

# SEHAUC

2025 Epsom Racecourse

**Innovation & Communication**

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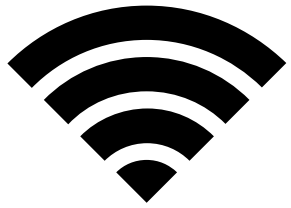


# Fire Phones Facilities





## **Traditional Q&A**



## **Magenta Jockey Club epsommembers**



# First Session

**09:15 - 09:20:** Welcome from SEHAUC Chairs

**09:20 - 09:35:** Paul Oxbury, Sunbelt (15 min)

**09:35 – 09:55:** Seema Flower, Blind Ambition (20 min)

**10:00 - 10:20:** Allan Pike, WSCC Lane Rental (20 min)

**10:20 - 10:40:** Richard Childs, SRL (20 min)

**10:40 – 10:50:** *Q&A for First Session Speakers - 10 mins*

**10:50 - 11:45:** Break & Network (55 minutes)





# Second Session

**11:50 – 12:05:** Laurence Al-Shaar, Business Innovation UK Power Networks (15 min)

**12:05 - 12:25:** Martin Van Beurden & Richard Green, BUKO Digital Traffic Management (20 min)

**12:25 - 12:45:** Andrew Fennell, 1Spatial (20 min)

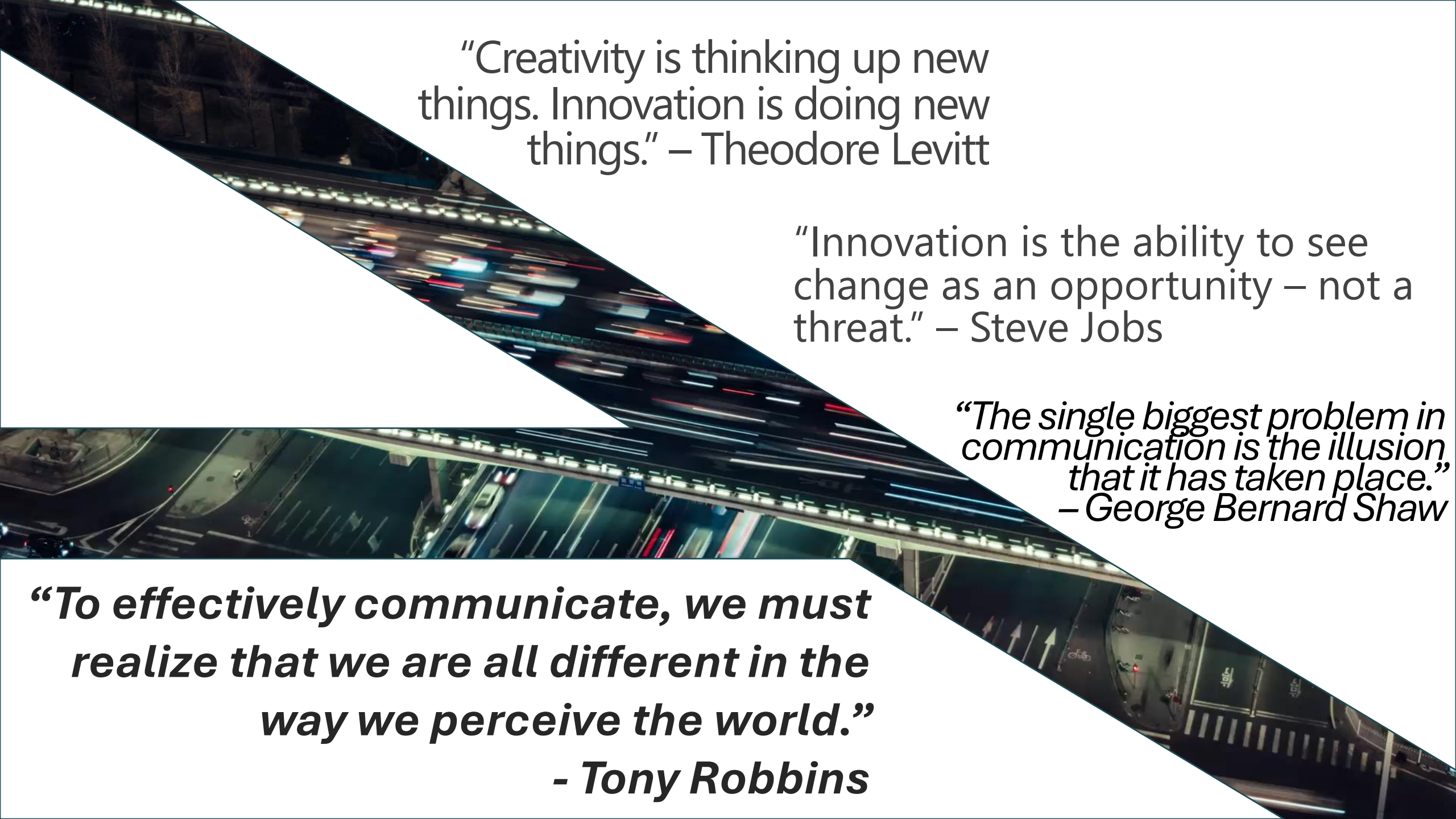
12:45-1:00pm: *Q&A for Second Session Speakers*

**1pm: 5 prize raffle**

**then Lunch**

**sponsored by Clancy**





"Creativity is thinking up new things. Innovation is doing new things." – Theodore Levitt

"Innovation is the ability to see change as an opportunity – not a threat." – Steve Jobs

*"The single biggest problem in communication is the illusion that it has taken place."*  
– George Bernard Shaw

***"To effectively communicate, we must realize that we are all different in the way we perceive the world."***  
***- Tony Robbins***

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## **Innovation & Communication 1<sup>st</sup> Session**

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# SEHAUC 2025

Paul Oxbury – Business Development  
Director – Traffic Management

26<sup>th</sup> June  
2025





 **SUNBELT**  
RENTALS

Greener

SUNBELT

RENTALS

RENTALS

RENTALS

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RENTALS

# We are 'the team behind **your** team'

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The world's leading provider of rental equipment and managed services.

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We are your sector experts, delivering world-class solutions through innovative technologies and sustainable ways of working.





# We are specialists not a generalist

---

We are a unified group of specialist business areas, dedicated to **your** industry sector.

Aligning any number of our specialist business units, we build bespoke solutions, with deep expertise, using the world's most innovative and sustainable equipment available today.



# The **global leader** in equipment rental

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A \$10,859m revenue FTSE 100 company.

We have over 25,000 employees...

providing over 900,000 rental assets...

serving over 800,000 customers

**Our Vision** To own the future of rental

**Our Mission** Deliver a world-class rental experience

**Our Values** Safe Innovative Expert Action Responsible Teamwork





# The **largest** rental company in the UK

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**Established operations in the UK, Ireland and Germany**

**Rental fleet of £1025m**

**Revenues of £706m**

**250,000 hireable assets**

**Over 4,300 employees**

**190 depots**



# We're transforming lives through **ESG**

---

**Our Planet** is our strategy for leaving a legacy through sustainable, meaningful actions today, without compromising the ability for future generations to meet their needs tomorrow.

An aerial collage of four images: a complex highway interchange at night, a field of wind turbines, a single tree in a field, and a solar farm. Overlaid on the collage is a stylized logo consisting of five concentric, curved lines in white, yellow, and green. The text 'our planet' is written in a white, lowercase, sans-serif font with a thin white underline, positioned in the bottom right corner of the collage.

our planet









# THANK YOU

Paul Oxbury

Business Development Director – Traffic  
Management

[pauloxbury@sunbeltrentals.co.uk](mailto:pauloxbury@sunbeltrentals.co.uk)



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# Communication & Innovation



Seema Flower



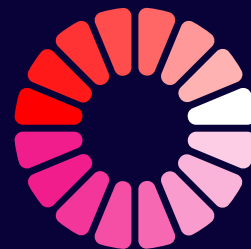
blindambitionuk



Blind Ambition









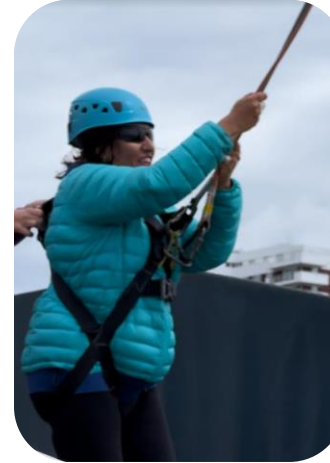
BlindAmbition88



# Blind Ambition

# About Me

-  Serial Entrepreneur
-  MD of Blind Ambition, specialising in disability awareness training and advocacy.
-  An award-winning advocate, working with major organisations to promote accessibility
-  Affiliate member of Streetworks UK
-  Recognised for leadership, shortlisted for the Shaw Trust Power 100 and won the CXO 2.0 Outstanding Leadership Award in Dubai
-  Qualified Careers Guidance Practitioner



