

## ITS UK Annual Report Presented to the AGM on 21 May 2024

### Foreword by Stuart Scott, Chair, ITS UK (Mott MacDonald)

It is my pleasure to welcome you to our Intelligent Transport Systems UK 2024 Annual Report.

This report covers another year of very significant change for ITS UK. You will remember that at the last AGM we presented a series of changes to the Articles of Association that represented the first stage in ensuring that ITS UK continues to increase its relevance in the 21st Century. This process continues.

A key ambition is to grow our membership particularly across all modes of transport, growing both our scale and diversity. One important strand of this is to increase our value to members, and this was a focus for last year and will continue to be in 2024. I am sure most of you will be notice the hugely increased number of events that have been a very deliberate move aligned with our strategy to increase the influence of ITS UK.

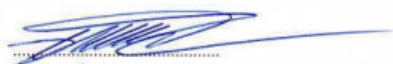
The forthcoming election is likely to have a significant influence on the remainder of this year. The UK election will have a direct influence on transport, but there may also be ripple effects from the US elections. As you are probably aware we are developing a manifesto to present to the political parties and policymakers to ensure that our message- from all our members, across all sectors is delivered in a clear and meaningful way.

I am pleased to report that recently our membership has reached 175, our new members representing a wide range of activities within the transport sector. I am really encouraged to see the reinvigorated interest in and from different sectors, as many of you will be aware I am a passionate advocate of an integrated transport network. My thanks go to Max and the staff team, who continue to work tirelessly, developing and implementing our service to the members.

This year Glynn Barton is standing down as a director at this AGM. My thanks, along with the other directors go to Glynn who has provided invaluable input to the Board over several years.

My thanks once again to our directors and forum teams for their continued volunteer support to the organisation, to our association team for providing the engine room that keeps our organisation rolling forward, and of course to all of you, our members - for without your continued support, energy and commitment, there is no ITS UK.

Sincerely,



**Stuart Scott, Chair of ITS UK**

## Chief Executive's Report

2023 marked a year of significant change for Intelligent Transport Systems UK (ITS UK), as we sought to refocus our efforts on developing the organisation in delivering effectively and in acting as the voice of the sector.

Over the past year, we've undertaken a rebrand, delivery of a new website, creation of a new members area and introduction of a CRM, and revitalised our Forum programme, with nearly 50 events delivered over the course of the year. We've produced consultation responses and research, for example, on the key overseas markets for the sector, and we've introduced new member benefits, such as our new Bid Support Tuesdays and Tender and Competition monitoring service.

We've met with senior policymakers from all parties, including the Transport Innovation Minister, Shadow Transport Secretary and Shadow Roads Minister, the Lib Dem Transport Spokesperson and the Chair of the Transport Select Committee. And, we've increasingly had success in advocating on behalf of the sector, shown by how the impact of the 'Let's Get HOTA Working' campaign and in raising the need for a Future Transport Bill through an open letter signed by more than 50 ITS UK members. We're beginning, too, to gain traction in national and industry press, as we grow our reach and profile.

Our approach focuses on five key areas of our Business Plan described in this report. Ultimately, our objective is to support a bigger and better transport technology sector; one that is considered a strategically important industry. Going forward, this approach is increasingly multimodal - looking across all parts of the transport sector.

Our key areas include:

- **External:** Developing our role as the voice of the intelligent transport sector, with more frequent representations to Government, politicians, policy makers, stakeholders and press.
- **Events and Information:** Delivering up-to-date information to members in a clear and easy-to-access way and holding well-attended, high-quality events that support the growth and development of the sector.
- **Membership & Market Support:** Developing a thriving membership base, with higher member satisfaction scores, low churn rates and more members coming into the organisation. Provide services that support members to grow and succeed.
- **Finance:** Generating new revenue through sponsorship and project work, whilst maintaining tight cost controls, in order that the organisation is able to deliver its 2024 Business Plan.
- **Team:** Ensuring we have a professional, friendly and dynamic team that delivers for the membership and wider sector.

Last year was a successful one for ITS UK. We now have 175 organisations in membership, a growing team and higher membership satisfaction scores. As we look to the future, we are well placed to act as *the* national association for transport technology - supporting our members in an ever-changing market.

