ITS (UK)
Strategic Plan 2022-2025

ITS
United Kingdom
30 years of better transport through technology

October 2022

Contents

Presidential Foreword

Steve Norris
President ITS (UK)

I first encountered the early green shoots of what we now call ITS when I was appointed a minister for transport in Sir John Major's government back in the early 1990s. In those days most activity in the field of vehicle safety when we were killing a hundred people a week on our roads was centred on civil engineering solutions such as ironing out dangerous bends, installing road humps and so on. This year that number for weekly road deaths is 26. It is still far too high. But the major reason for so many lives saved in the intervening years is the advent of technology which has transformed our ability to manage roads, vehicles and drivers better. When Alistair Darling was Secretary of State for Transport in the early 2000s, he produced a White Paper on the future of transport which noted that the major change in the department was the advent of technology in every facet of travel and trend has only accelerated since.

Within ITS are experts working on reducing road deaths even further. It's exciting to see how a modern vehicle can help the driver avoid collision in ways that would have been unthinkable only a decade ago. We are grasping the exciting challenge of the Connected Autonomous Vehicle and of the significance of drones in so many aspects of life including airborne delivery. We are looking to make travel easier for bus and train passengers and those who prefer active travel modes. We are improving transport payment systems and journey planning and of course looking at one of the greatest challenges for generations which is the almost inevitable arrival of road user charging as one in five new vehicles is all electric and the Treasury sees receipts from conventional fuel duty plummeting. This is not of course an issue for the UK alone. It is a global challenge and the UK needs to be at the forefront of it. The UK has always had a reputation for being a cradle of innovation and I see no evidence that that is not still the case.

It's particularly exciting to see the gender balance in the industry shifting markedly and younger people seeing ITS as a career. This is a great time to be involved and I very much welcome this updated strategy document and congratulate all those involved in its development.

Do join us in delivering it.

Executive Summary

Ryan Hood
Chair ITS (UK)

Transport is changing. History shows us that how we move people and goods has always changed and where there is change, there is opportunity. Opportunity to think differently about the future. Opportunity to do things better now. Opportunities to enable better transport through the application of transport data and technology.

As ITS (UK), representing the collective mind of the most forward-thinking transport technology organisations in the country, this strategy brings together these opportunities, proposing a shared vision and ambitions for our industry. It highlights the estimated £1.5Bn annual size of the UK ITS sector, and the potential £15Bn of economic benefits it provides. It recognises that mitigating climate change is the mission of our generation, and that reducing the carbon footprint of transport necessitates the need for innovation and a new approach.

Our vision is that, by 2030, transport technology will be the first option for improving the performance of our transport networks, ahead of physically building new infrastructure. The UK should have an ambition to be a world leader in the ITS field. And we believe that to deliver this we will need to nurture and develop a talented and diverse workforce, showcasing the fantastic career prospects within our industry and actively encouraging new talent to join the cause.

The following pages of this strategy outline how ITS (UK) will support this vision and ambition. As you will see, it puts forward an approach consisting of six strategic themes:

Though Leadership – How we will develop collective, authoritative and influential views on the future of transport technology and the value it can provide.

Connect & Collaborate – How we will continue to develop a close relationship with Government and other stakeholders to make our vision a reality.

International Outreach – How we will continue to increase global awareness of our members, helping to support export and economic growth.

Membership and Growth – How we will expand the collective network of members, and the knowledge sharing between members that helps push our industry forward.

Skills – How we will develop "Future ITS People" ensuring our industry is equipped and ready to support.

ED&I – And how we will build on the outcomes from our Diversity and Inclusion Task Force, ensuring that ITS and transport is for all.

On behalf of our members, I would like to thank all of our volunteers that have supported the development of this strategy, the deep thinking and consensus that has helped shape and create its form.

Let's create better transport through technology.

Introducing ITS (UK)

A Membership Organisation

ITS (UK) is a Membership organisation supported by a Secretariat to deliver the policies and priorities of its Members, as prescribed by the ITS (UK) Council made up of representatives from Executive Members.

Our Members

ITS (UK) Members are diverse from private and public sector transport technology related organisations plus academia. Serving multinationals to micro-SMEs. We have achieved a Membership growth rate of 20% over the past two years including non-UK organisations, recognising the benefits that partnering with ITS (UK) can achieve.