# The Disability Journey

**Diagnosis**

**New Normal**

**Denial**

**Shock**

**Blame**

**Guilt**

**Anger**

**Loss of Income**

**Change of Living**

**Anxiety**

**Isolation**

**Depression**

**Loss of Confidence**

**Vulnerability**

**Social Isolation**

**Loneliness**

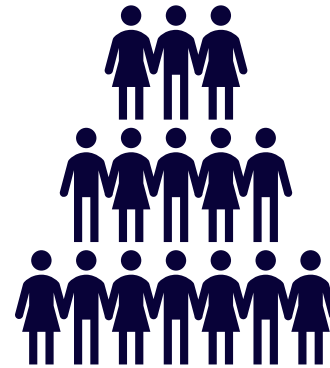
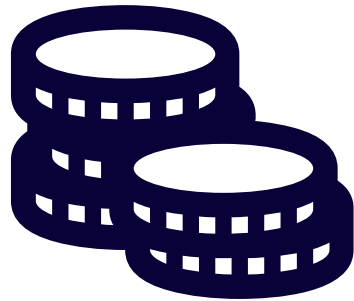
**Find new ways to live  
and strategies to cope**

**Acceptance**

**Getting used to the  
new normal**

**Finding new happiness**

# Why Disability Matters?



# HAUC (UK) VISION 2030 (HV30)

Five pillars you  
focused in on as  
important:

- . **E**nvironmental Sustainability
- . **C**ommunity
- . **I**nfrastructure
- . **T**echnology Innovation, Data and Decision-making
- . **C**onsistency and Collaboration

## ECIT-C



# Community

- Distribute educational; resources to embed accessibility in our industrial culture.
- Launch public awareness campaign on road worker safety
- Engage with government bodies on legal protections for workers
- Launch an industry-wide recruitment campaign
- Develop and implement structured apprenticeship routes
- Collaborate across industry to develop retraining programmes
- Establish funding pathways for reskilling initiatives
- Advocate for updated statutory requirements to cater to disabled pedestrians
- Monitor non-compliance and assess its impact on disabled communities
- Engage training providers to deliver accessibility focused training

# Technology Innovation, Data & Decision Making

Harnessing technology and data to improve efficiency, safety, and decision-making

- Strengthening communication between sites and office-based operations
- Integrating data and digital tools for smarter decision-making
- Driving innovation through trials and collaboration
- Improving future planning and coordination

# About Blind Ambition



## Blind Ambition

*International Award-winning disability inclusion consultancy*

- Empowering disabled people through advocacy, training, and employment
- Supporting organisations to recruit, retain and serve disabled talent and customers
- Unlocking potential through inclusive strategies and accessible practice

*“Every question you ask, every barrier you remove, sends a message: we see you, we value you.”*

– Seema Flower MD  
Blind Ambition

# Blind Ambition

Paving the way for a more inclusive future

How we can help...

## **Bespoke Training Programs**

- **Disability Awareness:**
  - Understanding the diverse needs of individuals with disabilities
- **Red Book Best Practice:**
  - Learn about the latest standards in Streetworks safety and accessibility.
- **Practical Exercises:**
  - Experience Streetworks from the perspective of individuals with different disabilities through our immersive exercises



# Blind Ambition

Paving the way for a more inclusive future

How we can help...



## Understanding Through Lived Experience

- Our training is unique because it's grounded in the lived experience of individuals with disabilities. It's one thing to know the rules, but it's another to understand why they're important.
- Through our practical, hands-on sessions, your team will gain insights that can only come from seeing the world through the eyes of those with disabilities.

# Blind Ambition

Paving the way for a more inclusive future



How we can help...



## Partnering for Success

- Accessibility Audits:
  - Evaluate your current street works and identify areas for improvement.
- Ongoing Support:
  - Continuous guidance and resources to ensure your teams are always up-to-date with the latest in accessibility practices.
- Collaborative Solutions:
  - Work with us to develop innovative approaches that meet both your operational needs and the accessibility needs of your road users.





# Thank you

**Seema Flower**

seema@blindambition.co.uk

[www.blindambition.co.uk](http://www.blindambition.co.uk)

07747 090877



Seema Flower



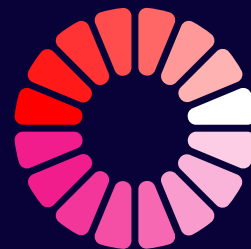
blindambitionuk



Blind Ambition



BlindAmbition88



# Blind Ambition

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# Communication and Innovation at West Sussex

**Allan Pike, Partnership Planning Team Manager**  
26 June 2025 | SEHAUC 2025 – Epsom



# Communication and Innovation



- These are two very important topics at WSCC
- Current Communications
  - With our Partners
  - With our Stakeholders and Customers
- What are we doing to address this?
- Innovation
  - Lane Rentals role in innovation
  - What do we want to achieve?



# Pressures

- Coordination of works is incredibly challenging now
  - Levels of work on the network is high
  - Works planning on tight time frames
  - Conflicting demands across the network
  - More clashes – More complaints
  - More refusals – More permit transactions





# Current Partner Communications



- Communication on both sides is down
  - What are the reasons for this?
- What could we do to rebuild?
  - Be prepared to pick up the phone
  - Arrange depot/office visits
  - Reintroduce some meetings
  - Focus on in person meetings

# Current Stakeholder Communications



- Councillors, Transport Operators, Motorists, Residents all want information
- The approach can be disjointed
- They are almost an afterthought on major works
- We need to engage with the right people sooner so we can
  - Explain the need for what's happening on the network
  - Gain their trust and support
  - Use their local knowledge
- A clear, robust communications plan for works

# Partnership Planning Team



- Network Management Team Review
- Identified the need to do more to
  - Support Major Works
  - Protect the highway asset
- Dedicated resources for
  - Forward Planning
  - Communications Advice
  - Data Analysis
  - Lane Rental Surplus Funds

# Partnership Officers

- Focus on
  - Forward Planning
  - Collaborating – both on and off site
  - Reducing Lane Rental Costs
  - Accessing Lane Rental Surplus Funds
  - Smoothing the path to granted permits



# Network Communications Advisor

- Helping you to develop a comms strategy for works
- Accessing the right people in our organisation
- Building our reputation in the community





# Lane Rental Surplus Fund

- Additional resource to help access these funds
- Identify potential applications to the fund
- Build strong relationships with potential applicants
- Bring forward that innovation we know is there



# Innovation



- The industry has made huge leaps forward with the help of Lane Rental funds
  - CisBot
  - Core & Vac
  - Intelligent Signals
  - And more...!
- But Innovation doesn't have to be the big ticket items

# Innovation

- Site Accessibility
- How do we better meet the needs of vulnerable road users?





# It's Not Just New Ideas!

- What about ideas that were previously not funded?
- Has the technology moved on since?
- Significant material change?
- Could these be revisited?



# Let's Hear Those Ideas

- *'Who's going to pay for it?'*
- Earlier engagement allows us to plan for and support your applications
- Positive stories about street works!
- So please, come and talk to us!



