

How a single data platform can drive multiple traffic management applications including clean air zones

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With the increasing pressure on budgets, local authorities must find ways to reduce overhead costs and increase efficiency without impacting on the delivery of public services. CCTV enforcement is not exempt from this challenge. In order to achieve this, local authorities can take some practical steps towards extracting greater value from their limited resources by utilising existing assets more effectively.

simultaneously using the same infrastructure.

These centralised digital video platforms also facilitate the sharing of data to multiple stakeholders, including the police, transport and highways teams, car parking operators and community safety partnerships. This enables available budgets to be leveraged, provides extended coverage at a lower cost and increases the value of the information captured.

Videalert's DfT Manufacturer Certified hosted solution is easy to install and enables

authorities investigating how to cost effectively enforce the introduction of Clean Air Zones (CAZ) and Low Emission Zones (LEZ) to reduce pollution in city centres and encourage the take-up of modern, cleaner vehicles. Videalert's hosted platform automates the management and enforcement of these zones with real-time identification of vehicles including make, model, colour, gross weight, engine type, Euro rating and CO² emission band. This enables the system to determine whether an offence

technologies in a more connected way. This is the rationale behind a new partnership between Videalert and Imperial Civil Enforcement Solutions, one of the largest and most experienced providers of parking, environmental and traffic management services. This collaboration has resulted in an end-to-end solution that includes a virtual emission based permit system that can use differential pricing structures to reflect the specific characteristics of different vehicle types. Being self-serve, it automatically calculates the specific vehicle pricing band during the online application process and provides a wealth of back office data and real-time information to ensure effective permit enforcement which is carried out using Videalert's technology as detailed above. Imperial also provides a tried and tested back office permit management system.

What is particularly significant is that this new approach is founded on well proven, approved and fully integrated technologies, so there are no risks or unknowns. This type of collaboration is made possible through the use of open architecture platforms enabling easy integration with third party applications and Videalert expects to announce further such partnerships in the future.



Using a single, multi-tasking digital video platform, such as that developed by Videalert, will reduce costs when compared to legacy, single point product solutions. It also delivers higher levels of future proofing as it supports multiple civil traffic enforcement, traffic management, parking, crime prevention and improved community safety applications

additional enforcement activities to be procured on demand with installations taking place in weeks rather than months. It can be delivered through a variety of flexible commercial models to improve efficiency, increase income and enable greater control over costs.

This approach will be of particular interest to local

authorities investigating how to cost effectively enforce the introduction of Clean Air Zones (CAZ) and Low Emission Zones (LEZ) to reduce pollution in city centres and encourage the take-up of modern, cleaner vehicles. Videalert's hosted platform automates the management and enforcement of these zones with real-time identification of vehicles including make, model, colour, gross weight, engine type, Euro rating and CO² emission band. This enables the system to determine whether an offence

has been committed and/or whether the correct tariff has been paid for entry into the restricted zone. It can also provide real-time intelligence to determine the extent of contraventions in any target location. The challenge of encouraging behavioural change to clean up the air in our cities highlights the importance of using proven

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