by enabling faster and more efficient movement of goods and people through urban areas.
	Europe ^[2]	The application of information and communication technologies to the road transport sector and its interfaces with other modes of transport ensures the functioning of the internal market as well as increased levels of competitiveness and employment.
Environmental sustainability	Japan ^[3]	A personalised travel planning system, which helps commuters select environmentally friendly routes and transportation modes, resulted in a 20% reduction in carbon emissions.
	London Congestion Charge ^[4]	Due to electronic charging, carbon emissions in the London's central congestion area reduced by 16% between 2003 and 2006.
	UK Motorways (M42 and M25) ^[5]	Variable speed limits, enabled by ITS, were found to reduce vehicle emissions on the M42 by 4% to 10%, with fuel consumption also decreasing by 4%.
Safety and risk management	Croatia ^[6]	Safety services such as hazardous location warnings, vehicle speed limits and intersection safety are expected to reduce additional 7% in fatalities, as well as serious and minor injuries.
	SCGE models ^[7]	Camera systems, speed measuring and over speed warning signs stimulate drivers to comply with safety regulations by collecting data of the vehicles.
	Russia ^[1]	By providing real-time information and warnings to drivers, such as pedestrian detection and traffic flow updates, a highway management system facilitated by Cooperative-ITS, could reduce traffic collisions between 15-50%.



3. The size of the sector



We need your help!

Information Capital Economics need:

- No of employees and locations
- Revenue by ITS subsectors
- Value of supply chain
- Investment by activity

Survey to be issued this
month!
NDAs - if needed

Get involved: contact@its-uk.org | www.its-uk.org



Intelligent Transport Systems UK

Empowering Transport Technology

8 May 2025