

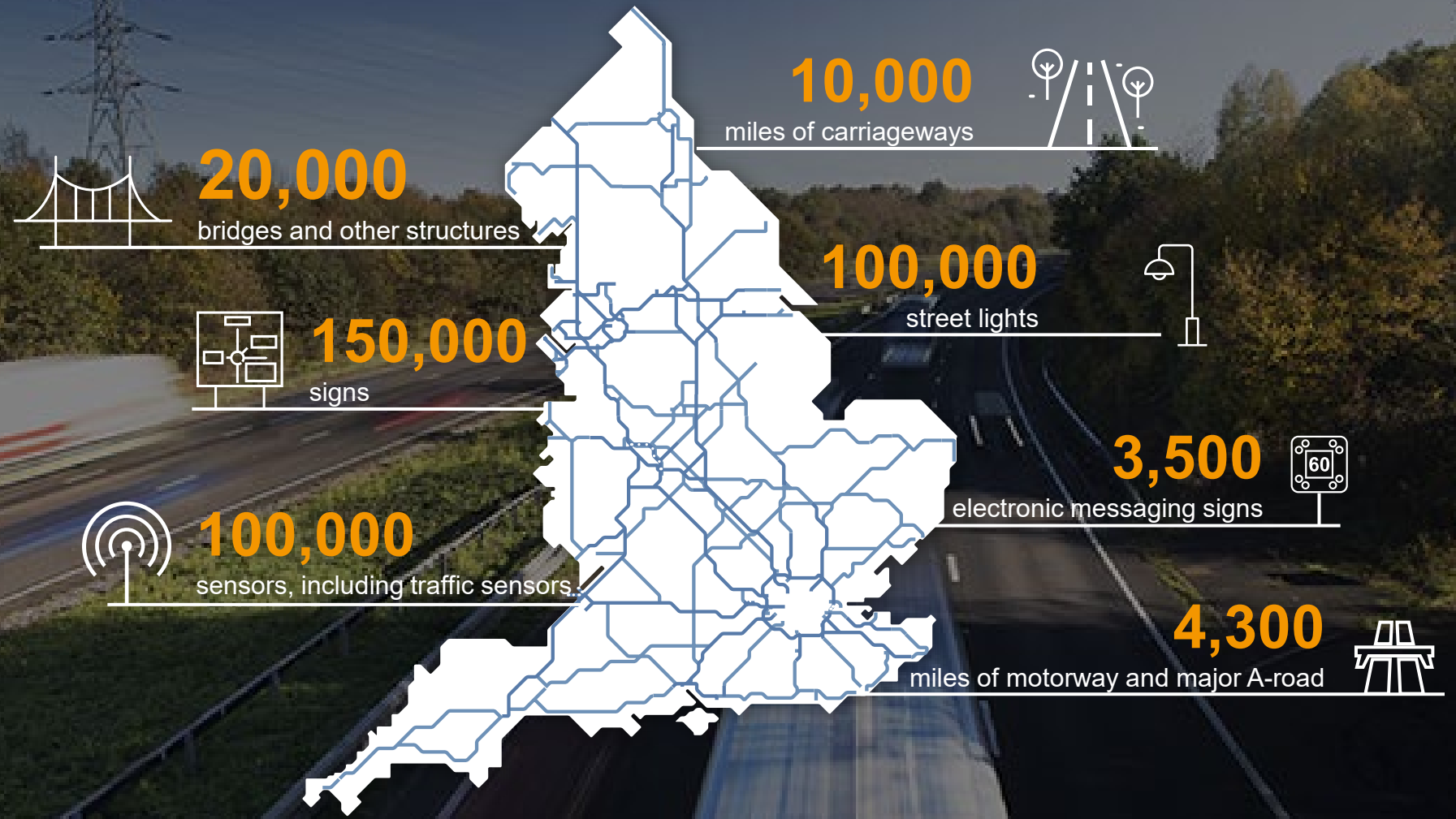
# Connected Services on the SRN

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# Our road network

We manage and improve over 4,300 miles of motorways and major roads in England known as the strategic road network



## Digital Roads Vision

“

Digital roads harness data, technology and connectivity to improve the way the strategic road network is designed, built operated and used.

”

Digital Roads is structured around three core themes.



Digital Design & Construction



Digital Operations



Digital for Customers

# Digital for Customers vision

Our customers will be better informed and have trust in the journey information they access, ensuring that they feel safe and in control of their journeys.