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# THE LATEST INNOVATIONS IN PORTABLE TRAFFIC MANAGEMENT

 Richard Childs  
Utilities Director

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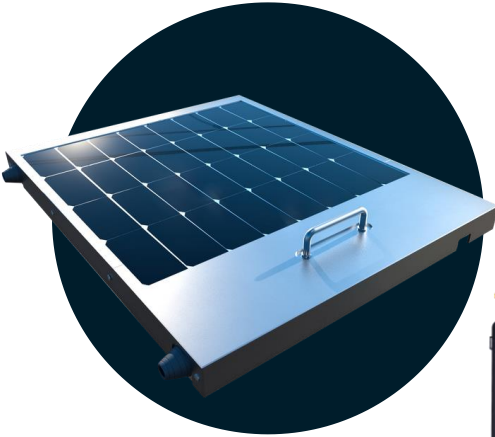
# Our Product Portfolio



**PORTABLE TRAFFIC SIGNALS**  
UltraLight, EuroLight, RadioLight



**REMOTE SIGNAL OPERATION**



**INCURSION & SAFETY MANAGEMENT**  
Automatic Security Barriers



**INTELLIGENT TRAFFIC MANAGEMENT**



**GREEN TRAFFIC MANAGEMENT**  
SRL Solar PLUS & Multiphase ADS



**CLEAR COMMUNICATION**  
Variable Message Signs in three different sizes



**SITE SECURITY**  
Portable 360° CCTV solutions



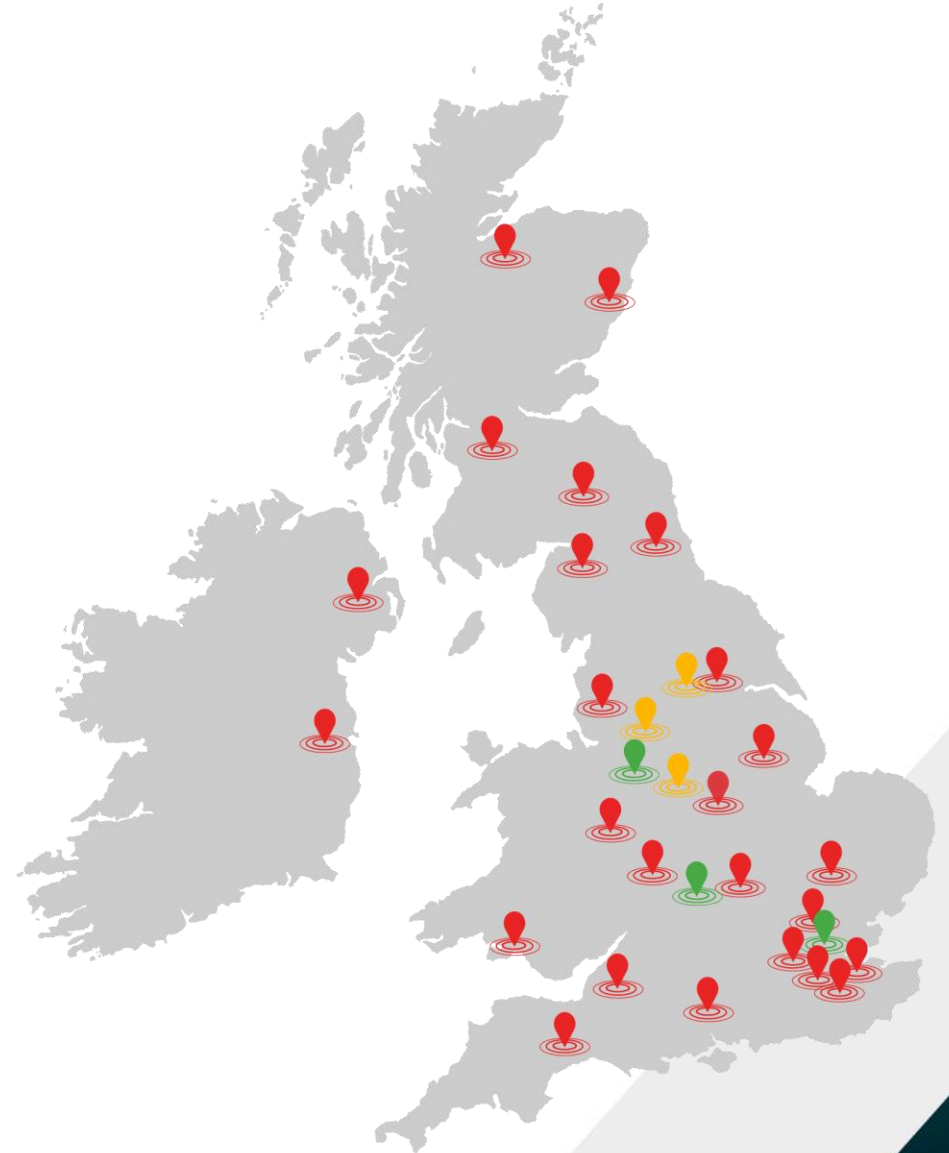
# Set for Success

SRL's strategic **30-wide depot nationwide** network enables us to fulfil our unique ad-hoc hire, service model.

Unlike our competitors, SRL are never far away, well equipped and ready to be on-site to support our customers, within two hours.

Our operatives are the backbone of SRL, delivering a **24/7/365-day** support service, providing reassurance and resource customers can't get elsewhere.

Our depot infrastructure enables a lean approach, with **efficient, prompt** and **profitable** service.



# Aligning with your Objectives

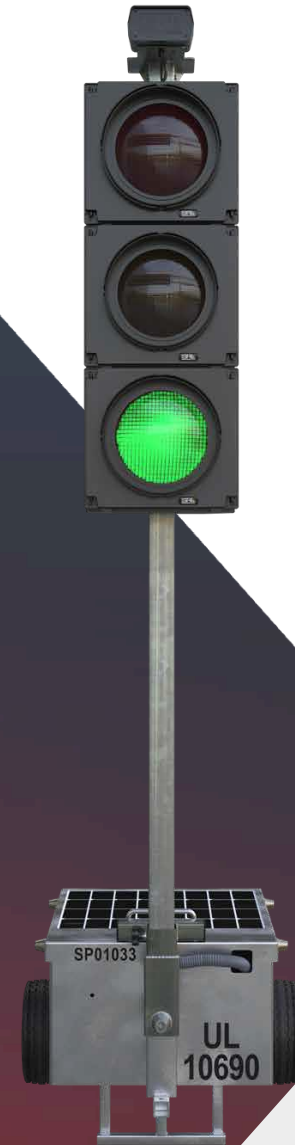
**Safety to the Road Worker** – We develop our products to design out risk.

**Carbon Reduction** – We focus on utilising renewable energy and deploying technology which minimises our supply chain's carbon footprint.

**Traffic Flow** – We optimise site performance and reduce operational costs.



# UltraLight & Multiphase ADS





# UltraLight

UltraLight™ is the ultimate innovation in portable traffic signals, featuring **TOPAS 2540A Compliance**, improved reliability and functionality and a simplified user experience.

- Our lightest portable solution
- Cableless – up to 24 signals
- Extended running time – up to 3 weeks
- Automatic signal dimming
- Adjustable red/green traffic timings and blackout pedestrian timings<sup>52</sup>
- Max time sets and part-time signal capabilities
- Improved radio connectivity and IP56 water ingress rating
- Autoconfigured Multiphase ADS
- Remote Control compatible

- ✓ TOPAS 2540A
- ✓ TSRGD COMPLIANT



# Multiphase ADS

**Our Adaptive Detection System manages daily traffic flows by easily making automatic green time adjustments using deep learning algorithms to interpret the traffic data received.**

- Proven to reduce average queue lengths by 50%
- Provides a 29% reduction in maximum queue length
- No site visits to make timing alterations
- Rapid install (only basic timings required)
- Adapts to present traffic conditions
- Can be used up to 4-way control

53



# INTRODUCING REMOS



# REMOS – Remotely Operated Signals

On any given day, hundreds of worksites across the UK require a traffic management operative to be on site to monitor traffic flows and react if required to minimise disruption.

- 9% of permits require MOS (Man on Site)
- Consistently strains human resources and significantly impacts budgets
- Frustration from road users tends to be directed to operatives on site
- Has an environmental impact (travel to and from site)
- H&S impact in putting people at risk through RTI's
- On average, each year, **7 workers die** because of accidents involving vehicles or mobile plant on construction sites. A further **93 are seriously injured**. There are at least **175 site incursions per month** on the UK roads.

55



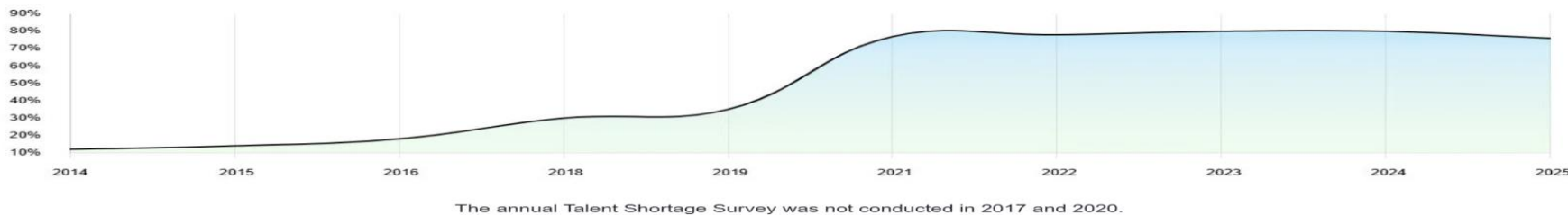


# Problems with manually operated signals

- Operative can't see around corners inhibiting decision making capabilities
- Labour cost increasing for on site personnel
- Lack of skilled operatives for this role which consistently strains human resources & impacts project delivery times
- Impacts budgets and increases public frustrations due to the use of untrained agency operatives
- Has an environmental impact (operatives traveling to and from site with an average 30-mile journey)



UK Talent Shortage Over Time





What if we developed a  
new solution which could  
alleviate this pressure?