## Key Statistics

- **175 members**, growing from 150 in January 2023
- **76% of the membership picked the two highest member satisfaction criteria**, saying they were either 'really happy' or 'quite happy' with their membership.
- **46%** - nearly half - scored us the highest category, 'really happy', for membership experience.
- **1,200** attendees at events throughout the year
- **142** member news stories published
- **2,116** new followers on LinkedIn
- **47** events organised from exclusive roundtables to major conferences
- **9** publications, reports and consultations published last year

I would like particularly thank our Chair Stuart Scott, Vice Chair Catherine Whitfield and the Board for their continued support for the organisation. Their commitment and backing have been essential in getting ITS UK to where it is today, and I know they are also set on developing the organisation further, so it continues to deliver effectively for members.

I would also like to in particular thank Glynn Barton who steps from the Board this year for his support and guidance over his tenure. Glynn is a strong advocate for the value and importance of ITS and has been passionate about the role ITS UK can play in supporting both public and private sector organisations. Although he steps down from the Board, we look forward to continuing to work with him as he takes up his new role at member Bournemouth, Christchurch and Poole Council.

Finally, thank you to you - our members - including all who have supported our work, whether by acting as a Forum Officer, supporting our policy work, speaking at events or another of the many ways that you've supported our work.

I look forward to working with you over the coming year to build upon the achievements set out in this report.

Yours sincerely,



**Max Sugarman**  
Chief Executive, ITS UK

# Annual Report

## 1. External

### Delivered so far:

- Development of ITS UK as voice of the sector, with successful campaigns and public affairs activity.
- Professionalisation of marketing and brand discipline, with increased quality of social media output.
- Increasing press engagement, across industry and national press.
- Great overseas and exports presence, with ITS UK leading trade shows and delegations.
- Rebrand, with a new logo and more modern and dynamic feel of the organisation.
- New website, providing more clear information on ITS UK and the sector. Change of domain from its-uk.org.uk to its-uk.org.

### In progress:

- Gearing up for the General Election with the publication of a General Election Manifesto and engagement with parties.
- Activity at key overseas markets identified in the ITS Exports Study, with trade missions or exhibition activity at overseas shows.
- Regular trade and national coverage, with ITS UK seen as the 'go-to' organisation for the views of the transport technology sector.

### Achievements:

- Meetings with Transport Innovation Minister, Shadow Transport Secretary, Shadow Roads Minister, Transport Select Committee Chair, DfT Special Advisor, Labour Transport Policy Advisor and Lib Dem Transport Team
- Successful 'Let's Get HOTA Working' Campaign, with the Home Office launching a call for evidence on the scheme.
- Open Letter signed by 50+ ITS UK Members to the Prime Minister calling for a Future of Transport Bill.
- Reactive media responses on the Plan for Drivers, draft Rail Reform Bill, Spring Budget and more.
- Publication of ITS Exports Study.
- Bringing an ITS UK member delegation to Intertraffic.
- Working with TfWM and DfT to secure Birmingham as 'preferred city' for the ITS World Congress 2027.

## 2. Events and Information

### Delivered so far:

- Re-energised Forum Programme with each Forum holding a minimum of two events a year.
- Regular newsletter issued to members each Monday.
- New strategic events, including an Annual Conference at Interchange and expanded President's Dinner and Parliamentary Reception.

### In progress:

- A successful Executive Dinner programme for 2024.
- Larger Parliamentary Reception in September.
- A bigger President's Dinner and Awards in November.
- A focus on quality Forum events that energise members and provide useful networking opportunities.

### Achievements:

- Nearly 50 events delivered over 2023.
- Some 200 attendees at the President's Dinner.
- The return of the ITS UK Annual Conference at Interchange, which 87% of attendees rated as 'Excellent' or 'Good'.
- Successfully delivering the Big ITS Conversation attended by around 100 delegates.
- Good quality speakers and feedback.
- Mixture of online and in-person events, and across the country.

### Events Delivered

Event	Date	Registered
User Behaviour Forum	16 May 23	19
Intelligent Transport Address	17 May 23	102
CCAT Australia Drinks Reception	6 June 23	41
Enforcement Forum	13 June 23	34
Parliamentary Reception	14 June 23	144
ITS UK / TechUK London Tech Week Event	15 June 23	67
ITS CAV and AESIN Workshop	20 June 23	25
Women in ITS	21 June 23	32
Smart Environment Forum	27 June 23	37
Data Forum	3 July 23	52
CAV Forum	7 July 23	30
Advocacy & Public Affairs Group	13 Sept 23	12
Maritime Forum	13 Sept 23	N/A*
Freight Forum	26 Sept 23	N/A*
Digital Decade for Rail Meeting	27 Sept 23	123
MaaS Forum	28 Sept 23	NA
Chinese Delegation Meeting	20 Oct 23	5
User Behaviour Forum	26 Oct 23	44
President's Dinner and Awards	31 Oct 23	190
Enforcement Forum	2 Nov 23	60
Exports Study Launch	9 Nov 23	51
Executive Dinner with Bill Esterson	16 Nov 23	30
Road User Charging Forum	16 Nov 23	22
Public Transport Forum	20 Nov 23	N/A*
Early Careers and Women in ITS	23 Nov 23	N/A*
Active Travel Forum	30 Nov 23	N/A*

