

# NEWS RELEASE

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25<sup>th</sup> February 2005



[www.sustainit.org](http://www.sustainit.org)

## BRIGHTON PROJECT RECOGNISED IN NATIONAL AWARDS

An exciting initiative that greatly improves the bus services in Brighton is one of the pioneering projects selected for the shortlist of a national award scheme that identifies and promotes the many benefits obtained from the use of Information and Communication Technologies (ICT).

The Siemens Astral system used on buses is just one of the 118 entries received and one of the 21 projects short-listed in the 2004 UK eWell-Being Awards developed by SustainIT and sponsored by BT, Vodafone and Brother with The Guardian as national media partner. The awards aim to uncover exciting new projects that use ICT to deliver environmental and/or social benefits.

This innovative project was entered in the Mobility category, sponsored by Local Transport Today.

Brighton & Hove City Council, in partnership with Brighton & Hove Bus and Coach Company, purchased a Siemens Astral system. This provides bus priority at traffic signals, gives the bus company satellite-based vehicle location and management facilities and is able to provide Real Time Information (RTI) output. This system was operational by September 2002, and currently features RTI signs at 97 key locations within the city. The system also links in to Brighton & Hove City Council's congestion-busting website [www.citytransport.org.uk](http://www.citytransport.org.uk) giving various traffic management information, including road congestion, number of available car parking spaces in the city and also real time information on public transport services. Increased knowledge about bus arrivals inspires passenger confidence, which has been demonstrated in an increase in bus patronage of 14.5% from 2000 to 2004.

Said SustainIT Programme Manager Simon Hills: "Once again, the entries highlight how organisations use ICT creatively to provide tangible environmental and social benefits". A sentiment echoed by Dr. Andrew Forster, editor of Local Transport Today who states "Local Transport Today is always keen to highlight innovations that seek to minimize the environmental impact of transport- including schemes that remove the need to travel altogether".

BT has supported the eWell-Being Awards programme since its inception in 2002. Mike Hughes, BT Head of Environment and CSR Campaign, said: "In 2004 the standard of the entries was again exceptionally high, and we are eager to champion those organisations that are leading the way".

Winning projects will be announced at an awards ceremony at 30 St Mary Axe (affectionately referred to as 'The Gherkin'), on Monday 14<sup>th</sup> March 2005.

For more information on the Awards, or if you would like to attend the awards ceremony please contact Simon Hills or Richard Craven, SustainIT on 01733 312286 or [shills@ukceed.org](mailto:shills@ukceed.org).

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### Notes to editors

1. The judging panel for the 2004 Awards included representatives of BT, Vodafone, Brother, IDeA, Local Transport Today, The AA, OFCOM, Oracle, SOCITM, ZDNet, The Guardian, Ability magazine, UK CEED and Netmums (category winner in the 2002 eWell-Being Awards).

2. SustainIT is an initiative of The UK Centre for Economic and Environmental Development (UK CEED), an entrepreneurial research and policy centre. It conducts research on, and provides best practice examples of, synergies between ICT and sustainable development. It works in partnership with business, government and the voluntary sector to encourage adoption of ever higher environmental standards in their activities. The Centre undertakes research, develops policy, implements technology demonstration projects and carries out a wide range of engagement and education activities with its partners in the UK and across Europe. For more information visit [www.sustainit.org](http://www.sustainit.org) and [www.ukceed.org](http://www.ukceed.org)

3. BT is one of the world's leading providers of communications solutions serving customers in Europe, the Americas and Asia Pacific. Its principal activities include IT and networking services, local, national and international telecommunications services, and higher-value broadband and internet products and services.

BT consists principally of three lines of business:

- **BT Retail**, providing a comprehensive range of communications and related services to over 20m UK consumers and businesses.
- **BT Wholesale**, providing network services and solutions within the UK to more than 600 fixed and mobile operators and service providers including the provision of broadband, private circuits.
- **BT Global Services**, providing IT and networking services to meet the needs of multi-site organisations globally. BT Global Services operates in more than 130 countries and also offers international carrier services.

In the year ended 31 March 2004, BT Group's turnover was £18,519 million with profit before goodwill amortisation, exceptional items and taxation of £2,013 million.

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