# Why Now?

- REMOS utilises intelligent SIM cards which connect to **multiple networks** to keep our systems connected and keep data streaming.
- This inclusion will ensure that REMOS performs across the country and can be deployed successfully in more remote areas.
- These multi network SIM cards provide **99.5% UK** coverage
- It uses fibre-optic network for high-speed data transmission ensuring no signal loss or delay in footage delivery
- Redundant routing with failover capabilities to ensure consistent connectivity to external networks and boast a secondary UPS connection to provide 24 hours of backup as a fallback in case of fibre-optic network failure.
- Challenges of reliably streaming data removed





# Introducing REMOS

**Autoconfigured ADS** runs as standard operating model, optimising traffic flow.

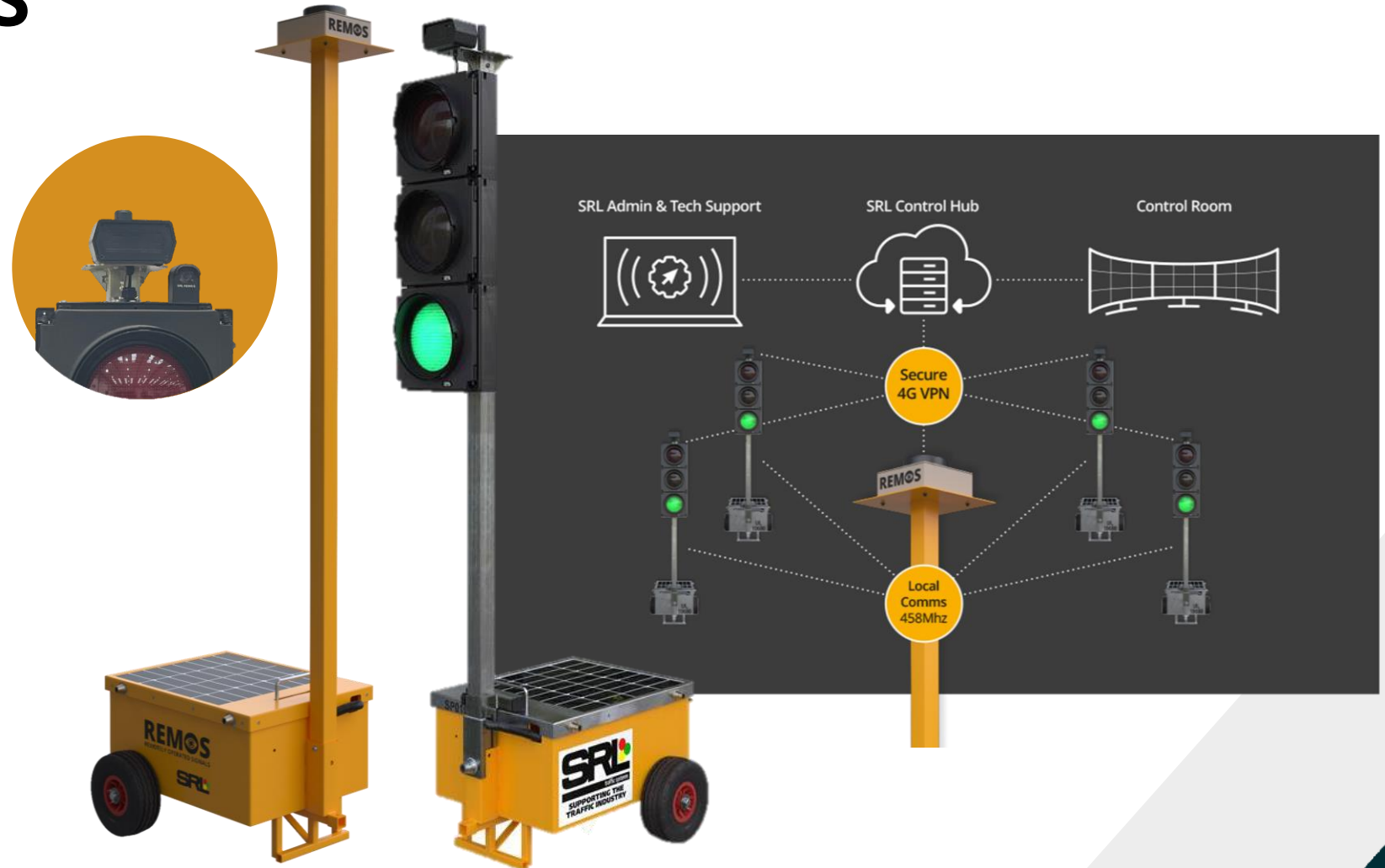
A **UTMC style controller** is deployed on every site. This enables operatives to remotely manage the signals.

**Lithium Phosphate** batteries offer more than two weeks' battery life.

Distinctive **yellow boxes** differentiates signals for long-term end-user perception

A **high-resolution camera** streams data in real-time in the SRL Control Hub

The **upgraded REMOS signal head** houses communications including wireless router, antenna, router and I/O interface plus SIM card.





# Dedicated REMOS Facility



SRL have installed a pioneering REMOS facility at our new multi-functional hub, in Solihull.

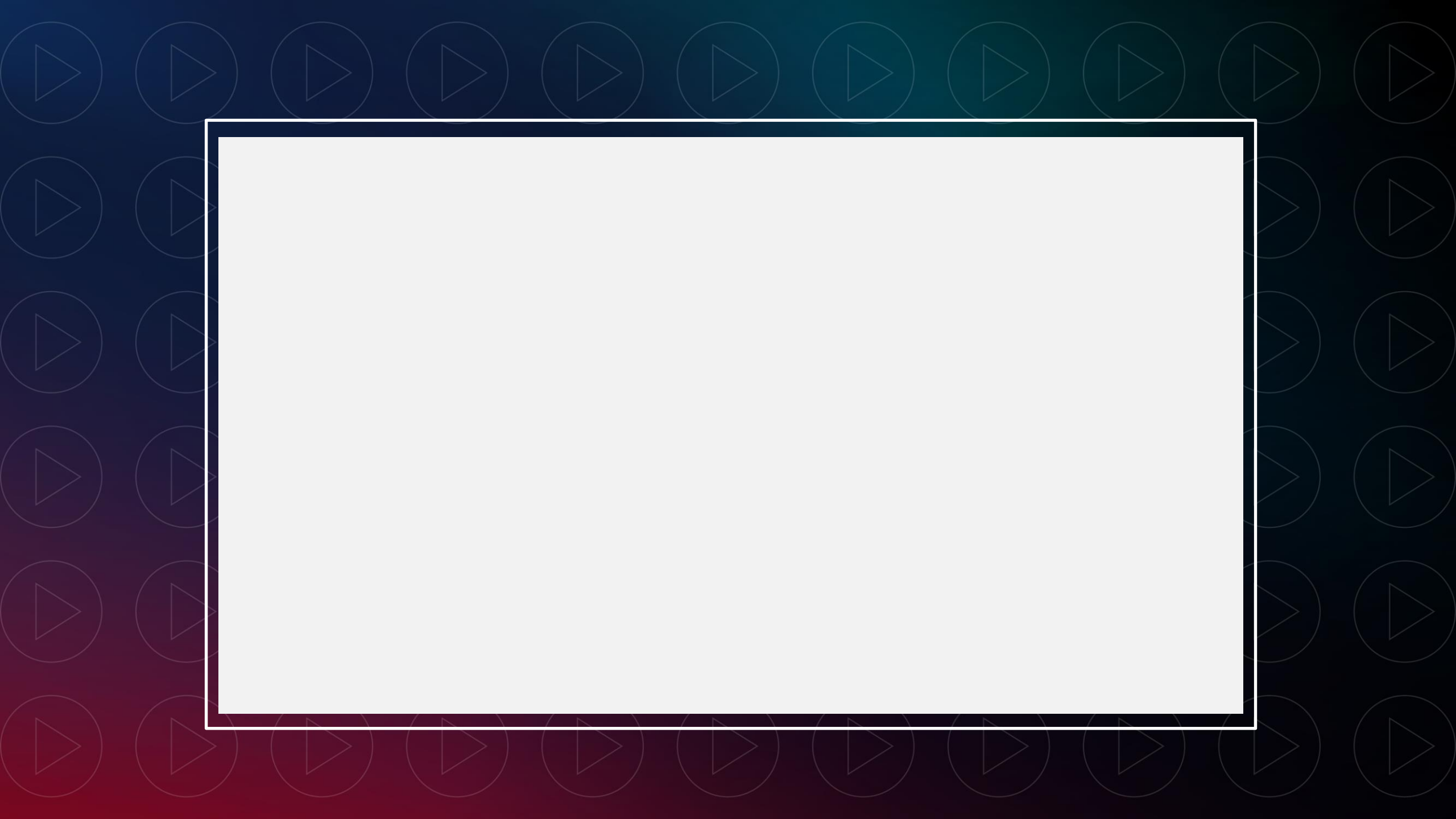
Solihull is **strategically located** to offer great network connectivity.