Executive Members

The Executive Members form the Council of ITS (UK) and effectively determine the strategy and activities of the Society and shape the overall vision of the organisation. These Members are highlighted by ITS (UK) whenever possible and given key promotional opportunities. They enjoy additional discounts at events and are given priority where places restricted, such as trade missions and other Government events.

Board of Directors

Our Board ensure that daily business activities and finances are managed separately, and to make sure that staffing and statutory legal filings requirement were being met outside of Council Meetings.

Safe & Secure

Innovative

Future Ready

Green
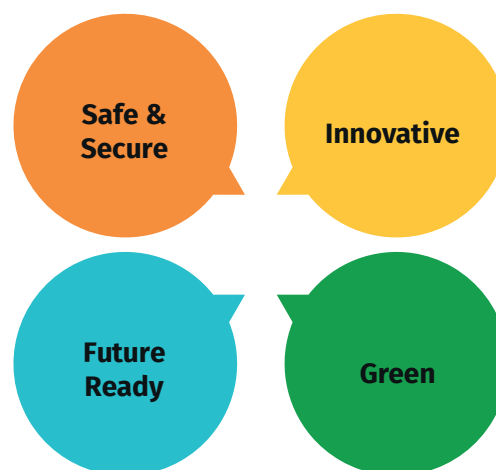
As a sovereign voice of the ITS sector, we have a clear focus on using technology to improve safety, efficiency, increase mobility and reduce the environmental impact of travel. ITS (UK) helps to de-mystify and widen the understanding of "what's in the toolbox". We encourage and enable technology-based thinking in a rapidly changing world.

ITS (UK) Council

The Council of ITS (UK) is formed of the Executive Members, who represent the highest tier of membership. Meeting four times per year, this is open to all individual Members within each organisation. They help to steer the vision and strategy of the organisation and achieve our overall objectives.

Secretariat

The ITS (UK) Secretariat is the central team that manage and help run the organisation.

Our Strategic Focus Areas – The Forums

Active Travel
Present and potential use of ITS to support walking, cycling, e-bikes, e-scooters, freight, shared mobility and all forms of micro mobility including powered

Connected Vehicles
Offers a new set of tools for traffic managers to improve capacity, safety and the environment. Allowing the vehicle industry to add value to products and better vehicle performance

Diversity and Inclusion
Working to ensure ITS is a fully inclusive industry, being inclusive of all protected characteristics

Enforcement
Identifies how ITS Technologies can help Police, Local Authorities and other statutory bodies

Freight
This forum illustrates how developments in telematics can help challenges/problems currently facing the logistics and freight industry

Inclusive Mobility
This forum considers the role of ITS In improving accessibility and Inclusive mobility for all citizens

ITS Data
Inform and educate the industry regarding the tools, techniques, processes and platforms available to support in the provision of ITS services across multiple thematic areas

Local Authority/Urban
For Members with an interest in urban and local transport matters

Maritime
ITS in and around ports, including the transport links with the ports' hinterland

Mobility as a Service
MaaS aims to cover the focus on providing travellers mobility solutions based on their travel needs and how this is done

Public Transport
Offers information in the use of ITS in public transport: passenger information systems pre- and during trip, safety and security systems, fleet management, AVL, smartcards and other forms of ticketing, etc

Road User Charging
Covers all aspects of RUC both in the UK and abroad, including issues of policy, strategy and public acceptability

Smart Environment
This forum discusses views and studies the use of ITS to benefit the environment

User Behaviour
Covers the needs and abilities of road vehicle users in the design, development and deployment of ITS

Women in ITS
The forum provides a focus for women in ITS and aims to promote ITS as a Career

Early Careers
Provides a focus for the younger generation of ITS Professionals. Also gives advice and intelligence to the ITS (UK) leadership on recruitment, training and development issues

What is ITS?

Intelligent Transport Systems: the application of innovative and emerging technologies (IT, sensors, communications, and electronic devices) enabling transport to be safer, seamless and more efficient in terms of time, money, energy and the environment for people and goods.

Purpose

Intelligent Transport Systems (ITS) aim to provide future ready services relating to different modes of transport and traffic management to enable users to be better informed and make safer, more coordinated, and 'smarter' use of transport networks. It can be applied to all land transport (not just road transport) to improve efficiency and safety through the provision of on-line information to drivers in their vehicles and by equipping the vehicle with computerised systems which assist the driver (for example Lane Keeping Assist).

How?

