

**Wyeval is an independent company, founded through experience of team working to apply new technologies to improve quality of life.**

**Focussed on traffic and transport, safety and the environment, we bring wide experience in developing, evaluating and implementing innovative schemes.**

**Wyeval works with partners and clients, adding value for the successful development of ideas, plans and projects.**

**We understand the benefits of Intelligent Transport Systems (ITS) and their application to build affordable, sustainable outcomes in mobility and safety. Wyeval offers in-depth experience in telematics, tolling and highway systems, with a strong interest in their social, economic and environmental impact.**

**With these skills Wyeval brings a critical perspective, an ability to self-start, and a belief in the value of connecting ideas and people.**



Keith Mortimer is the founder and Director of Wyeval Consulting. He has worked in close contact with a wide range of people and business cultures to establish and operate technology-based, globally diverse business streams, in management positions to CEO level.

Keith is Chair of the national ITS (UK) Road User Charging Interest Group, organising news, meetings and conferences, with a 200-member base in government, industry and academia.

More about ITS UK: [www.its-uk.org.uk](http://www.its-uk.org.uk)

Intelligent Transport Systems make use of information and communications technologies to bring benefits to road users. Transport has a major impact on the quality of life. Access to mobility is important for each of us, and we have diverse needs. ITS technologies add value by delivering services to travellers, improving behaviour and raising compliance, helping to make efficient use of highways for the consistent, safe and reliable movement of people and goods.

It's important that schemes are affordable and sustainable, so that planners and road users can be confident of benefits to be gained. Pressure is continually increasing to solve issues central to our economic well-being. The notion of replacing blunt-edged fuel taxation with a sharper payment policy, targeted at heavy users and polluters, can be seen as a fairer approach.

Drivers who find compliance, courtesy and discipline difficult to handle are the ones who need the most guidance; they create higher risks for others and waste valuable resources. The need to integrate environmental and social measures is a high priority, alongside the agenda to "keep traffic moving". ITS-aware policies can be focussed more finely on individual needs, local issues and aspirations.

Where ambition translates into reality is where Wyeval scores highly. From our base in the Wye Valley, South Wales, end-to-end experience is applied in building industry partnerships; requirements capture, analysis and auditing for ITS based projects; project leadership; proposal preparation and evaluation; market analysis and positioning; training and mentoring; tender responses, negotiation and management.

Currently working with clients and associates in the UK, Europe and worldwide networks, Wyeval Consulting offers the ability that 'makes a difference' for a successful outcome.



## Are we there yet?

The individual benefits of private transport are highly prized, and drive economic growth. But cars and lorries can harm people and the environment. Social and economic costs can affect lives greatly.

The tipping point of traffic trauma can be avoided by policies making best use of ITS technologies. Individuals can be empowered to make a smarter choice to benefit their pockets and their health. Creative solutions need determined leadership, an integrated and holistic approach, and a strong focus on desired outcomes.

In many cities, initiatives for demand management and lower emissions enable needed investment while tackling congestion and air quality. We can't afford to throw any tools out of the toolbox.



### Mobility

Everyone has a different need. Individual choices create personal benefits but have a wider impact. Travel behaviour creates economic, safety and environmental challenges. Issues are local and global.

ITS technologies can be applied to create a genuinely fair and equitable transport system.

### Cost

Where will the funding come from to tackle the mobility challenge? And what's in it for me?

In a time of austerity, transport assets must be managed for best value.

Cost-effective investment requires careful evaluation of risk and payback.



Nations, regions and cities have diverse needs: to replace revenue from failing taxes, to improve infrastructure, to reduce congestion and pollution. Most of all they need the funding that can help to make the difference.

The true cost of driving is not always appreciated. Toxic gases and particles, time and fuel wasted, accidents, carbon emissions – a heavy burden.

The actual price of dealing with these challenges is much greater than the value of all of the taxes raised from drivers. The human cost is higher still.

Policy-makers fear that the popular vote will come down against actions perceived to affect drivers' rights, even if the travelling population bemoans the continual congestion that costs time, eats money and damages health.

### Congestion

A big waste of time, money and energy. Reliable movement of people and goods requires accurate information, intelligent traffic control and effective demand management.

### Environment

Environmental benefits have to be gained alongside the agenda to keep traffic moving. Success depends on the intelligent use of legacy resources, and the ability to make a lasting impact by investing wisely in new developments.

### Safety

There is no such thing as safe speeding. People accept risks in a vehicle that they would not consider elsewhere. Technology saves lives by changing behaviour.

Meanwhile, improved driving and compliance with road rules will not only save many lives but cut the costs of fuel and carbon emissions in a big way.

Distance-based payment schemes for lorries and cars are increasingly adopted across Europe and around the world to create fairer ways to pay for road use. Even better - the money generated does not vanish, but is applied in schemes to improve quality of life.

Wyeval contributes to ITS-based solutions offering new choices through best practice: better travel options, real-time driver assistance, pay-as-you-drive services, safer parking, inclusive policies and eco-friendship. While saving time and money we might even help to save the planet.

## Where do you want to go?