The control room has been thoughtfully designed to create a **comfortable, secure and practical** space for operators.

All REMOS operators are competent and have been trained in:

- Lantra M7 - NHSS12D M7
- JCT Basic Introduction to Traffic Signals
- SIA CCTV Operator Training:
- Internal SRL Training (Troubleshooting, equipment, process and protocols)





# REMOS Demonstration





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**The Future** of Traffic  
Management Starts with

**REMOS**  
REMOTELY OPERATED SIGNALS



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## **Innovation & Communication Q&A then LUNCHTIME**

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# SEHAUC

2025 Epsom Racecourse

## **Innovation & Communication 2<sup>nd</sup> Session**

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# Kanye and The Queen

How toilet paper upset the throne.

Laurence Al-Shaar – Senior Innovation Project Manager



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## A Bum Deal

- Interiors Engineer at Eurostar
- Responsible for all customer facing systems
- Seating, Galley, HVAC, Doors, Customs Cell...
- Toilets



---

# The Royal Throne

Royal loo: How Queen Elizabeth II gets a designated loo wherever she goes – ‘big worry’

Queen Elizabeth always packs toilet paper when travelling – strict rules about who uses it

**ROLL WITH IT** The Queen gets her own designated loo on royal tours that no one else is allowed to use – and VERY posh toilet paper

---

## Stuff hits the fan

### Kanye West makes bizarre toilet requests on Eurostar

Oh Eurostar how could you? The train company have upset Kanye West with their unacceptable toilet amenities

**Um, did Kanye West complain about 'scratchy toilet paper' when he took the Eurostar?**

And Wednesday's most bizarre news comes courtesy of controversial rapper Mr West...

### Kanye West hates 'scratchy' toilet paper

### Kanye West's latest lament involves 'scratchy' toilet paper on the Eurostar

**Kanye West refused to use Eurostar loo roll as it's 'too scratchy'**

**Aol.**

SINEAD MOORE  
Updated 14 August 2014

**Kanye West Apparently Complained About 'Scratchy Toilet Paper' In London**

# Kanye Wiped Out

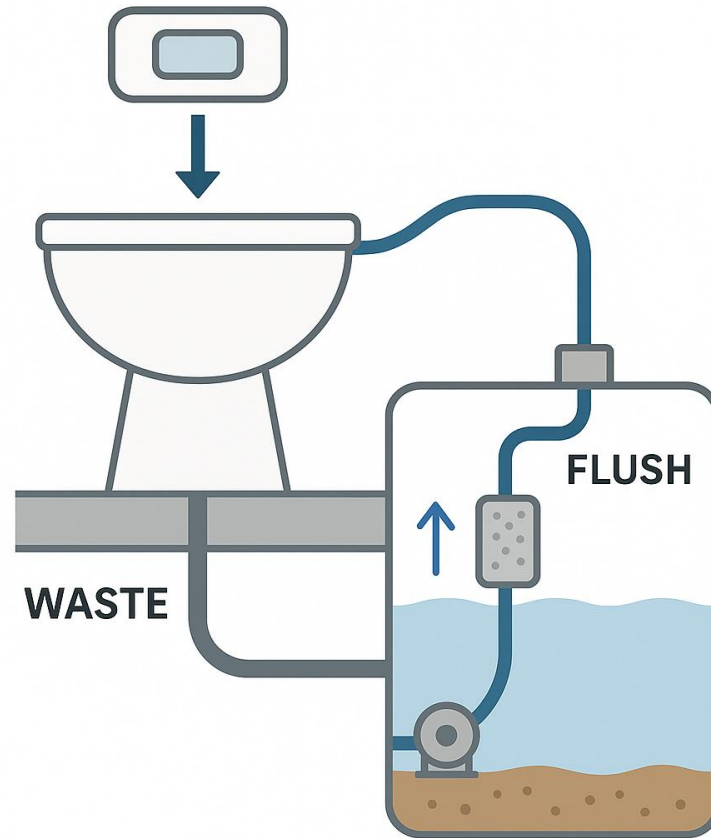
A source told The Sun newspaper: "Kanye is very particular about his toilet paper. He couldn't believe that in a first class carriage, they had scratchy loo roll.

"He didn't make a fuss to Eurostar staff, but he was heard moaning to his inner circle. He didn't like the texture and requested a softer tissue.

It seems the rapper endured a difficult trip from Paris to London as his Eurostar train was delayed by four hours following a technical fault.



# Toilet Training



**SELF-CONTAINED  
RECIRCULATORY  
RETENTION TANK**



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## Feeling Flush

£200,000!

# Absorbing the requirements

Engineering	Stays as a sheet & must not float Breaking up or floating will block filters
On board services	Needs to be pre-packaged Must be able to fit into the current dispensers and on the cleaning trolleys
Customer service	Needs to be white Any other colour isn't acceptable to the branding
Safety and Compliance	Must meet fire standards Must meet NFF-16-101 – Rail vehicles in a single-track tunnel

---

# A helping hand

Subject: Toilet Paper Project

From: Louis Searle

To: Laurence Al-Shaar

Date: 14 August 2014

Hey Laurence,

If you've got a spare minute, come find me - I wanted to have a quick chat about your toilet paper project. I've heard bits and pieces and I'm curious to hear more about what you're working on. I might have a bit of insight that could help, or at least give you something to think about.

No rush - just grab me when you're free.

Cheers,

Louis

---

## A Clean-Sheet Solution

- On paper, it seemed easy
- Met with top suppliers, tested prototypes
- No combination passed every requirement
- Complying with one, broke another



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# Papering Over The Cracks

Subject: Quick Catch-Up on the Toilet-Paper Project?

From: Louis Searle

To: Laurence Al-Shaar

Date: 11 November 2014

Hi Laurence,

Hope you're doing well.

Just checking in on the toilet-paper project we chatted about back in August.

I'm curious how things are progressing and whether you've managed to tame all those requirements.

If you have a few minutes this week, swing by my office or drop me a note-I'm still happy to share what I learned (and failed at!) in '94. Might save you a headache or two.

No pressure, but I'd enjoy hearing where you've got to and seeing if there's any way I can help.

Catch you soon,

Louis

---

# The Bottom Line

- Louis had the insight I needed
- He could have saved – or stopped- the project
- I didn't listen
- A communication failure, not a creative one.

# Sheet Happens – Lessons Learned

- Innovation doesn't always succeed
- Sometimes the best result is walking away early
- Innovation is about value, not novelty
- Communication is everything
- Listening is the cheapest form of innovation
- The right conversation, at the right time, changes everything





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An aerial photograph of a roundabout with several cars and two large trucks. Overlaid on the image are green lines representing digital traffic paths and white Wi-Fi symbols indicating digital connectivity. The text 'BUKO DIGITAL.' is prominently displayed in the center-left.

# BUKO DIGITAL.

DIGITAL TRAFFIC MEASURES TO COMPLEMENT THE PHYSICAL ONES

Richard Green / Martin van Beurden

**BUKO.** DIGITAL

We improve the general experience of road  
users and local residents...  
**...that starts before the trip**



A man with a mustache, wearing a blue sweater, is driving a car. He has a shocked or intense expression on his face, with his mouth open and eyes wide. His right hand is on the steering wheel, and his left hand is raised in a gesture. The background is blurred, suggesting motion. A white text box is overlaid on the left side of the image.