How- Through data and sensor technology, ITS options can advance the efficiency of transport using electronic systems to improve traffic control and enforcement of traffic regulations, electronic motorway tolling and congestion charging. Management of vehicle fleets, both freight and public transport, can also be improved by the provision of on-line information and two-way communication between manager and driver.

What?

ITS systems provide safety benefits such as speed cameras, variable message signage and incident or stopped vehicle detection. Provision of on-line information to bus, train, and train passengers creates a better-informed traveller. Electronic ticketing (by means of Smartcards, for example) enables faster, easier travel by public transport.

Why?

As well as safety benefits, Intelligent Transport Systems will have valuable effects on the environment by reducing air and noise pollution on highways and by helping to create traffic free zones in cities.

Impact UK PLC

ITS (UK) estimates the value of ITS projects in the country to be worth around £1.5bn/€1.8bn. This is based on an estimate of the value of pure ITS-related work and does not include wider planning nor hardware costs. Often-achieved benefit-to-cost ratios suggests that the value to the UK economy from ITS solutions is at least £10bn/€12bn.

ITS delivers technology integration, the seamless movement of people and goods through technology and systems and of course the pursuit of decarbonised multi-modal transport.

Why is ITS so Important?

The real customers

Without realising, everyone who uses transport for mobility are experiencing the benefits of an intelligent transport system, be it physical, such as a road marking, or digital, such as connectivity. There is little recognition of the role these technologies play in our daily lives as we move around and between cities, peri-urban and rural areas. Few are aware of the computing power, detection, data management and control algorithms that manage their movement through these areas. In city areas, they don't appreciate the scale of the infrastructure beneath them, from the ducting, cabling and detection to control centres and the operational staff overseeing it all.

SMEs, ITS (UK) facilitates excellent networking, knowledge sharing and PR opportunities and is also the powerful combined voice of the ITS Industry, leading the conversation about intelligent mobility.

New entrants

Technologies used towards embedded systems in vehicles and cloud-based software as a service will radically change the ITS landscape, providing opportunities for increased network efficiencies, more user-friendly services and significant cost savings. However, as technology continues to develop, the market is fragmenting posing a threat to the UK as the former industry leader. While there are new entrants to the industry, they are often unaware of the scope and potential of the market and the support ITS (UK) could give them. They may not be aware of the opportunities that wider knowledge of the market, of the standards, of some of the existing systems might present limiting their growth.

Infrastructure owners, operators and service providers

At the same time those purchasing and implementing services, government, local authorities, transport authorities, are all struggling to keep up with the changes. They frequently lack the time and money to keep their skills and knowledge up to date, limiting their confidence to take advantage of the potential of the new technologies.

The industry and the general supply chain in the UK need to work together, to work with government to solve the local challenges, to take advantage of the new technologies. But also, to regain the position we held as a world leader in traffic management. With our dense and busy cities, growing peri-urban ranges and rural communities, we have the have the need and the opportunity.

Our role as ITS (UK) is to be representative of our industry. This Strategy will be our guide to how we come together to face these challenges for ourselves within the ITS community and for the stakeholders we serve, now and into the future.

Our Vision for ITS in the UK

To enable better transport through technology

By 2030, transport technology will be the first option for improving access and connectivity, ahead of building new capacity. The UK will be recognised as an innovative world leader in the field and will possess a large, young and diverse ITS workforce from a variety of disciplines.

To achieve our vision, the ITS (UK) Strategy Committee – a sub-committee of Council – has drawn up a Manifesto to detail the priorities it wishes the Secretariat to deliver for its members.

Our 10 point Manifesto

① Put users front and centre in design and implementation.

② Deliver the ITS (UK) skills plan.

③ Be a knowledge sharing hub for innovation and best practice.

④ Advocate ITS across the transport industry and beyond.

⑤ Promote the UK's transport and technology expertise UK abroad.

⑥ Support ITS for all members of society by ensuring we promote technology for inclusive mobility.

⑦ Assist members, especially SMEs with procurement and finding funding.

⑧ Grow membership, targeting providers of new technology and solutions.

⑨ Transition to the new world of transport.

⑩ Champion the role transport technology can play in improving the environment.

Finally, to deliver our ITS (UK) strategy, we rely on our ITS (UK) members, our committees, forums and our manifesto project groups to lead the industry forward, cognisant of our vision and with our strategic themes always in mind.

