



Cambridge Society for the Application of Research

Churchill College  
Storey's Way  
Cambridge  
CB3 0DS

[www.csar.org.uk](http://www.csar.org.uk)

## **The Journey of the future – Intelligent Transport Systems**

**Dr Liz Orme**

Director of Transport, Cambridge Consultants

7.30 p.m., Monday 4<sup>th</sup> February 2008

The Wolfson Lecture Theatre, Churchill College, Storey's Way, Cambridge

### **Dr Liz Orme writes:**

“Intelligent” transport systems are not new. Modern highways and increases in the use of motor vehicles has encouraged the use of devices to facilitate the control of traffic.

This talk will begin by setting the scene for Intelligent Transport Systems (ITS), why we need them and how they have developed. We will then consider the issues facing transport systems in this country and more widely and how transport planners, network operators and government bodies have sought to use technology to tackle these issues. I shall finish with a look at our journeys of the future and the important role ITS has to play in delivering safe and reliable journeys that are also environmentally sound.

### **About the Speaker:**

Dr Liz Orme moved to Cambridge Consultants last year to take over responsibility for the firm's transport sector activities. Liz has worked in the transport sector for more than 20 years and her primary experience is in the delivery of new transport operations through the implementation of complex technology rich programmes.

Before moving to Cambridge Consultants, she headed up the Highways Agency's newly-formed National Intelligence Unit (NIU) and four Regional Intelligence Units (RIUs). These units were created in response to the Agency fundamentally changing its role from a sustainer of the assets to a manager of the strategic road network. The NIU and RIUs were conceived as a vital element in the drive to make Traffic Operations perform the new network management function. Prior to this Liz led the work for the Department for Transport that will see the delivery of interoperable ticketing across London and she led the development of the work for the Department to assess applications enabled by Electronic Vehicle Identification (EVI) to tackle safety, crime and traffic management on our roads.

Liz has presented a number of papers at conferences and events as well as given interviews and written journal articles on the use of technology in transport. She is well-known for her views on how the transport sector could learn a great deal from other industry sectors about the clever application of technology. In a recent interview for “Traffic Technology International” she stated that:

**“There is huge scope for making the UK’s roads more efficient. Smarter, integrated platforms are undoubtedly a major opportunity for progress.”**

Liz adds that unlike many other industries, transport is not looking to technology purely for differentiation or competitive advantage. Instead the sector is turning to faster, smarter, intuitive and more innovative technology to solve its problems and help prepare the transport sector for whatever the 21st century demands of it.

## **The Organising Secretary adds.....**

Welcome to our lecture programme for 2008! The first lecture of this term is by Liz Orme – who many of you may remember as a former CSAR Organising Secretary (before Richard Artley took over). She is looking forward to the opportunity to see you all again!

Best Regards

Richard Freeman, CSAR Organising Secretary

Coffee will be available, as usual, in the foyer outside the lecture theatre, from ~7pm onwards

Richard Freeman  
CSAR Organising Secretary  
Phone: 01799 525 948  
07787 511 006  
Email [richard.freeman@ntlworld.com](mailto:richard.freeman@ntlworld.com)

---

For those who would like to become full members of the CSAR, Individual Membership costs £25 for the academic year. Family Membership costs £35 and enables the Member to bring a guest or member of their family to any meeting or visit. Members and their guests can attend our lectures without charge and Members are also eligible to take part in our exclusive, members-only visits. These are often to places not open to the general public. Guests of Individual Members may attend if space permits and a fee of £3 is paid. If you wish to join, please complete the following, and return it to a CSAR officer, or post it to Richard Freeman at the above address

NAME  
(and title, Prof, Mr, Ms, etc):  
ADDRESS:

EMAIL:

PHONE:  
Cheques payable to ‘Cambridge Society for the Application of Research’ may be handed to one of our officers, or sent by post.

### **Council**

Prof Brian J Ford (President)  
Dr Richard Jennings (Vice President)  
Mr Robin Bligh (Honorary Treasurer)  
Dr Richard Freeman (Organising Secretary)  
Mrs Elizabeth Platts (Visits Organiser)  
Dr Nigel Bennée (Membership Secretary)  
Sir Sam Edwards

Prof Haroon Ahmed  
Sir Tom Blundell  
Dr David Fyfe  
Dr Lisa Hall  
Mr Chris Smart  
Dr Debbie Stokes  
Mr Jim Cleland