

# INTELLIGENT TRAFFIC MANAGEMENT

IMPROVING ROAD SAFETY  
CASE STUDY



## PROBLEM

Speeding vehicles, travelling through Rodborough parish (UK) between Nailsworth and Stroud, turned this road into one of Stroud's most dangerous. Some cars travelled over 80mph in the busy residential area.

## SOLUTION

State-of-the-art technology from ANPRsolutions was used to monitor and slow down traffic. The solution allows local police to gather detailed global traffic volumes and speeds by location while simultaneously receiving real-time speed offences all day every day. Unlike conventional "speed cameras" the use of sophisticated ANPR means speeds can be mapped to single vehicles building an individual profile of safe or excessive speeding. Habitual and dangerous driving can be easily identified and police are able to concentrate limited resources where they have the greatest impact.

## RESULT

**ANPRsolutions cameras flagged nearly 25,000 offenders within a week of being installed.** Letters were sent to the owners of the highest offending vehicles warning them they could be prosecuted if they continue to drive too fast. In the most extreme cases speeding resulted in a visit from the police or further actions.

**During the first year of using the solution, speed was reduced across all ranges: 85th percentile speeds, average/median and maximum speeds. Importantly, speed reductions maintained or increased over time.**

## Advanced traffic management

- Public and private roads
- Local communities
- Businesses premises
- Hotels and Airports
- Universities, Schools

*"The system used in Rodborough is really groundbreaking..."*

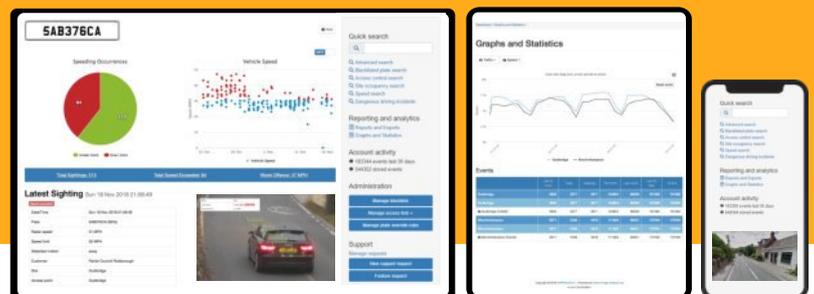
County councillor Sarah Lunnon (Green, Stroud Central)

*"The ANPR camera has really started to make a big difference to the community living in this area and the Rodborough Road Safety Group will be trialling it in other parts of our Parish..."*

Chair of the Rodborough Road Safety Working Group,  
Charles Pederick

## Proven results

- Improved safety & public awareness
- Lasting measurable results
- Increased visibility of traffic conditions by the local Council



## ANPRsolutions

ANPRsolutions is a recognized worldwide expert in traffic management systems enabled by intelligent Automatic Number Plate Recognition (ANPR) cameras and proprietary cloud based backend software. Globally, ANPRsolutions processes millions of vehicle images per day with one of the most reliable and versatile number plate recognition management system in the world.