# **IMPORTANCE OF INFORMING.**



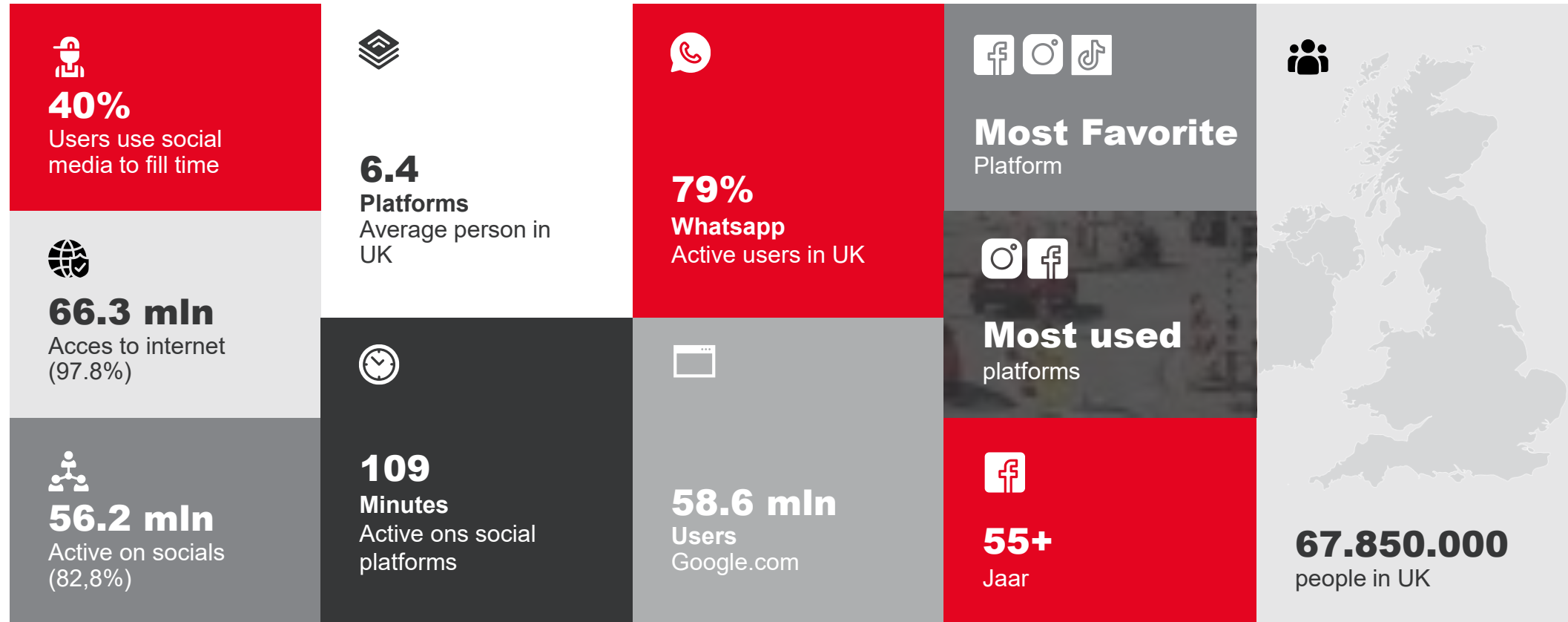
**“I WANT TO  
RECEIVE  
RELEVANT  
INFORMATION  
WHEN I NEED IT.”.**



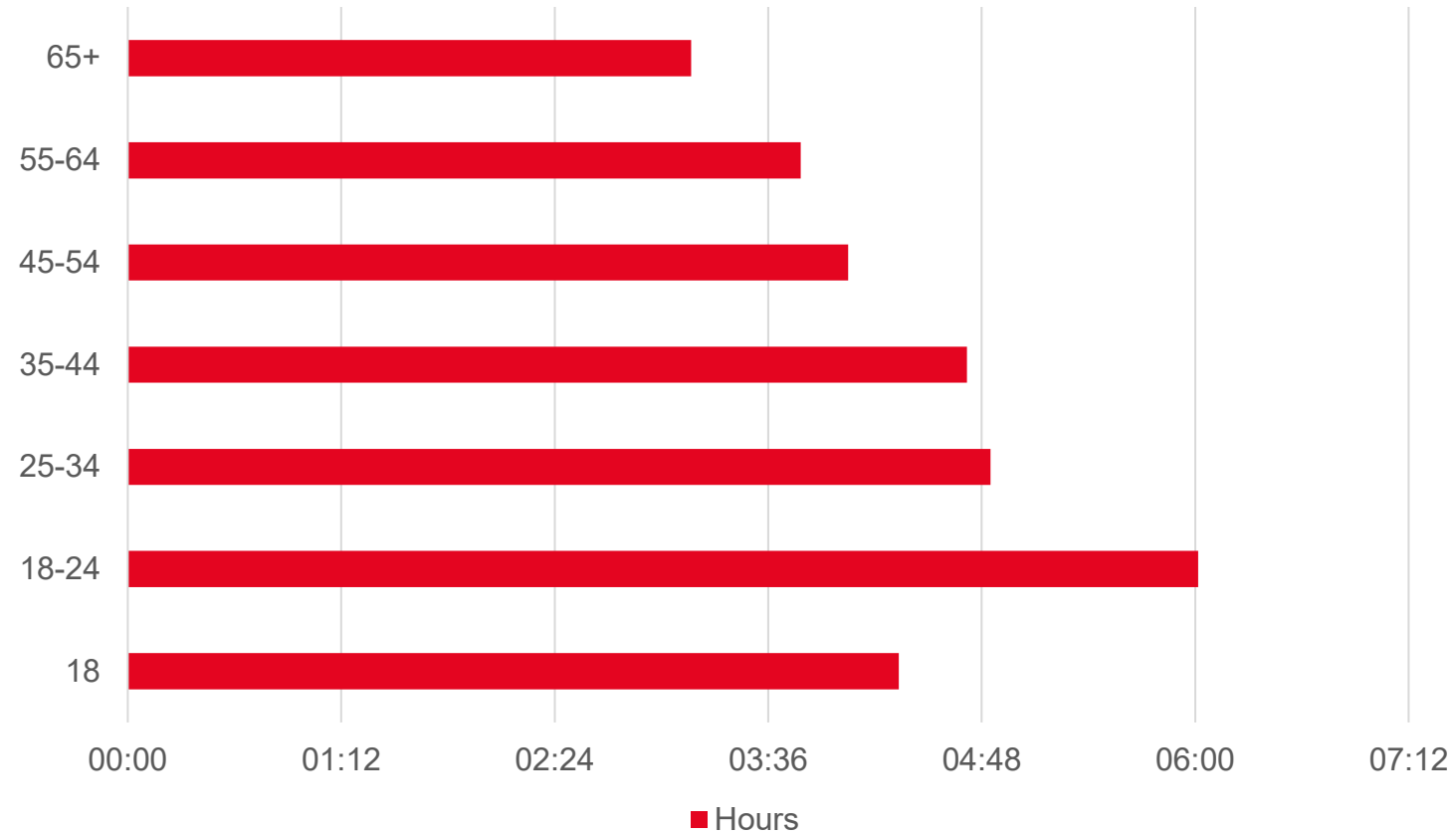
**WE HAVE BEEN USING SOCIAL  
MEDIA SINCE THE YEAR ....!**

**WE HAVE BEEN USING SOCIAL  
MEDIA SINCE THE YEAR 1979!**

# FACTS AND FIGURES.

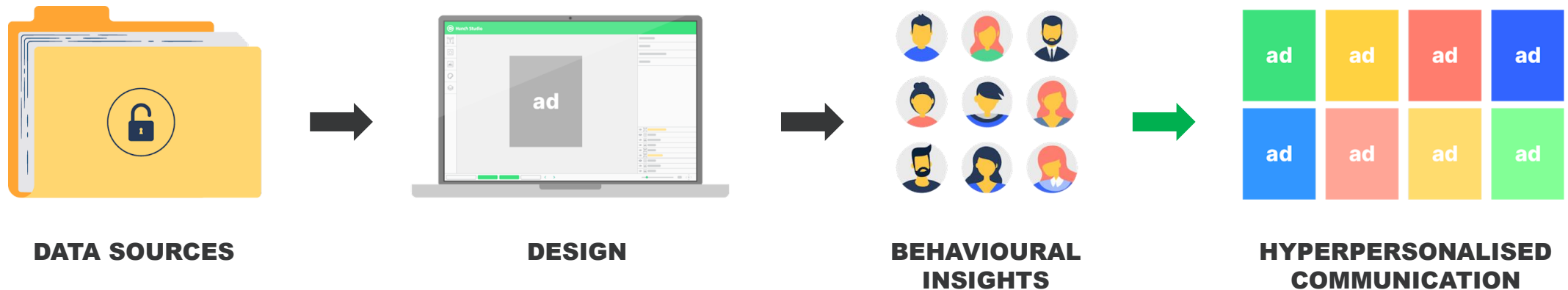


## AVERAGE DAILY SOCIAL MEDIA TIME ONLINE





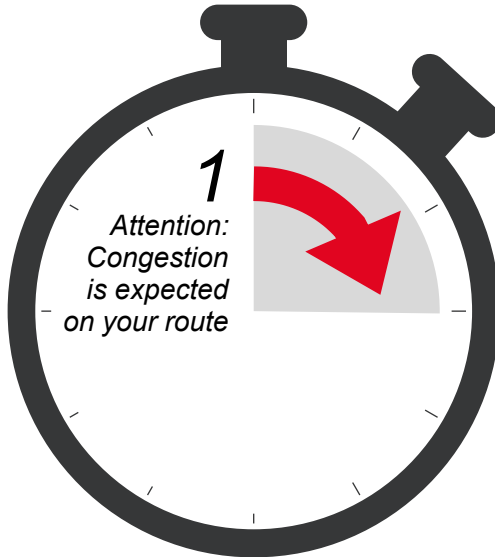
# DYNAMIC DIGITAL COMMUNICATION.



