

## **PRESS RELEASE**

### **A Smarter Suffolk: Campaign launched to inform Suffolk residents on how innovative SMART technology could improve local services**

Suffolk County Council has launched a new campaign to raise awareness of its ongoing Live Labs project: A Smarter Suffolk.

The £4.4m research project, funded by the Department for Transport (DfT) through the £22.9m ADEPT SMART Places Live Labs programme, will use innovative technology to look at ways to improve the quality of Suffolk residents' lives, by revolutionising some of the services the highways deliver across urban, rural and coastal areas throughout the county.

The new communications campaign aims to engage with and inform Suffolk residents on how smart technology is being used to adopt a far broader social function. Examples of this include: collecting data to improve maintenance interventions such as gully cleansing and gritting in winter; adapting street light levels to ensure the right light is in the right place at the right time; monitoring air quality; and reviewing how to support council services such as adult and social care.

Suffolk County Council is working with Association of Directors of Environment, Economy, Planning and Transport (ADEPT), BT, University of Suffolk, Proving Services and British Standards Institute to deliver the project, which will not only benefit residents of Suffolk but could help highways authorities across the rest of the UK, as well as internationally.

The funding has been granted by DfT as part of the Live Labs programme, developed to help transform the use of digital innovation and smart data use in the highways sector. The Live Labs programme includes eight authorities across the country, with Suffolk being one of the largest projects

**Councillor Andrew Reid, Suffolk County Council's Cabinet Member responsible for Highways, Transport and Rural Affairs**, said: "Suffolk County Council is known for leading in innovative technology and A Smarter Suffolk is just the latest demonstration of this. This project will not only have a huge benefit to our residents, but it also gives the county something to be really proud of, as successes from the trial will have the potential to be rolled out across the country"

**Giles Perkins, Live Labs Programme Director**, said: "The use of smart technology can drive real benefits for those reliant upon our local roads networks. Suffolk's application of such technology at scale demonstrates the potential for digitally connecting every aspect of our highways to make them safer and more resilient helping everyone travel more efficiently"

**Prof John Davies, Senior Research Manager of Future Smart Business at BT**, said "We are delighted to have partnered with Suffolk County Council on this ground-breaking project. It has proved an excellent showcase to prove the value of BT's innovative Data Exchange platform. The Data Exchange is used to gather and combine many sources of sensor data to provide insights and

information which can be used to deliver better services for the people and businesses of Suffolk. Our Adastral Park facility has also provided a valuable testbed for evaluating the various sensor technologies used in the project.”

So far, 95 sensors have been installed across the county, which are currently monitoring road surface temperature, air quality, wind speed/direction, road use and gritting salt usage. A further 38 sensors are to be installed imminently.

The project will not only deliver important data for the Council to improve its services to residents, but it also addresses the Climate Emergency declared by Suffolk County Council in 2019 through its monitoring of Transport & Air Quality.

ADEPT represents local authority, county, unitary and metropolitan Directors. The ADEPT SMART Places Live Labs programme is a two-year £22.9 million project funded by the Department for Transport and supported by project partners SNC-Lavalin’s Atkins business, EY, Kier, O2, Ringway and WSP. Nine local authorities are working on projects to introduce digital innovation across SMART mobility, transport, highways, maintenance, data, energy and communications. Live Labs is part of ADEPT’s SMART Places programme to support the use of digital technology in place-based services.

**-ENDS-**

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## **Notes to Editors**

### **About A Smarter Suffolk**

A Smarter Suffolk has been funded by the Department for Transport as part of the Live Labs programme. The Live Labs programme has been developed to help transform the use of digital innovation and smart data use in the highways sector.

Eight authorities have been granted funds by DfT, of which Suffolk County Council was awarded £4.41m, to deliver its proposed project, ‘A Smarter Suffolk’.

The main aim of the project is to use existing street lighting infrastructure across urban, rural and coastal locations, to provide a showcase of innovative technologies which bring efficiencies to Suffolk County Council now, and potentially other local authorities in the future.

For more information visit:

Facebook: @SuffolkCountyCouncil

Twitter: @suffolkcc

### **About the ADEPT Smart Places Live Labs programme**

The ADEPT SMART Places Programme is a five-year project examining and developing innovation to enable the adoption of innovative and digital technology across the local highway network. The initial research report ‘Digital Innovation: The route to the highways systems of the future’ was published in October 2017. In January 2019, ADEPT secured £22.9 million funding from the

Department for Transport for Phase 3 of the programme, which sees the development of eight individual Live Labs projects led by local authorities across England with university and private sector partners. The Live Labs are piloting innovation across SMART communications, transport, highways maintenance, energy, materials and mobility. The ADEPT SMART Places programme has been developed with partners: SNC-Lavalin's Atkins business, EY, Kier, O2, Ringway and WSP. For more information about ADEPT Live Labs visit: <https://www.adeptnet.org.uk/livelabs>

### **About ADEPT**

The Association of Directors of Environment, Economy, Planning and Transport (ADEPT) represents local authority county, unitary and metropolitan Place Directors. Operating at the strategic tier of local government, members are responsible for delivering public services that primarily relate to the physical environment and the economy, but which have a significant impact on all aspects of the nation's well-being. ADEPT represents members' interests by proactively engaging central Government on emerging policy and issues, promoting initiatives aimed at influencing Government policy and through the development of best practices and responding to European and UK Government initiatives and consultations. Our wider membership includes Local Enterprise Partnerships, Combined Authorities, Sub-national Transport Bodies and Corporate Partners. For more information on ADEPT visit: [www.adeptnet.org.uk](http://www.adeptnet.org.uk)

### **About BT**

BT Group is the UK's leading telecommunications and network provider and a leading provider of global communications services and solutions, serving customers in 180 countries. Its principal activities in the UK include the provision of fixed voice, mobile, broadband and TV (including Sport) and a range of products and services over converged fixed and mobile networks to consumer, business and public sector customers. For its global customers, BT provides managed services, security and network and IT infrastructure services to support their operations all over the world. BT consists of four customer-facing units: Consumer, Enterprise, Global and its wholly-owned subsidiary, Openreach, which provides access network services to over 650 communications provider customers who sell phone, broadband and Ethernet services to homes and businesses across the UK.

For the year ended 31 March 2020, BT Group's reported revenue was £22,905m with reported profit before taxation of £2,353m.

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