



TfL announce plans to use ISA across new London Buses during 2017

Safety first - but not just in London and not without cooperation

The mayor of London Sadiq Khan has got London talking about transport. His first policy act was the announcement of a 'hopper' bus fare, which would allow bus passengers to change buses without having to touch in again with their Oyster. This was soon followed by the news that Khan was pushing ahead with the night tube, which is due to start running in August. But Khan is bound to turn his gaze to a less partisan area of transport priority already championed by his predecessor Boris Johnson : safety.

One of Johnson's last policy actions on transport was the launch of a bus safety programme. Aimed at achieving a 50% reduction in the number of people killed or seriously injured on the capital's roads by 2020 and a longer term ambition of 'freeing' London's roads from death and serious injury, the safety campaign was launched in February of the year.

With 8,900 buses operating across 700 bus routes and providing 6.5 million bus journeys every day, it's no wonder that safety remains a major concern. After all, there are still 2.5 injuries for every million passenger journeys made.



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ISA

INTELLIGENT SPEED ADAPTATION

Case study Transport for London : June 2016

As part of the campaign, Transport for London (TfL) has been championing technologies that can make our roads safer, with a major part of its strategy being a collaboration with Arriva-owned Zeta Automotive.

Last year it trialled a speed-limiting technology on 48 buses operating two TfL routes. The technology, called Intelligent Speed Adaptation (ISA) and developed by Zeta at our Bicester site, works by pinpointing the location of a bus using GPS technology and limiting its maximum speed to the prevailing speed limit.

The findings of the trial are encouraging. Buses fitted with ISA remained within the speed limit 97-99% of the time. Speed limit breaches were almost certainly limited to downhill sections of the road. The outcome of the trial suggests that ISA can help safeguard against human error from drivers, thereby helping to save lives.

It's no wonder that TfL recently announced plans to roll out ISA across all new London buses by 2017.

But transport policies that put safety first should not be limited only to the capital. Arriva is already planning to work with authorities across its European operations to take ISA to an international market, but there is scope for other British metropolitan transport authorities to improve their safety record.

And as a further devolution is likely to take place over the next few years - Greater Manchester's first mayoral election is expected to take place early next year - the collaboration of TfL, Arriva and Zeta in implementing ISA provides an excellent example of how innovative new technologies can be harnessed by operators and regional authorities to the benefit of the industry and the public.

By: John Lawrence, Managing Director of Zeta Automotive, an Arriva Group company



TfL trialed and proven solution



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