



ITS **United
Kingdom**

Better transport through technology

Business Plan 2010

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1.0 Summary

1.1 The Organisation

The Intelligent Transport Society for the United Kingdom (ITS (UK)) is a not-for-profit public/private sector association financed by members' subscriptions. It promotes the benefits of Intelligent Transport Solutions (ITS) and supports the interests of member organisations.

1.2 Activities and Services

ITS (UK) provides a range of services to its Members, in the form of information flows, interest groups, meetings, seminars, workshops, conferences, technical visits and social events. It liaises regularly with Government organisations in order to argue for the benefits of using ITS to address the UK's needs in terms of efficient, accessible, safe and clean surface transport. In order to be effective in the area of ITS, international engagement is essential and ITS (UK) undertakes this through the ITS World Congress, the Network of National ITS Associations, Memoranda of Understanding with the other major ITS associations, and close liaison with ERTICO. Each year, as part of the business planning process, Council agrees on a set of key development actions related to the most important topics within ITS at the time. The 2010 Key Development Actions are stated in an appendix to this plan.

1.3 Financial considerations

ITS (UK) is financed mainly by membership subscriptions, which pay for the day to day activities of the Society. The programme of major events also generates an income stream, which makes these activities almost self-funded. This ensures stability and flexibility in that an increased income of either type can be quickly matched by an increase in those activities, and the same is true for any reduction. The Society keeps six months' ordinary operating expenditure in reserve, again in order to have full stability and flexibility in the case of any major fluctuations in income.

1.4 Mission and Aims

ITS (UK) promotes the benefits of ITS and supports the interests of member organisations by:

- Providing readily accessible opportunities for practitioners and stakeholders to meet on an equal footing to promote mutual understanding and to increase knowledge and awareness of ITS best practice;
- Leading informed and balanced debate on ITS and influencing relevant policies by acting as the recognised reference point for information on ITS; and
- Promoting the international excellence of UK technology, expertise and solutions.

1.5 Strategy

The mission and aims are achieved by:

1. drawing together active players and interested parties, by means of targeted Interest Groups, Task Forces and other fora, to lead the debate about and knowledge of ITS deployment.
2. educating and informing, in an accessible way, practitioners and stakeholders both within and beyond the current ITS community.

3. providing other membership benefits and services sufficient to attract and retain high membership uptake across all categories of ITS practitioners and stakeholders.
4. adopting and maintaining high national profile and influence and an international reputation through:
 - a high-profile President able and committed to promoting the mission;
 - a Chairman and Vice Chairman, committed to the ITS (UK) Mission and holding senior positions in the ITS sector;
 - an Ambassador dedicated to raising the profile of ITS (UK);
 - the use of relevant people and media (including the press) to raise awareness, knowledge and debate about ITS issues of both strategic and topical relevance; and
 - promoting participation in targeted international activities.
5. developing, maintaining and promoting leading edge ITS seminars and documentation, demonstrating best practice, forethought and relevant case studies and indicating the economic, social and environmental contribution of ITS to transport policy.
6. identifying, brokering and commissioning research unlikely otherwise to be commissioned on issues relevant to ITS deployment.

1.6 Criteria of success

ITS (UK) is trusted and respected because it is:

- a long standing not-for-profit industry association established in 1992 with continuous support from leading organisations and individuals
- the only UK association dedicated exclusively to the whole range of ITS applications
- an membership organisation with a Secretariat staffed by salaried employees who have no other commercial interests

2.0 Organisation

2.1 Organisation summary

ITS United Kingdom has three tiers of membership: Foundation, Corporate and Associate. Any organisation can apply for Foundation or Corporate membership. Associate membership is open only to not-for-profit associations and registered charities. There are around 160 Members. All memberships are corporate, and all direct employees of Member organisations are entitled to the benefits of ITS (UK) membership.

The Foundation Members each nominate a representative for the ITS (UK) Council, which meets quarterly and which determines the strategy for the Society. Council elects a Chairman and Vice Chairman from within its own numbers. Council oversees the day-to-day work of the Secretariat, mainly through the elected Directors of Finance, Technology, Membership, International and Marketing.

The Secretariat has six salaried staff. It is managed by the Secretary General. The (part time) Head of Professional Services is responsible for the technical content of the Society's activities. The (part time) Accountant is responsible for all day-to-day financial matters. The Events Organiser is responsible for the Society's conferences, exhibitions and social events. The Membership Services Officer is responsible for Members records and the Interest Groups. The (part time) sixth member of staff carries out general administration and secretarial work.