Using in-house and external data to create personalised and catchy communications that triggers the target group - resulting in hundreds of different automated messages based on **location, time** and target group **characteristics**.

# PERFECTLY TIMED INFORMATION PROVISION.

1. Two weeks prior to the start



From unexpected to expected congestion.  
Offering alternatives in terms of time,  
modality, and route.

2. During the project



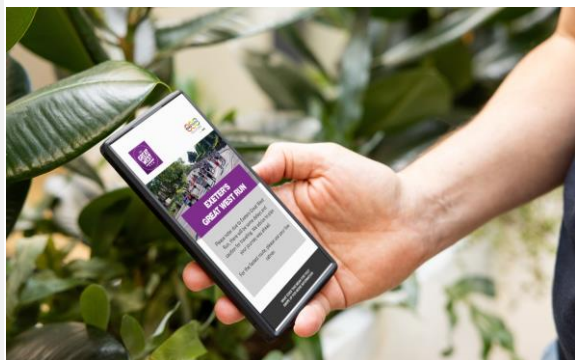
Adjustments in travel behavior based on  
current information. Reduced frustration  
and increased compliance.

3. After completion



Satisfaction survey among the  
target audience. Demonstrating the  
tangible benefits.

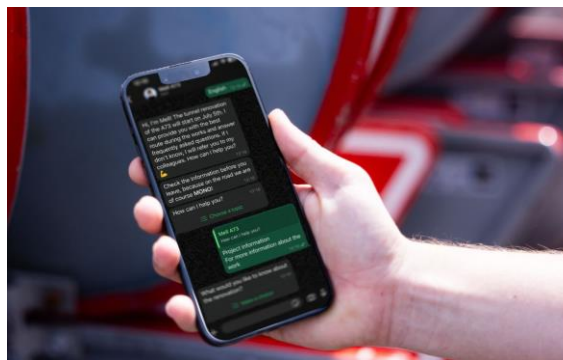
# COMMUNICATION MIX.



**DYNAMIC DIGITAL  
COMMUNICATION**



**DOOH (STREETSYNC)**



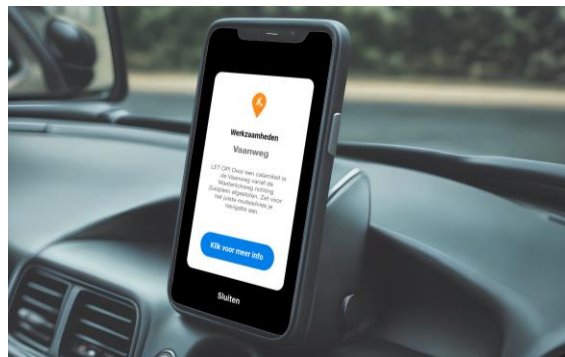
**AI CHATBOT MELL**



**SEARCH & DISPLAY ADS**



**TM & POSTERS**



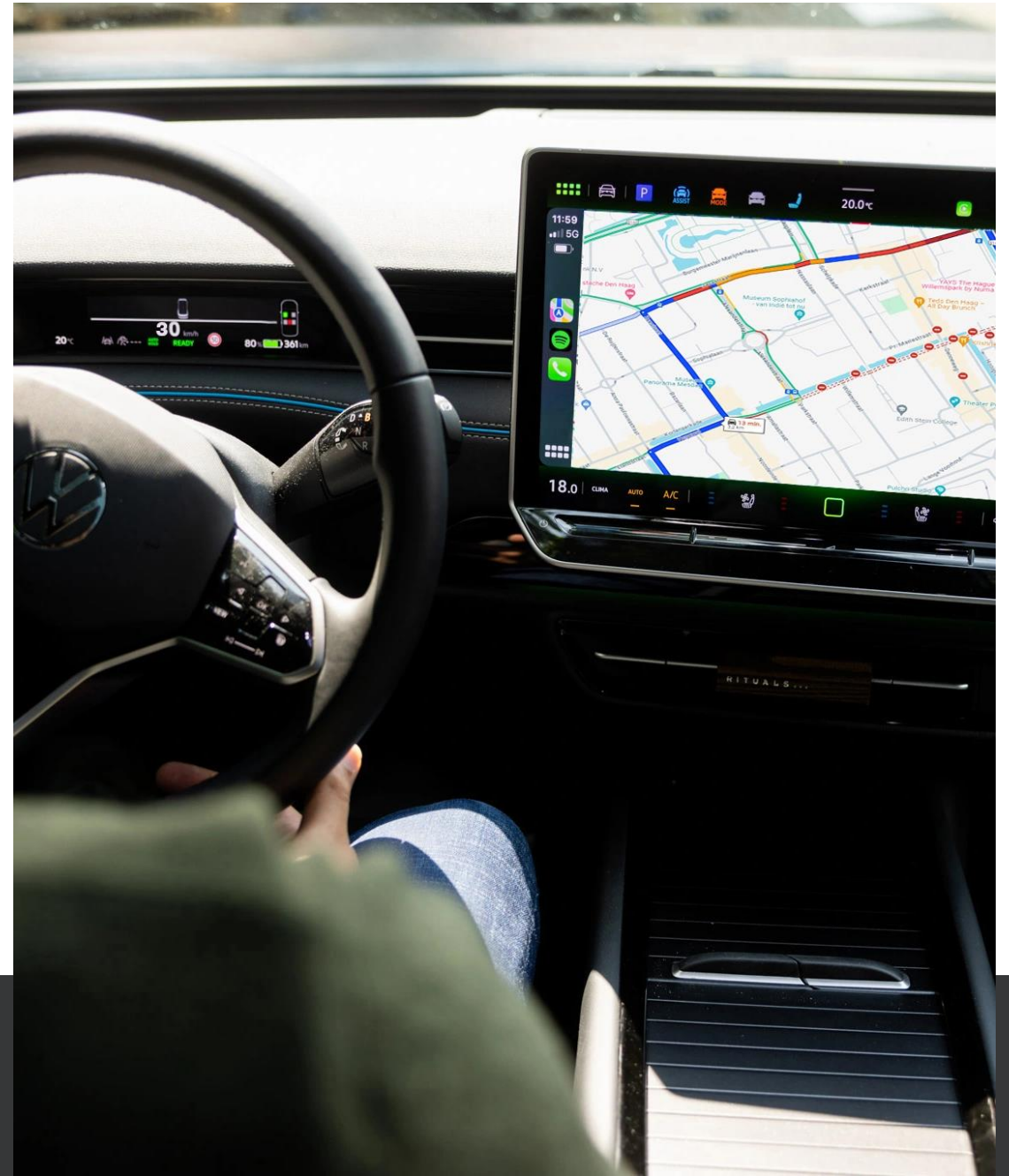
**IN-CAR MESSAGING**



**VIDEO & ANIMATIONS**

# SAT-NAV INFLUENCING.

- The digital road closure and detour
- 93% of road users use navigation
- 85% of road users using navigation can be reached with live information
- Influencing cut-through traffic
- Target group up to 35 years old relies more on in-car information than physical signage
- Subconscious behavioural influence for 79% of all road users
- Up to 20% extra traffic flow reduction during road works in comparison to only physical temporary traffic measurements