SME and Start Up Conference	5 Dec 23	64
Executive Dinner with Andy Lord	6 Dec 23	30
Data Forum	11 Dec 23	40
Big ITS Conversation	16 Jan 24	86
HOTA Call for Evidence Launch Event	17 Jan 24	86
CAV Forum	1 Feb 24	68
Advocacy & Public Affairs Group	9 Feb 24	10
Unlocking Space for Business Roundtable	14 Feb 24	55
Annual Conference at Interchange	27 Feb 24	301
User Behaviour & CAV Forum	29 Feb 24	22
Public Transport Forum	4 Mar 24	33
Women in ITS	7 Mar 24	37
Making the Most of Your Membership Webinar	12 Mar 24	25
Horizon Europe for ITS Webinar	13 Mar 24	25
Freight Forum	19 Mar 24	12
Bid Support Tuesday - March	19 Mar 24	17
Bid Support Tuesday - April	23 Apr 24	23
Inclusive Mobility Forum	24 Apr 24	31
Enforcement Forum	2 May 24	46
Early Careers Drinks Reception	9 May 24	26

\* No data due to switch over to new CRM.

### 3. Membership & Market Support

#### Delivered so far:

- Increased Membership numbers and growing member satisfaction scores
- Account Management approach to members, with six monthly check ins.
- Regular 'Making the Most of Your Membership' Webinars
- Proactive membership recruitment, focused on attracting new entrants in the sector.
- CRM implemented, with self-service approach
- Membership Category Review.
- New market support including Bid Support Tuesdays and Tender Monitoring.

#### In progress:

- Delineation between the offer to public and private sector members.
- Campaign to promote value of ITS UK membership.
- Continuing review of Membership Categories in 2024.
- Annual Membership Interactions Reports produced through the CRM.

#### Achievements:

- Growth to 175 members, from c.150 in Jan 23.
- Increase in Executive Membership numbers.
- Improvements on Membership satisfaction scores.
- Value of account management approach reflected in positive feedback.
- Increase in sponsorship and support for events.

#### 4. Finance

**Delivered so far:**

- Increased revenue from sponsorship, Annual Review, events and projects.
- Maintained cost controls.

	2023 (£)	2022 (£)
Turnover	246,667	219,703
Administrative expenses	-365,620	-263,939
Other operating income	105,711	47,889
Operating (deficit)/surplus	-2,242	3,653
Interest receivable and similar income	596	121
(Deficit)/Surplus	-1,646	3,774
Cash reserves at year end	97,685	99,331

**In progress:**

- Continue to hit sponsorship and membership revenue targets and delivery of the Business Plan.

**Achievements:**

- Exceeded 2023 Budget, with dip into reserves of £1.6k, rather c.£30k expected.
- Increased sponsorship revenue.
- Renewal process beginning two months before payment due, to avoid payments in arrears.
- Successful Year 1 Membership Category Review
- Tight management of cashflow.

#### 5. Team

**Delivered so far:**

- Growing team, with new Membership Executive, Bookkeeper and Public Affairs & PR Executive hired.
- Shift to 50% office working, 50% home working to develop a collaborative team ethos
- Shift from a secretariat approach to a modern, professional membership association team with responsibility for delivery.
- Setting of performance reviews, assessed at start, mid and end of year, to ensure aligned objectives for the whole team.
- Team building workshop focused on building team relatedness.

<b>Current Team</b>	
Max Sugarman	Chief Executive
Rukshan Soysa	Operations Manager
Priscilla Ross	Membership Executive
Elva Tehan	Finance Officer
Eduardo Pitts	Public Affairs & PR Executive (starting 22 May)

**In progress:**

- Developing staff policies, handbook and development opportunities
- Training to ensure effective use of CRM.

**Achievements:**

- Growing team with impressive level of worked delivered.
- Strong team ethos and commitment to the membership and sector.
- Team working effectively and delivering a friendly but professional service to the membership.

***Intelligent Transport Systems UK  
May 2024***