

Bringing service to life



## Keeping England's major routes moving



The Serco-operated National Traffic Control Centre collects, processes and distributes the information that keeps England's roads moving.

In March 2001, Traffic Information Services (TiS) (a wholly owned subsidiary of Serco) was selected by the UK Highways Agency to deliver and operate its National Traffic Control Centre project, a 10-year £160M, public-private partnership contract to provide an accurate traffic information service for road users and transport operators throughout England.

The National Traffic Control Centre uses a comprehensive suite of both existing and new technologies to obtain a clear picture of actual and predicted traffic conditions and supply accurate, timely travel information. It collects and manages extensive information on the performance of the road network, including a database of road network characteristics, information about incidents, roadworks, traffic flow, journey times and weather conditions. It can then provide detailed responses to these conditions to better manage the network during incident conditions, analysing and continually

improving management tools, techniques and methodology.

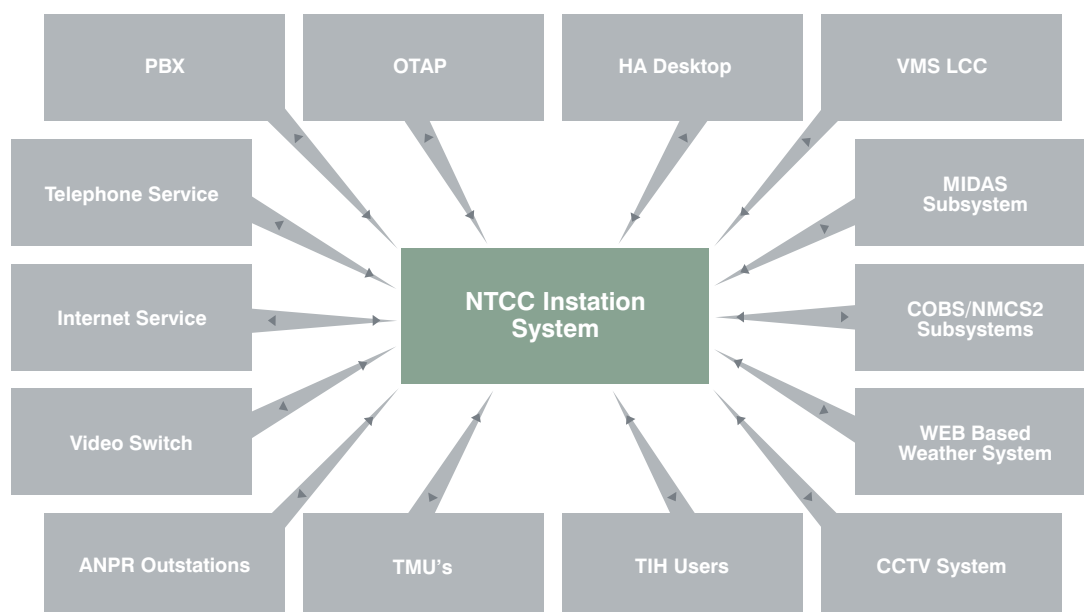
Information is then provided through variable message signs (VMS) at key locations on the road network, a public internet site, an interactive voice recognition telephone service and via the media.

After an initial Midlands Driver Information System trial, the HA realised the potential benefits of managing traffic and providing traffic information on a national scale.

The NTCC project required fresh, innovative thinking to successfully address the complex issues involved in



## Innovative solutions for traffic management



*As part of Serco's NTCC contract with the Highways Agency, it is responsible for the administration of the Travel Information Highway (TIH), which is a mechanism developed and promoted by the Government for the exchange of travel data using a common framework over the Internet or over private networks.*



A Traffic England information screen

managing traffic strategically on the road network. Serco has worked closely with organisations such as the Police Service and local highway authorities to develop national and local agreements to cover the operating procedures between all parties.

The Highways Agency considered it

important that the service provider is responsive to the needs of its customers.

To achieve this, the HA NTCC service provider is paid according to the quality of the service outputs. The HA NTCC project also provides the opportunity to generate additional revenue by providing

up-to-the-minute traffic information to all interested organisations. This is supplied on a non-discriminatory commercial basis to support the development of a diverse market for value-added transport and driver information services.

## Enabling safe, swift travel

### Developing an end-to-end solution

Key activities have included the construction of a new National Traffic Control Centre building at junction 3 of the M5 motorway, the implementation of a national up-to-the-minute traffic monitoring network, and communications to link to a wide range of existing traffic monitoring and information systems.

The NTCC building comprises two equipment rooms and a massive amount of computer technology. The software solution is based on Windows NT and PC-based technology and utilises various tools to assist in the systems development.

The development of the software capitalised on the significant application expertise and product knowledge of Serco's 150 intelligent transport systems software engineering team.



The NTCC building

## The NTCC provides the following:

- Traffic Monitoring
- Incident Detection
- Incident Management
- Variable Message Signs
- CCTV Surveillance
- Video Wall
- Communications System
- Roadside Equipment Maintenance
- Event Management
- System Integration
- Database Management
- Strategic Route Planning
- Strategic / Tactical Route Diversion
- Driver Information
- Network Operation / Management
- Geographical Information System