To be certain we are delivering on our promises to our members, the ITS (UK) Strategy Committee has laid out seven clear mission goals, so we will know we are succeeding when we check in on our goals.
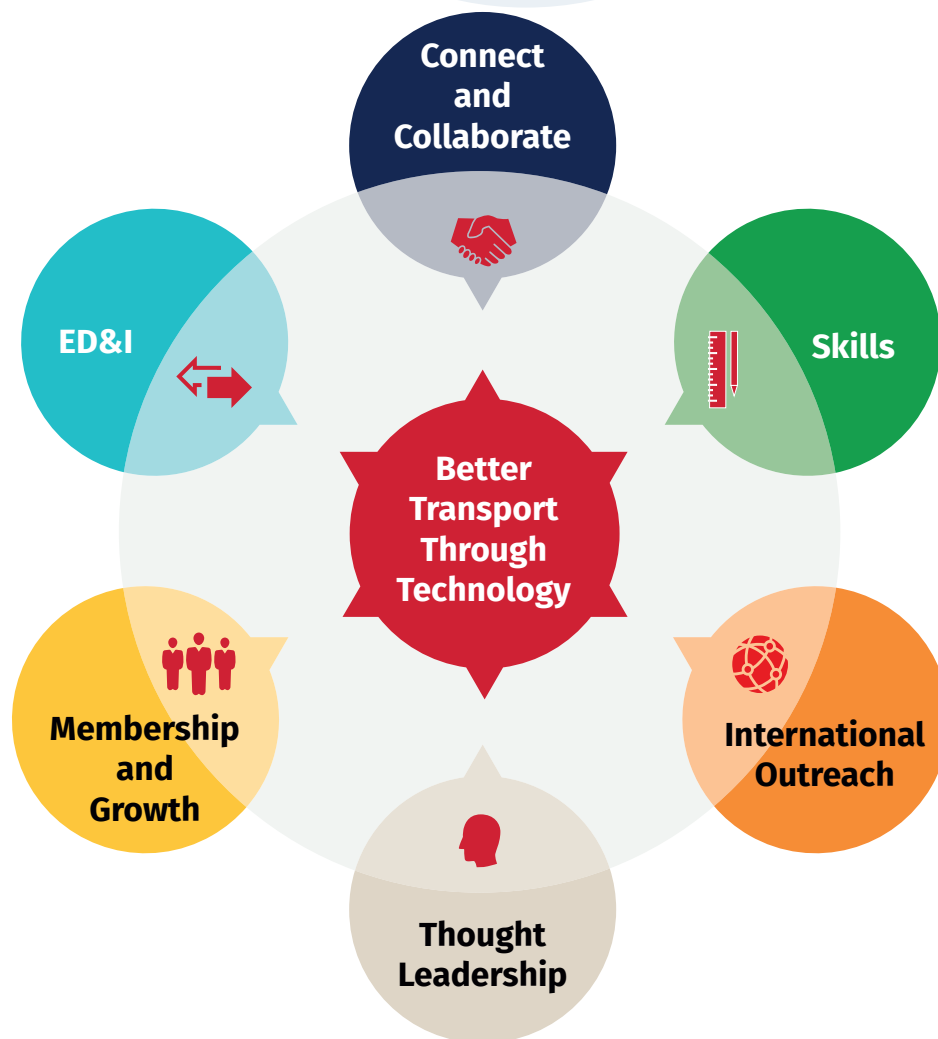
Our seven Mission goals

① The ITS (UK) mission is to be the "go-to" authority on intelligent transport. This mission and our aims will be achieved by:

② Continuing to draw together active players and interested parties, by means of targeted Forums, Task Forces and other fora, to lead the debate about and knowledge of ITS deployment.

③ Furthering educating and informing, in an accessible way, practitioners and stakeholders both within and beyond the current ITS community.

④ Providing other Membership benefits and services sufficient to attract and retain high Membership uptake across all categories of ITS practitioners and stakeholders.

⑤ Adopting a higher national profile and influence and an international reputation.

⑥ Developing, maintaining and promoting leading edge ITS seminars and documentation, demonstrating best practice, forethought and relevant case studies and indicating the economic, social and environmental contribution of ITS to transport policy.

⑦ Identifying, brokering and commissioning research unlikely otherwise to be commissioned on issues relevant to ITS deployment.

Our Approach

Bringing it all together

The ITS (UK) Strategy Committee have worked through a process to develop this strategy to ensure; it supports the industry in challenging post pandemic period; can deliver on our manifesto commitments & our goals and ultimately deliver our vision for the benefits of our members and the communities we serve.

