Sustaining your transport vision beyond the budget cuts

Join us for our **February 2013 Road Shows** to see how together we can **deliver better traffic information, cut congestion** and **increase safety** for all road users.

Book now on one of our four Road Show events
- **Monday 18th February**, Madejski Millennium Hotel, Reading
- **Tuesday 19th February**, Aston Villa Football Club, Birmingham
- **Thursday 21st February**, Headingley Carnegie, Leeds
- **Thursday 28th February**, Murrayfield Stadium, Edinburgh

Come and hear our expert speakers talk about the latest industry insights:

- Promoting safer cycling on and off highway
- Sustainable traffic intelligence provision in the 21st century
- Improving night time road user safety
- The future challenges facing government and the industry

**Who should attend**
- Traffic Management Officers
- ITS Consultants
- Road Safety Officers
- Traffic Engineers
- Infrastructure Consultants
- Construction Consultants
- Chief Information Officers
- Chief Executives
- Heads of Economic Development
- Heads of Sustainability
- Heads of Planning
- Heads of Transport
- Heads of Research
- Heads of Investment
- Heads of Innovation
- Heads of Energy Markets and Infrastructure
- Heads of Climate Change and Energy Efficiency
- Urban Planners and Developers
- Town Planners

**BOOK YOUR PLACE NOW**
email. events@clearviewtraffic.com
call. 01869 362800 or contact your local Business Development Manager.

**Guest speaker**
Dr Stephen Ladyman (ex-Minister for Transport)
## Conference Programme

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.30am – 10.00am</td>
<td>Registration - Coffee</td>
</tr>
<tr>
<td>10.00am – 10.15am</td>
<td>Welcome presentation and housekeeping</td>
</tr>
<tr>
<td>10.15am – 11.00am</td>
<td>Promoting safer cycling on and off highway</td>
</tr>
<tr>
<td></td>
<td>A review of the key findings from the latest studies by the Department for Transport and Transport for London in increasing cycling safety at traffic signalised junctions. During this session, you will hear clear evidence about the cost effective options that can be employed at traffic signalised junctions and off highway and the impact that they have especially at night on increasing cyclist safety and usage of parts of the cycle path network.</td>
</tr>
<tr>
<td>11.00am – 11.15am</td>
<td>Tea/Coffee</td>
</tr>
<tr>
<td>11.15am – 12.00pm</td>
<td>Sustainable traffic intelligence provision in the 21st century</td>
</tr>
<tr>
<td></td>
<td>Recognising the ever increasing demands being placed on road operators to do more with less, this session will highlight what we are doing to help you win this fight. We will discuss new product concepts that contest the de facto standards of data collection today and provide sustainable and more affordable long-term solutions. We will also reveal our plans for a new traffic intelligence hub and share our thinking on attractive alternative business models that will enhance the viability of your projects and enable you to get the most out of your budgets.</td>
</tr>
<tr>
<td>12.00pm – 12.45pm</td>
<td>Stadium Tour</td>
</tr>
<tr>
<td>12.45pm – 1.30pm</td>
<td>Lunch</td>
</tr>
<tr>
<td>1.30pm – 2.15pm</td>
<td>Improving night time road user safety</td>
</tr>
<tr>
<td></td>
<td>Nearly 50% of all fatal road accidents still occur at night. With street light switch off schemes still being pursued and other road marking safety measures failing or providing only temporary improvements, it is vital to have a cost effective, smart safe and sustainable way to dramatically reduce Killed and Serious Injuries (KSI) on your road network. This session will outline how simple measures have saved lives, expenditure and carbon footprint when applied on some of the UK’s most hazardous roads whilst maintaining road safety and keeping public support.</td>
</tr>
<tr>
<td>2.15pm – 2.30pm</td>
<td>Tea/Coffee</td>
</tr>
<tr>
<td>2.30pm – 3.15pm</td>
<td>The future challenges facing government and the industry</td>
</tr>
<tr>
<td></td>
<td>In this session, Dr Stephen Ladyman (ex-Minister for Transport) will give his view of the changing transportation landscape and the challenges facing local and central government, providing insight into the latest thinking from across the globe as to how different countries are tackling common challenges. This session will give you the opportunity to discuss these challenges with your peers, share best practice and think of new ways in which we can help you to reach your goals.</td>
</tr>
<tr>
<td>3.15pm – 3.30pm</td>
<td>Summary and close</td>
</tr>
</tbody>
</table>

---

**Book now on one of our four Road Show events**

- **Monday 18th February**, Madejski Millennium Hotel, Reading
- **Tuesday 19th February**, Aston Villa Football Club, Birmingham
- **Thursday 21st February**, Headingley Carnegie, Leeds
- **Thursday 28th February**, Murrayfield Stadium, Edinburgh

**email.** [events@clearviewtraffic.com](mailto:events@clearviewtraffic.com)  
**call.** 01869 362800 or contact your local Business Development Manager.