

Our customers

Enabling smart journeys - Delivering smarter information

The Highways Agency Information Strategy



Our Information Strategy

Introduction

The Highways Agency is responsible for the operation and management of the strategic road network in England on behalf of the Secretary of State for Transport.

Our core functions are to manage traffic, tackle congestion, provide information to road users and improve safety and journey time reliability, whilst respecting and minimising the adverse impact on the environment.

The Strategic Road Network (SRN) is a defined network of England's motorways and all purpose trunk roads (the major A roads). The network is valued at over £87 billion and carries a third of all road traffic in England and two thirds of heavy freight traffic.

The SRN is the direct responsibility of the Department for Transport, built, maintained and operated by the Highways Agency.

[The Highways Agency's Strategic Plan \(2010-15\)](#) **'The World's Leading Road Operator'**, sets out our strategy for the next five years, and establishes a new vision to be: **'The world's leading road operator'**.

To deliver that vision, the Strategic Plan identifies five new goals which will indicate the progress of the organisation towards achieving this vision.

1. We provide a service that our customers can trust
2. We set the standard for delivery
3. We deliver sustainable solutions
4. Our roads are the safest in the world
5. Our network is a dynamic and resilient asset

Our Information Vision supports the delivery of the Strategic Plan in terms of our information asset.

Our Information Vision has three key strands:

- The provision of TRUE information
- The best use of our information asset to improve performance
- The delivery of robust, efficient, effective and reliable information systems and services

The benefits of delivering smarter information

There is real economic value in providing traffic information to our customers to enable them to plan their journeys better, and to increase the reliability, safety and capacity of the strategic road network.



We also recognise the role that our partners in the media and private sector have to play in using our information, enhancing it to provide value-added services to our customers.

We want to work with you to increase the reliability, safety and informed nature of your journeys. We want to give you travel options that will help you plan both before and during your journeys to avoid delays and reduce the impact of each journey on the environment.

We want to use the on-road information we collect to increase the effective use of what we already have; supporting the roll out of Managed Motorways; managing traffic flows especially around incidents and road works; coordinating road works and working more closely with those local highways authorities whose networks link directly with our SRN.

This Strategy will deliver a number of benefits to you, our customers:

- By providing information targeted at your particular journey, providing assured information in one place, with on-route updates and value added travel information; we will make it easier for you to plan your journeys and respond to conditions on our network as they happen.
- By increasing your ability to plan and respond we will deliver a more efficient network.
- These measures will help us all make better decisions when tackling the causes and effects of congestion and improve road safety.

The importance of smarter information

We understand the increasing pressures that are being placed upon our SRN and the impact that that increasing pressure has upon our customers, the environment and the physical infrastructure. We also understand the adverse impact on everyone's economic and social costs.



By providing better information and better ways of making it available we can help to improve all the services we provide:

- By influencing road user behaviour we can help improve safety.
- By helping you to choose when to travel we can make journey times more reliable.
- By providing better information as it arises, we can give our traffic officers more control of incidents and reduce the disruption to traffic.
- By providing you with information about diversion opportunities and alternative travel options around traffic jams, accidents and roadworks, we can help keep you moving.
- By planning our road works effectively and communicating that information to you we can help you make your expected journey times more reliable.

We will use a range of existing and new technologies to communicate better with you to help you make decisions that could improve your journeys. This includes keeping you accurately informed about the traffic conditions you face.

Providing quality information for all our customers is an integral and sustained part of our business. We will also work closely with other organisations that can use our information and add value to it, and who can tailor the information for particular groups such as the elderly, disabled drivers, heavy goods vehicle drivers and bus companies.

Our key strategic drivers

- Information is the corner-stone to all areas of our business and to enable increased efficiencies and effectiveness, we need to improve the quality and interoperability of our information asset.
- There is real economic value in providing traffic information to motorists. Strategic diversion information alone is recognised as contributing over £50m a year benefits to road users.
- The collection of traffic information will continue to be a core activity for our business.
- We recognise the importance of the quality of underlying data and we will work to improve its quality where we can.
- We can gain efficiencies by improving the way we gather, process, use and share our information.
- We recognise that by supplying our traffic information to others, they can add value to it and deliver an improved outcome for everyone.
- We recognise the importance of working effectively with key partners and stakeholders to improve the quality of whole-journey, personalised services for our customers.



Understanding your needs

We want to understand what it is that you, our customers, want and need us to provide.

We want to continue to learn by encouraging feedback and investing in research to improve what we do and to ensure we remain at the cutting-edge of information provision.

We have already used your feedback to develop our strategic thinking around developing the most appropriate and useful services for you, our customers.

Our research indicates you want the following:

- Information that can be trusted, is reliable and has high value to you.
- Personalised journey information.
- Regular traffic and weather updates on-route.
- Information that is clearly prioritised by importance/anticipated level of disruption.
- Honest information that gives total anticipated delay times.
- Real time information.
- Value-added travel information including alternative modal options; on-route services; car-parking and park and ride.



Our customer led strategic priorities

By using the feedback you have given we have developed a number of strategic priorities.

These priorities focus on the outcomes we want to achieve over the next five years.

We will:

- Provide a single TRUE source of information that is user friendly and easily accessible for pre-journey planning.
- Develop our use of Social Media to safely deliver our information where our customers already are.
- Develop a traffic and weather warning 'traffic-light' system that prioritises information, and that is easily recognised to inform customers of the severity of an incident and/or delay.
- Clarify and develop our role in developing value-added traffic information services in conjunction with the private sector.
- Continue to develop our real-time travel information capacity including on route information updates.



- Facilitate the development of personalised traffic information including the use of alternative modal options on-route.
- Develop information partnerships with local highways authorities and Traffic Scotland and Traffic Wales to support single source, TRUE traffic information.
- Raise awareness and promote our core information services to encourage greater take up of those services.

We want to help you, our customers, to be able to make more informed journey planning decisions based on forecast and actual traffic information through a range of media outlets.

Our on-road communications will inform you on the move, and, in conjunction with our Traffic Officer Service, will manage traffic more effectively and safely.

We will deliver what we promise, we will listen to, and promptly respond to your needs.



If you need help using this or any other Highways Agency information, please call **08457 50 40 30** and we will assist you.

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