Everything we do as activities as ITS (UK), in our Forums and as members of the ITS (UK) community will be guided by these common strategic themes.

- Connect and Collaborate
- Skills
- ED&I
- Better Transport Through Technology
- Membership and Growth
- International Outreach
- Thought Leadership

**Connect
and
Collaborate**

Connect and Collaborate

Why do we need a strategy for connecting and collaboration?

Building closer liaisons with decision makers in Government as well as with other national and international professional bodies is critical to ensure alignment and a holistic approach to ITS. It is essential to maximise support for all organisational types within our Membership.

What do we seek to achieve?

We are seeking to become the "go-to" for Government, providing an essential conduit between Government and our Members.

What is our role in ITS (UK)?

ITS (UK) have enjoyed a close working relationship with the Department for Transport, National Highways, Innovate UK and other Government* departments and only by close alignment can we ensure that collaboration and connection between the ITS (UK) Members and the decision makers.

How will we know we have succeeded?

We will be a trusted organisation to go to for advice on ITS technologies, with visible representation across the sector in our membership and forums.

How will we do this?

ITS (UK)'s strategy for connecting and collaborating with government agencies comprises four core elements:

ITS (UK) Government Liaison Committee

① The ITS (UK) Council approved the establishment of a new Government Liaison Committee (GLC) early in 2022. This Committee aims to provide this focal point for connecting and collaborating with agencies by:

- acting as a conduit for government agencies to consult ITS (UK) and its Members on all aspects of ITS;
- being a catalyst for ITS (UK) Members to provide government with impartial and unbiased advice on ITS;
- providing solicited and unsolicited advice to government agencies on behalf of ITS (UK) Members.

The Committee has devised an Engagement Plan setting out the practicalities of how it can start to connect with key government agencies. The Committee is also liaising with the Clerk of the House of Commons Transport Select Committee. While the GLC is still in its relative infancy, when the impacts listed above start to materialise, there should be a more formal route for connecting and collaborating with government agencies to everyone's benefit.

② Encourage government agencies to be active Members of ITS (UK)

A number of government agencies are ITS (UK) Members and active in several of its Forums. Greater public-sector representation within ITS (UK) has long been a target and the organisation actively encourages government agencies to join and to participate in its activities to the fullest extent.

③ Encouraging ITS (UK) Forums to connect with government agencies

ITS (UK) also actively encourages and supports each of the ITS (UK) Forums in connecting and collaborating with agencies in their areas of interest. Under the direction of the Council and the GLC, and via the mechanism of the regular meetings of Forum Officers, ITS (UK) intends to promote and expand this level of thematic collaboration.

*means any UK public sector bodies which take decisions on ITS funding and implementation and includes agencies and public authorities at national, regional and local level.

4 Collaborating with national and international professional bodies

ITS (UK) recognises that promoting the benefits of ITS and helping to provide an environment in which technology can deliver these benefits for the travelling public is a collaborative activity. ITS (UK) has a long history of working with national and international bodies to achieve this and a key part of ITS (UK)'s strategy is to continue to develop and expand these collaborative activities.
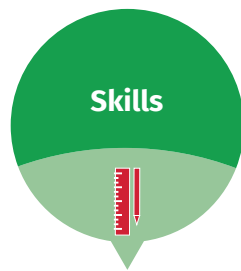
Skills

Skills

Why do we need a skills strategy?

Industry 5.0, NetZero, Vision Zero, Future Mobility, New Mobility Now, the transformation expected to deliver more modern methods of construction; our sector has always been at the cutting edge, demonstrating leadership and influence to land tangible change and never more so than now combined with the ubiquitous growth of connectivity through digital tools and technologies. Our challenge is to understand what are the future ready skills and where will our talent capacity come from so we as ITS (UK) can support our industry and continue to hold that leadership position across the UK and globally.

What do we seek to achieve?

ITS is an innovative, transformational sector that relies on its diverse Members to remain at that forefront of intelligent technology and mobility. As a sector we need a skills strategy to ensure we are continually evolving to meet the demands of the changing transport and

infrastructure landscape. Our skills strategy must recognise who we are today, respect the legacy of our ITS heritage, and set the direction as to how we must adapt and solve the challenges we are uniquely facing as a sector.

What is our role in ITS (UK)?