Individuals, families and businesses are better informed through accurate pre-journey information



We receive better quality data from our customers, which informs our decision making



Customers are kept informed by wayfinding service providers with accurate in journey information



End-to-end journey support in collaboration with a range of 3rd parties (e.g. highways authorities)

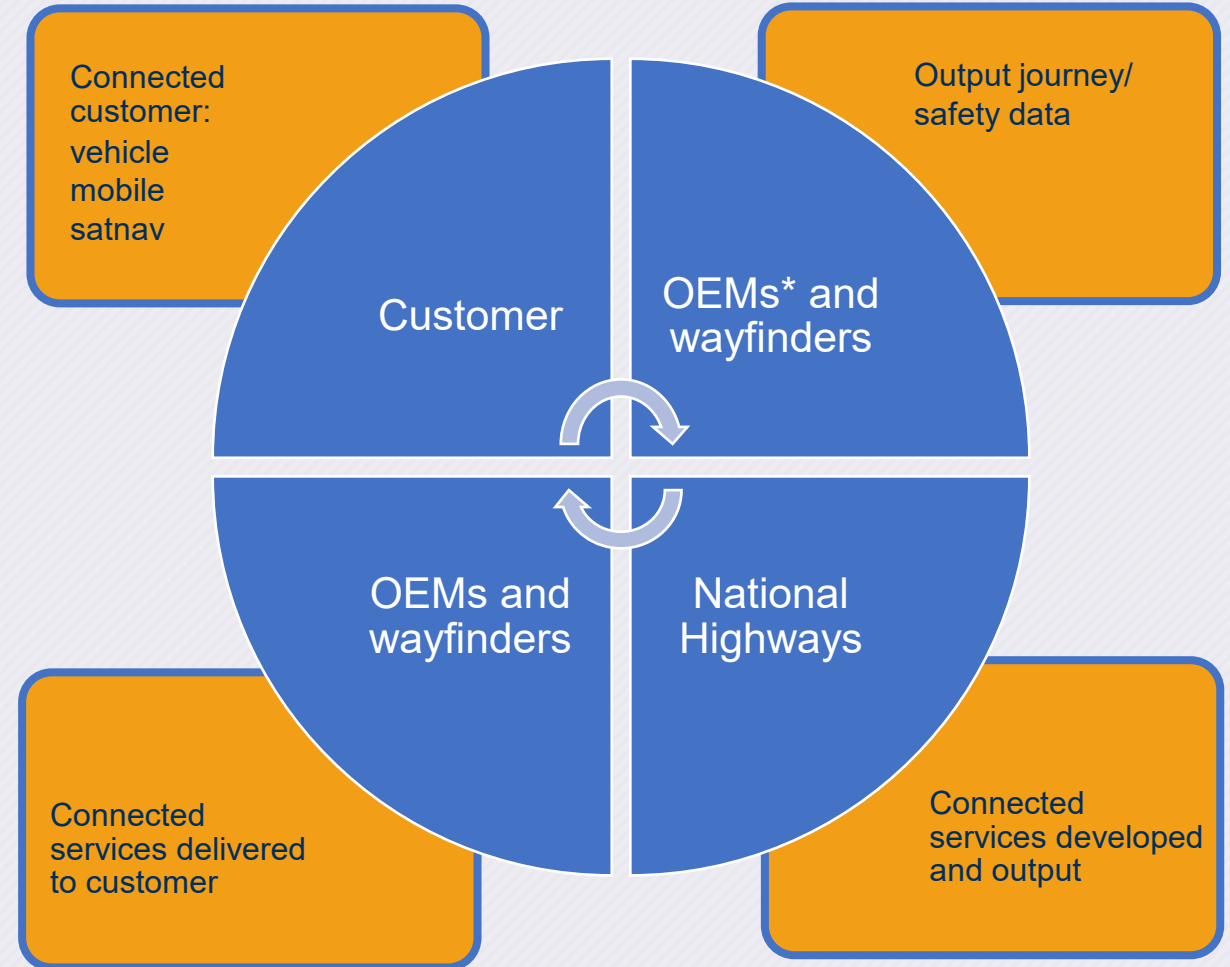


Our call centre staff have access to accurate information that enables them to provide excellent customer service

# Connected services road map

| Digital Roads- digital for customer | In-vehicle signage via cellular communications | Programme                             |
|-------------------------------------|--|---------------------------------------|
| Connected services align to:        | Service examples include:                      | Geospatial mapping                    |
| Information provision               | variable speed limit information               | technology and operations             |
| customer engagement                 | Lane and Road Closures                         | data and requirements                 |
| partnerships and alliances          | road works warning                             | standards and regulation/legislation, |
|                                     | freight  | customer insight                      |

## Data/Service Cycle



\*Original equipment manufacturer

# Thank you

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