



SKY HIGH TECHNOLOGY LTD

A SUBSIDIARY OF SKY HIGH PLC

Sky High Technology wins Northern Ireland travel survey

Press Information Immediate

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SKY HIGH AWARDED IRISH TRAVEL SURVEY CONTRACT

International traffic survey company Sky High Technology Ltd (Sky High), part of the Sky High PLC, has been awarded a three-year contract by the Northern Ireland Roads Service to collect traffic data across the whole of the major road network in Northern Ireland.

The Department for Regional Development will use the data as part of a new strategy to measure the amount of travel by road across the 25,000 kilometres of public road network. The information obtained will be used in the development of transportation policies, to assist in the allocation of maintenance funding and preparation for the winter gritting schedules. It will also be a useful source of data to many other government bodies and organisations for target setting and strategy monitoring purposes.

Mark Mattison, managing director of Sky High said: "I am delighted that Sky High can contribute its' expertise in video and ATC surveys to the Directorate's progressive approach to monitoring road traffic trends."

Sky High will use a combination of video and automatic traffic counting techniques to measure traffic flows at over 200 sites each year. The Vehicle Kilometres of Travel (VKT) survey monitors travel by class of vehicle across the various types of road in Northern Ireland and is used by Roads Service to provide an indication of overall usage of the road network.

The work that will be undertaken by Sky High consists of a survey of around 600 links on the Major Road network over a three year period. Traffic information (bi-directional) on each link will be collected for a minimum of one complete period of twelve hours between 0700 and 1900 hrs on a weekday.

-Ends-

For more information, to set-up interviews or request high-resolution photography please contact:

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Note to Editors:

Other background information on the contract:

Roads Service is an Executive Agency within the Northern Ireland Department for Regional Development and as the sole road authority in Northern Ireland.

More news overleaf...



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Prior to this new contract, the process employed by Roads Service for the gathering of data and calculation of VKT was based on a method established jointly by Roads Service and Central Statistics and Research Branch (CSRB) in 1991. The previous survey utilised permanent traffic classification and counting equipment to gather traffic information from 115 locations, selected to provide a sample of all route types across NI.

Roads Service is now adopting a new methodology to carry out the survey and calculate the VKT figure. As part of this, the road network has been divided into Major Roads – consisting of all Motorways, 'A' class roads and 'B' class roads with a higher traffic flow, and Minor Roads – consisting of all other 'B' Class roads, all 'C' Class and all unclassified roads.

Background on Sky High Technology Limited:

Sky High Technology Ltd has been operating for over 18 years, and through a reverse takeover in 2007 became listed on AIM. Sky High Technology Ltd is a subsidiary of Sky High PLC.

The company has grown to be one of the leading traffic survey and analysis specialists in the country. Sky High has UK offices in Leeds, London and Edinburgh and three offices in Australia. To compliment its' core traffic survey business, Sky High also has specialist divisions dealing with Market Research, including a Computer Aided Telephone Interview Centre, and Data Entry contracts.

Sky High were the first company in the UK to introduce the use of video recording as a way of increasing the accuracy and completeness of traffic flow counts. Over the 15 years they have been providing the service they have developed robust, safe and reliable video camera systems and expanded the range of services to include automatic traffic counter systems, manual surveys, roadside interview surveys, GPS journey time surveys, car parking surveys, market research and all other types of data collection supported by and a streamlined, high quality approach to survey management, analysis and reporting.

Sky High takes the issue of quality control very seriously to the extent that they are ISO 9001:2000 accredited by Lloyds and employ a full time Quality Management System/Health & Safety manager.