As a Membership organisation we are only as great as the professionals who choose to work in ITS. We believe our role in ITS (UK) is to create a culture where professionals from all sectors can thrive by bringing themselves, their skills and innovative thinking to our sector. To create this culture, we will:

- Advocate how diversity in skills makes a difference to future ready inclusive design/infrastructure through amplifying the voice of our Members so we are held in high regard by our peers;

- Identify, recognise and celebrate the new skills required for future ready projects;

- Create a community where everyone who works in ITS is supported, assisted to develop, and feels at home so we continue to build on our heritage, recognising the deep knowledge, skills and achievements that made the ITS sector what it is today;

- Attract new skills and diverse people choosing to make a career in ITS with respected professional recognition and industry profile; and

- Reach out to our institutional partners to share and celebrate best practice.

How will we know we have succeeded?

Our sector is founded on technical excellence. If Members of our ITS (UK) community are recognised globally as influencers and leaders of the ITS sector worldwide this will be **a great outcome.**

How will we do this?

Through the work of the Strategy Committee and the individual Manifesto Task Groups.

Because of the common strands of work around skills, training, recruitment and retention , ITS (UK) have decided to merge this into a specific initiative, "Future ITS People".

This work will focus on:

- Creating a common language for skills and develop a competency framework to reflect the pathways for development, for example – from foundation through to expert.

- Promote future skills opportunities through STEM activities – Schools/Secondary Ed/Higher Ed as well as knowledge shares with the supply chain and universities; and

- Deliver skills excellence by identifying routes to chartership for all ITS professionals with different talents and origins of education, celebrating through awards our achievements, promoting new skills and benefits to the sector and collaborating with partner organisations to develop new ITS qualifications.

International Outreach

International Outreach

Why do we need an international outreach strategy?

ITS (UK) is a leader, and Founder and past Chair, in the ITS Nationals organisation across the European continent (both inside and outside the EU) and has strong links and MoUs with ITS organisations in many countries. In a post-Brexit world, this valuable network will ensure the UK's solutions are known about and respected everywhere. ITS (UK) will provide learning opportunities and act as a 'super-connector' between Members across the world, providing expertise throughout by leveraging other ITS organisations globally.

What do we seek to achieve?

The goal for ITS (UK) International outreach is a two-way partnership between ITS (UK) member organisations and international organisations that have a profound interest around intelligent transport systems. Besides increasing the global visibility and Membership of ITS (UK), the international outreach program is designed to increase overall awareness of ITS with the notion of driving increased Membership for ITS (UK) and affiliates.

What is our role in ITS (UK)?

As the oldest national ITS organisation in the world, ITS (UK) is globally respected and recognised. We maximise this standing by continuing to engage with other ITS organisations in the world. We were founding Members of the ERTICO-hosted Network of National ITS Associations and continue to have a strong presence within it. We also have strong links and Memoranda of Understanding with other international ITS organisations including Australia, USA, China, Japan, the Arab Region, South Africa and many others.

How will we know we have succeeded?

If we grow international partnerships and participation in ITS through delegation visits, presentations, partnerships and signing Memorandums of Understanding, then we know we are serving ITS (UK) members across our borders.

How will we do this?

ITS (UK) will provide learning opportunities and act as a 'super-connector' between members across the world, providing expertise throughout by leveraging other ITS organisations globally.

International Presentations – ITS (UK) will continue its close involvement with the Network of National ITS Associations, the ITS World Congress and with ERTICO and strive to showcase UK ITS capability in these settings at every opportunity, including promoting Members as presenters/authors. Working with Universities around the world will be given more priority, and with academic gatherings such as TRB in Washington and the Transport Research Arena in Europe. ITS (UK) will seek and share information about PhD topics and Masters programmes underway in the UK and support the wider circulation of new research including possible commercialisation.

Consortium participation or facilitation – ITS (UK) will act as a finder of partners and as a participant in suitable projects. With its extensive international contacts network, ITS (UK) will be able to find consortium partners abroad for Members who need them for participation in any type of project or demonstration.

Facilitate Information Sharing – ITS (UK) will utilise our many international Memoranda of Understanding to match needs and wants between our own Members and those of our fellow national ITS associations. We will be proactive in keeping in touch with these so that we can quickly discover synergies which may be useful to our Members. We will continue to be active and leading in the Network and promote and support it in creating services which Members can access directly without having to go through middlemen

Working together across borders – We will build on the new capabilities in online meetings and organise group events such as hackathons and problem-solving workshops with international participation. We will also use the new concept of virtual trade delegations to arrange information sharing and B2B networking events for our Members with colleagues from other countries. Virtual delegations present an excellent opportunity for promoting UK ITS and making contacts at minimum expense in money, time and environmental outcomes with even the most remote countries.