2.2 Legal entity

ITS United Kingdom is a trading name of the registered not-for-profit company limited by guarantee, RTI Focus (UK) Ltd. All Foundation Members and senior Secretariat staff are entitled, and encouraged, to serve as Directors of this company. At present, there are nine such Directors. RTI Focus (UK) Ltd's registered address is co-located with the ITS (UK) Secretariat and the Secretary General is the registered Company Secretary.

2.3 Organisation history

ITS (UK) was set up in 1992/93 to support the emerging UK interest and activity in what was then usually referred to as RTI (Road Transport Information) or Telematics. The Department of Transport and Transport Research Laboratory were instrumental in setting up the organisation. It was initially hosted by TRL at Crowthorne, before moving to its own office in London.

2.4 Location and facilities

The Secretariat is located near Tower Hill in London, having a secure lease within a business centre conveniently located for public transport and pedestrian access. The staff and current documentation and equipment are all located here. To avoid renting unnecessary central London space, there is also a storage facility in east London for documentation and equipment not in frequent use.

The Tower Hill office has access to small and medium meeting rooms within the same building which can be hired as required. Larger meeting rooms are available for hire a short walk away.

2.5 Corporate responsibility

The Secretariat works continuously to reduce the environmental impacts of its activities. Staff workshops produce new ideas for how to improve our environmental performance and ensure that staff are committed to the agreed changes. Some examples are: no disposable catering equipment used, all electrically powered equipment switched off when not in use, using recycled stationery and recycling paper waste and cartridges, choosing rail travel over air wherever the alternative exists, and no financial incentives for car travel.

The Secretariat also accepts social responsibility by purchasing fair trade goods whenever available, by using local goods and services whenever possible, by recruiting staff locally, and by encouraging initiatives such as %bring your daughter to work+.

ITS (UK) accepts the relevance of the London Living Wage and all staff are paid above this level.

3.0 Services

ITS (UK) provides the following services to all its Members:-

3.1 E-mailed, web based and printed information

- Weekly email update of current news, opportunities, events notifications
- Monthly e-Newsletter
- Monthly ITS (UK) insert in TEC Magazine
- Twice yearly Review publications
- Web site with private area for Members where all ITS (UK) documentation and material from meetings is available. The website is updated on average three times per week.

3.2 Topic-based Interest Groups

- Conferences, seminars, workshops and meetings and technical visits . around 50 each year
- Opportunity to meet and learn from world-leading experts
- Frequent emailed news up-dates
- Dedicated web pages with Group documentation

3.3 Support at the World Congresses

- Opportunity to take shared exhibition space on the ITS (UK) pavilion stand
- Use of the ITS (UK) pavilion stand as a base while at the Congress
- Help and advice with the technical paper submission process
- Introduction service to a wide range of international contacts

3.4 Participation in the strategy for the Society

- The ITS (UK) AGM is not a formality. A two-hour open discussion is held regarding what the Members would like the Society to do during the coming year and all points made are recorded and taken into account by Council

3.5 Working with Government

- The Department for Transport, the Highways Agency, the Department for Business Innovation and Skills, Traffic Wales, Transport Scotland and Roads Service in Northern Ireland are all Foundation Members of ITS (UK) and value the opportunity to consult formally and informally with fellow Members.
- ITS (UK) makes formal responses to Government consultations and is regularly invited to give evidence to the Transport Committee.

3.6 Areas covered by ITS (UK)

ITS (UK) covers all aspects of Intelligent Transport Systems, including applications for:-

Traffic management for Local Authorities and on the HA network	Road safety
Passenger information	Security
Ticketing	Emissions reduction
Logistics	Road User Charging
Fleet management	Automotive / Telematics
Driver information	Communication technologies
Co-operative highways / infrastructure systems	Mobility and accessibility
Enforcement	Human / machine interface
	and all aspects of using ICT for surface transport...

3.7 Use of information technology

ITS (UK) uses database software to manage its membership records and the participation of Members in its activities.

The main method of communicating with Members is via email, using dedicated bulk email services.

The website is managed by the Secretariat, with occasional technical assistance from IBI Group, Foundation Members of ITS (UK).

ITS (UK) uses phone meeting technology for its internal business meetings to reduce travel. However, the networking and learning meetings organised as a service to Members are conducted as real meetings, with the presentations and papers being made available on the website afterwards.

ITS (UK) has in-house printing capability enabling us to produce short runs of high-quality documents, in different sizes, colour, bound etc to suit our requirements.