# **CASE STUDY LEYTON CROSS ROAD.**





Ref No - 240156179Phase: n/a

Site Reference: n/a

Address:  
56 Leyton Cross Road,  
Dartford,  
DA2 7AN

Date: 05.05.24Issue: 1-WSApproved: T.Biggart

Foreman Approved: N/A

Drawing Number: W11805

Job Number: 88346

1.2m Max Taper Cone Spacings  
9m Max Longitudinal Cone Spacings  
2.0m Min Footway / Walkway To Be Maintained  
0.5m Min Sideways Safety Zone  
0.5m Min Longways Safety Zone  
Measurements Will Be Subject To Survey

Actual Road Width: 14.5m

Remaining Road Width: 5.3m

Total Length Of Site: 15.8m

Distance Of First Sign To First Cone: 20-45m

Width Of Obstruction Including Safety Zone: 6.1m

Traffic Management:  
3 Way Lights &  
Footway Closure / Pedestrian Diversion

Road Speed:  
30mph or Below

Quality Control Checklist

Location ✓Survey ✓

Sign Positioning / Accuracy ✓OS Tile Accuracy ✓

Road Speeds ✓Booking

Permissions / Notes ✓

Address / Site Measurements ✓

Key:

Working Space

Safety Zones

Pedestrian Walkway In The Road

Terrapiles

Trackway

Spoil

Pedestrian Ramp

Man On Site

No Parking Cones

Traffic Cones

Sign Face

Traffic Signal

Pedestrian Signal

Client Works

Pedestrian Barrier

Traffic Barrier

All Traffic Management Will Comply  
With The Safety Of Streetworks And  
Road Works Code Of Practice

TM PLAN  
NOT TO SCALE

NO PARKING CONES TO BE PLACED THE NIGHT PRIOR TO WORKS TAKING PLACE

BRACTON LANE

LEYTON CROSS ROAD

CASWALEN CLOSE

CHERRY TREE LANE

Bus Stop To Be Suspended

Bus Stop To Be Suspended

Phase 1		Phase 2		Phase 3	
Green	Red	Green	Red	Green	Red
35 Sec	5 Sec	35 Sec	5 Sec	35 Sec	5 Sec

BUKO Digital

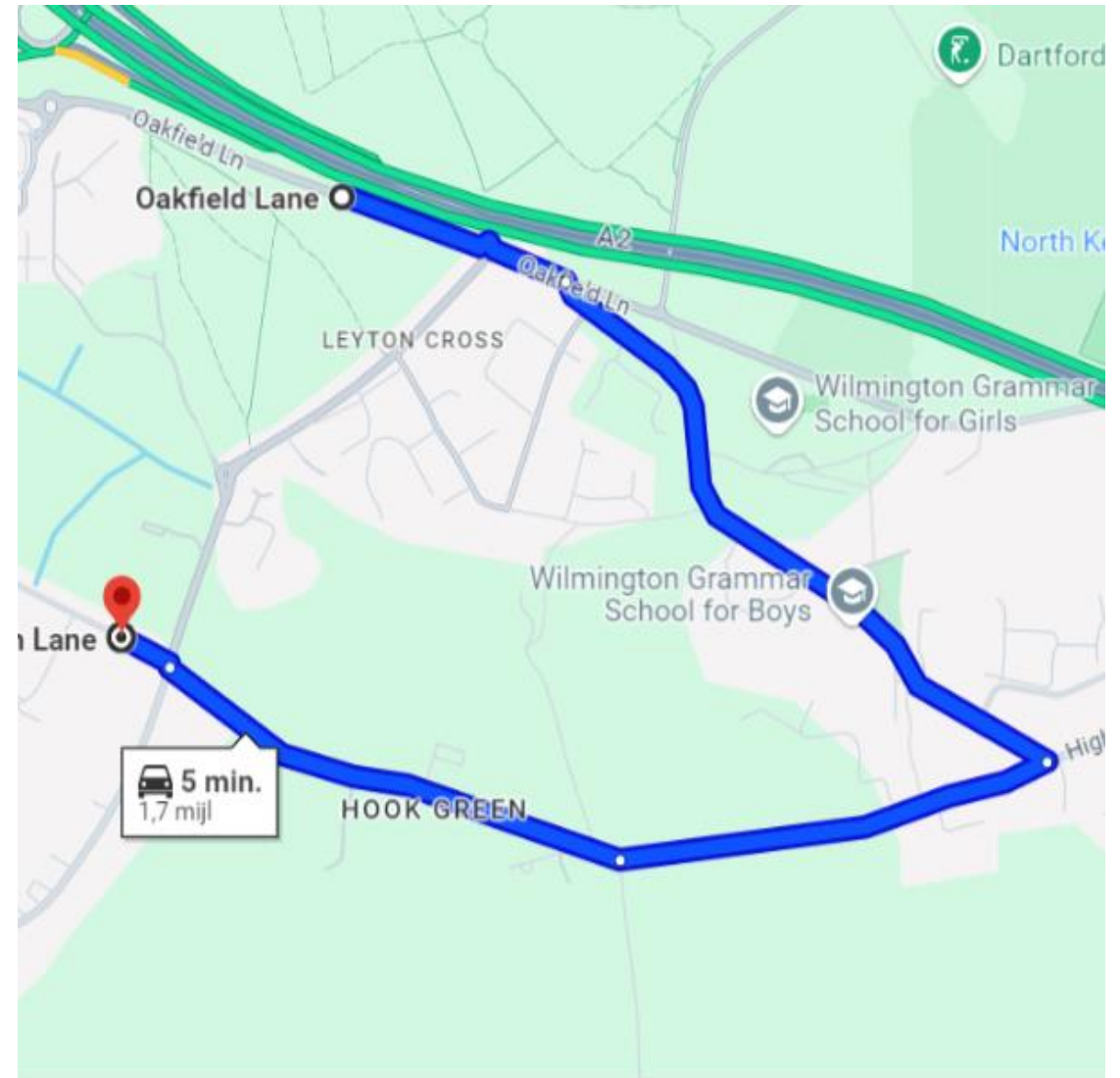


## DYNAMIC CAMPAIGNS.

- Based on the origin and destination research, it's clear who should be targeted
- Each target group receives unique messages
- The reporting may vary depending on the day and/or weather conditions
- Completely dynamic with hyper-personalisation. For example, start and end dates, location and a countdown till start/end of work.

# SAT-NAV INFLUENCING.

- The digital road closure and detour
- Influencing cut-through traffic
- No significant delays or congestion on Leyton Cross Road or in the direct surroundings





# 04. COMMUNICATION & RESULTS



PHASES	AREAS	TEXT VERSIONS	ADS SIZES	PLATFORMS	288 COMBINATIONS
3	4	4	3	2	

AMOUNT SPENT	IMPRESSIONS
£641.18	233.799
UNIQUE CLICKS	REACH
813	57.944
CPM	COST PER CLICK
£2.74	£0.79

Since the campaign's launch, posts have garnered over **233.799** impressions on social media, reaching and informing **57.944** unique individuals about the anticipated disruptions on Leyton Cross Road. On average, each person saw the posts more than four times across Instagram and Facebook.

The average cost per 1,000 impressions (CPM) was **£2.74**.

Additionally, the campaign generated **813** click-throughs to UKPN's website, where users could access further details about the Leyton Cross Road project.



# LIVE TRAFFIC DATA.

- Compare objective data and subjective opinions
- Multiple data viewable:
  - Usual vs current speed
  - Usual vs current travel time
  - Delay time
  - Speed difference
- Access to an online dashboard for near real-time viewing and historical look-back



# RESULTS.

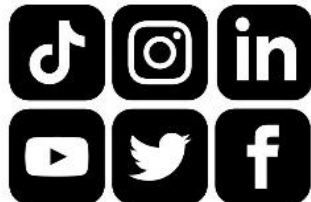
- No significant delays or congestion on Leyton Cross Road or in the direct surroundings
- No cut-through traffic during the road works
- Communication via Facebook & Instagram satisfaction rate 9.2 out of 10
- Almost 43% of the road users changed their travel habits by for example taking a different route
- Over 80% wouldn't be informed if the information wasn't provided via social media



# THE ROLE OF PRIVACY (EXPERIENCE)

- Social media is GDPR compliant
- The most important question you want an answer to:

*Is someone living, working or passing through the area where the road works are taking place?*





An aerial photograph of a roundabout with several cars and two large trucks. Overlaid on the image are green lines representing sensor ranges or communication paths, and four white Wi-Fi symbols indicating connectivity points. The text "THANKS FOR YOUR ATTENTION." is superimposed in the lower-left quadrant of the image.

# THANKS FOR YOUR ATTENTION.



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