ITS (UK) International Strategy

International Presentations

Consortium Participation or Facilitation

Facilitate Information Sharing

Working Together Across Borders

Thought Leadership

Thought Leadership

Why do we need a strategy for thought leadership?

The transport sector globally is going through a massive evolution. In order to ensure the best health for the industry in the long term, it is essential to focus on proactive advocacy and tangible outcomes. During this period, in consulting with our members, we will form a deep understanding, collaborative and consolidated view over priority areas. In order for ITS (UK) to serve its diverse members in the most effective manner, a targeted approach is required to achieve the most beneficial results.

This will lead to a single respected voice that will enable us to represent all our members to contribute society in the most effective way through technology.

What do we seek to achieve?

We aim to harness our members' resources to share best practice, innovation information and thought leadership. Without affecting a member's commercial advantage, ITS (UK) will be the conduit to ensure the industry is able to keep updated on the latest technological advances and thinking. We will also be a channel to share opinions and guidance about the implications and opportunities from changes in policy.

What is our role in ITS (UK)?

The role of ITS (UK) is to facilitate discussions and consolidate the outcomes to ensure that our voice is current and representative. We will continue to deploy tactical activities such as the forums, targeted PR, events, publications, outreach, and to facilitate the relevant conversations to achieve this overall strategy.

How will we know we have succeeded?

- Increased member satisfaction
- Growth of the membership
- Engagement with relevant media
- Growth of expertise in the industry

How will we do this?

- Leadership from the Council
- Good collaboration with Members
- Strong Secretariate with a strong focus on thought leadership
- Effective support from the Government Liaison Committee

We will crystallise the knowledge of our many participants into one strand of thought leadership.

Membership and Growth

Membership & Growth (Engagement)

Why do we need a membership & growth strategy?

The ITS industry is going through a period of significant change with new organisations growing within our industry and wider engagement from other industries becoming commonplace. Maintaining relevant services to provide value to our Members has been an important part of our legacy and something that is as important today. Increasing our Membership and keeping our members happy sits at the heart of this and has been a recent focus for us.

What do we seek to achieve?

We aim to grow our membership to include many more organisations who would benefit from being part of the ITS Community, and to ensure that all of our members realise their best potential as part of this community too.

What is our role in ITS (UK)?

Working closely with central Government, ITS (UK) is the recognised hub for knowledge in future mobility and intelligent transport. We actively support and facilitate the development of all our members and importantly the "next generation" of ITS professionals, providing them with the knowledge and capability to continue to harness the potential of technology to create a safer, healthier, inclusive and more prosperous society. Members benefit from activities including seminars, workshops, domestic and international networking and regular news dissemination. We encourage discussion on issues such as public/private co-operation, standards, legislation, best practice, information provision and new technology.

How will we know we have succeeded?

Our ambition is to grow our membership every year, success will look like year-on-year growth in our numbers. Importantly we want to see more diversity in members both joining ITS (UK) and participating actively, leading, chairing, owning initiatives led by the forums and manifesto groups.

How will we do this?

- Research our current membership to understand who we are, what is working, what can be improved to make membership more fruitful and valuable for both members and their organisations.

- Develop campaign materials for existing members to participate in a Membership Drive – a campaign across our current 300 or so organisations to make crucial introductions encouraging our colleagues, friends & family, clients, competitors, supply chain (not limited to) to join ITS (UK).

- Promote how to become a member on our website, with personal stories of success and achievements.

- Set clear policies on our Forums and Manifesto groups for the cyclic nomination of chairs and leads, ensuring we support those who are always keen to get involved (and tend to be leant on!) and create opportunities for emerging leaders, young professionals to develop into leadership.

- Develop the values we can realise as ITS (UK) members that underpins our strategic themes.

Our membership & engagement strategy is also guided by our ED&I strategy.

We all flourish

We connect & collaborate

We develop & learn

We succeed as professionals passionate about ITS

Equity, Diversity & Inclusion

Why do we need a ED&I strategy?

