

Press Release

Embargoed until 12:30pm Wednesday 26th November 2025



Contact:

Alistair Gollop

alistair.gollop@itsnow.org | 07717 224 366 | [YouTube.com/@ITSNow](https://www.youtube.com/@ITSNow) | www.itsnow.org



The Financial Burden

The Rt Hon Rachel Reeves' November Budget will inevitably leave local highway authorities facing a financial crisis stemming from continued chronic underfunding, hindering their ability to maintain existing traffic infrastructure, let alone attempting to modernise to keep pace with emerging technologies, such as connected vehicles. In response to this, **ITS Now** has published "**Local Highway Authorities - Making the most of their traffic infrastructure**" to provide thoughts on how to best manage traffic systems infrastructure to minimise the impact of financial and resource constraints. Find out how to address skill shortages and strategic approaches to adopt for effective Intelligent Transport Systems (ITS) asset management, as realistic steps to use to future proof traffic systems and their management despite a new era of austerity, use the link to find out more: <https://itsnow.org/article-MakingTheMost.html>

>>ENDS

Notes to Editors

ITS Now - Intelligent Transport Systems, Explained.

Bio

Alistair Gollop is the Founder of **ITS Now** which exists to promote best practice and professional development within the Intelligent Transport Systems (ITS) sector. **ITS Now** originates resources ranging from videos, reference books and guidance documents through to **ITS Edge Magazine**, informative references and educational content.

Alistair is a recognised Intelligent Transport Systems industry figure with over 30 years in-depth experience, resulting in an extensive specialist knowledge of traffic systems. He is a freelance consultant at **The Alistair Gollop ITS & Traffic Signal Consultancy** (<https://alistairgollop.com>) carrying out a wide range of Intelligent Transport Systems and Traffic Signal related consultancy services. A former Technical Principal at Mott MacDonald, he has particular experience in preliminary equipment assessments, due diligence reports, field trials and integration into traffic systems and has a detailed knowledge of specialist technologies and equipment, standards and statutory requirements, along with ancillary issues, such as passive safety and the implications these pose on the design and management of traffic system installations. As well as the UK, Alistair has worked in diverse locations across Europe, South America, Africa, the Middle East, Asia and Australasia. He is the author of the well-respected "Traffic Signals" and "Traffic Control" books, along with "ITS Edge" Magazine and numerous articles for publications. In addition to presenting at conferences, he is a regular panellist and facilitator at events. As the Chair of the Professional Development Portfolio, he sits on the executive board of The Institute of Highway Engineers.

Online/Social Media

Website: <https://itsnow.org/>

ITS Edge: <https://itsedge.org>

YouTube: <https://www.youtube.com/@ITSNow>

LinkedIn: <https://www.linkedin.com/in/alistairgollop/>

Author page: <https://amazon.com/author/alistairgollop>



ITSNow.org



ITSEdge.org



YouTube.com/
@ITSNow

Contact details

Telephone: +44 (0)7717 224 366

Email: alistair.gollop@itsnow.org