3.8 Future services

Among the new services planned for 2010 are:

- A stream of information and events centred on ITS in the rail sector
- Publish a paper representing best practice in using ITS for carbon reduction
- Publish a paper on the cost efficiencies delivered by ITS
- Engage with DfT and the Membership regarding the UK implications of the EC ITS Directive
- Provide input into the Highways Agency's Road Sector Academy programme
- Publish a guide to the EC for ITS practitioners
- A venue hiring / event management service for Members

4.0 How we work

4.1 Strategy

A key objective is to continue to increase the level of services and benefits we deliver to our Members and the main strategies to achieve this are regular engagement with the members to learn their views and preferences, and a constant drive to develop income from membership subscriptions and events for reinvestment.

We do this by having a responsive and personalised approach to membership benefits, so that each Member can expect ITS (UK) to deliver what they need, rather than something generally prescribed by ITS (UK). This will ensure the highest levels of subscription renewals.

By intelligent use of our database of non-Member contacts, utilising our existing events and publications, we will continually bring the benefits of membership to the attention of suitable non-Members, with a view to eventually recruiting them as Members.

We will also solicit and make full use of invitations to speak and use complimentary exhibition spaces at relevant external events, to raise the profile of the Society with non-Members.

4.2 Value proposition

Our Members benefit from the extensive fund of knowledge and contacts held in combination by the Secretariat and the whole Membership. The Secretariat is trusted to make the necessary connections between Members and externally in order for all to benefit fully from this. Membership of ITS (UK) demonstrates that the Member organisation is a successful and respected participant in the UK ITS sector.

4.3 Marketing strategy

Each ITS (UK) event and publication is marketed via carefully selected contact data held by the Secretariat, using the item to also market the benefits of membership.

Particular marketing efforts during 2010 will be made in connection with:

1. The ITS (UK) Awards in March. This will be the subject of a press campaign including the use of a professional photographer to ensure high quality coverage.
2. Intertraffic Europe in March. ITS (UK) has secured a free presence in the exhibition hall.
3. The publication of the ITS (UK) Spring Review in May.
4. The RTIC conference in May. This is also the annual ITS (UK) Members conference and will benefit from the IET's marketing campaign for this well established event.
5. The publication of the ITS (UK) Carbon Working Group report in August.
6. The ITS (UK) stand and other activities at the ITS World Congress in Korea in October.
7. The publication of the ITS (UK) Autumn Review in October.

8. The publication of the ITS (UK) Guide to EC institutions in November.

5.0 Finances and staffing

5.1 The 2010 budget:

	Budget 2010
	<u>Jan - Dec</u>
	£
INCOME	
Subscriptions - Foundation	99,000
Subscriptions - Corp/Assoc.	125,000
World Congress	62,000
Training Initiative	5,000
RTIC Conference	12,000
Other events	36,000
Other Income	1,000
Deposit Interest	100
Total Income	340,100
	=====
EXPENSES	
Promotion Expenses	1,500
Publications & Web Site	13,000
Representation	8,000
Other events	50,000
World Congress	55,000
RTIC Conference	1,000
Training Initiative	5,000
National Platform	2,000
Staff Salaries	149,000
Employers National Insurance	15,500
Insurance	2,200
Staff Training and Development	3,000
Travelling Expenses	2,000
Office Rent	21,000
Repairs & Maintenance	1,500
Other Office Expenses	3,000
Telephone	1,000
Postage	5,000
Stationery	2,000
Bank Charges & Interest	1,500
Audit Fees	1,500
Sundry Expenses	1,200
Provision for Bad Debts	3,000
Provision for Taxation	-
Depreciation	2,000
Total Expenses	349,900
SURPLUS (DEFICIT)	=====
Net Surplus (Deficit)	(9,800)
	=====

It is ITS (UK) policy to keep six months ordinary operating expenses in reserve at all times. The 2010 budget complies with this policy.

5.2 Personnel

The staff establishment at the Secretariat is as follows:-

Secretary General . full time

Head of Professional Services . 2 ½ days per week

Accountant . 3 days per week

Membership Services Officer . full time

Events Co-ordinator . full time

Secretary / Admin Officer . 3 days per week

All positions are permanent.

6.0 Extraordinary activities for the year

The ITS (UK) Business Plan reflects the day-to-day activities of the Society. Each year, as part of the business planning process, Council agrees on a set of key development actions related to the most important topics within ITS at the time. The cost of these extraordinary activities are included within the agreed 2010 budget and the staff time required is included in the normal establishment.