ED&I

The world is changing at a rapid pace and so too is our industry. If we want to keep ahead and truly take advantage of embedding policies, technology and services that help reduce congestion, improve air quality and keep people safe, we need to be the representative voice for ED&I in the industry. At the very heart of this is ensuring we have a diverse pool of talent helping to make these changes through providing different perspectives, sharing the insights of the next generation and really shaping the future of ITS for all users.

What do we seek to achieve?

At ITS (UK) we ensure that we put ED&I as a foundation for our organisation and that manifests itself through having a diverse Board and Council, we pride ourselves on having voices from different backgrounds. Transport users and employees of ITS member organisations come from a wide range of social and ethnic backgrounds. As an industry body, we recognise that we can and should do more to promote an industry that is truly inclusive of all protected characteristics.

What is our role in ITS (UK)?

This Strategy builds on the outcomes on the Diversity and Inclusion Task Force which we ran in 2020-21 and will further embed them into how ITS (UK) functions. We also take a leadership role on this topic at the ITS Congresses. Our role in delivering this will be to:

- **Raise awareness** of the issues around equity, diversity and inclusion with our member organisations.
- **Help** identify role models from groups that are traditionally under-represented in our sector to help promote our industry as a welcoming place to work.
- **Liaise** with other Membership organisations (e.g. CIHT, IET) to create an integrated approach.
- **Support** member organisations through helping to identify and share good practice guides, for example around career progression, hiring practices and effective HR practice.
- **Promote** appropriate behaviours and language, actively intervening when encountering language and behaviours that are not appropriate/acceptable and encouraging a more inclusive industry.

## How will we know we have succeeded?

When we can visibly see a representative set of authors of the articles we publish and photos of people we use in our publications both on paper and online. When our Council and Board Members are representative of the diversity of society.

How will we do this?

The Secretariat have committed to having a representative workforce for ITS professionals and transport users with fully accessible premises and an up to date and relevant equity, diversity and inclusion policy.

The Forums commit to:

- The leadership of the Forums to be diverse overall.
- Work effectively to minimise events with all male chairs/speakers and provide explanations when this is not possible.
- Overall, events to have 15% people of colour as chairs/speakers, reflecting the UK population.
- Support and encourage alternative presentation and communication methods, providing the 'platform' whenever there is a relevant story to tell.
- Physical Forum meetings must only be held in accessible premises, whilst also providing a 'virtual attendance' option for those who are unable to attend for any reason.
- A stated policy of young participants being very welcome including as speakers, and have a buddy system to support anybody who might feel a bit daunted.

Equity
Fair access

Diversity
Representative

Inclusivity
Everyone flourishes
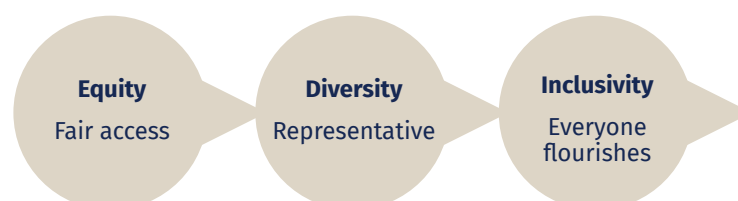
List of the Members of the Network of ITS National Associations:

ITS Austria/Austriatech
ITS Belgium
ITS Bulgaria
ITS Denmark
ITS Estonia (MTU ITL Digital Lab)
ITS Finland
ITS Hellas
ITS Hungary
ITS Ireland
ITS Germany
ITS Norway
ITS Polska
S-ITS, Slovenian ITS Association
ITS Spain
ITS Sweden
ITS Switzerland
ITS United Kingdom
Polish Association of Transport Telematics
MLC-ITS Euskadi
TTS Italia

List of our MoUs:

ATEC (ITS France)
China ITS Industry Alliance
Connekt (ITS Netherlands)
Ertico
ITS America
ITS Argentina
ITS Australia
ITS Belgium
ITS Bulgaria
ITS Canada
ITS Estonia
ITS Finland
ITS Germany
ITS Greece
ITS Hong Kong
ITS India
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ITS Japan
ITS Korea
ITS Latvia
ITS Malta
ITS mobility e.V.
ITS New Zealand
ITS Nigeria
ITS Poland
ITSA Shenzhen
ITS Singapore
ITS South Africa
ITS Sweden
ITS Taiwan
ITS Thailand
Latvian Transport Development & Education Association
Nigerian Institute of Transport Technology (NITT)
REAM Malaysia
TTS Italia

**The UKs ITS Leaders
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30 years of better transport through technology

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