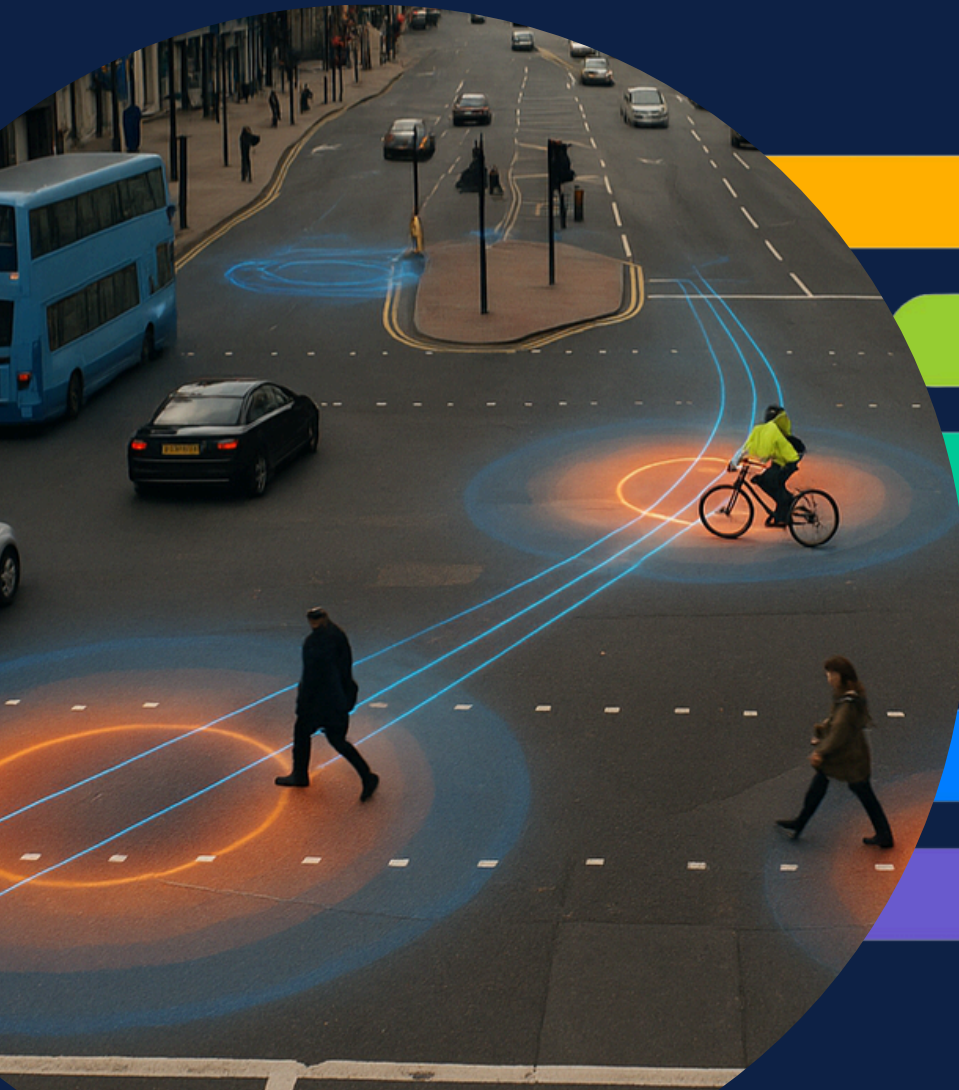


# Leeds City Council - Predictive Road Safety Project

CASE STUDY





# Introduction

At Citsense, our focus is on helping local authorities act earlier, before road safety risk becomes a casualty.

Through our partnership with RoadTrace by AISIN, we are supporting a more proactive, data-led approach to road safety in Leeds. **The project combines AISIN's connected vehicle intelligence with monitoring data collected through our roadside CitiSensors, all integrated within our Smart Lenz platform to enable advanced data interrogation and analytics.**

Together, this creates an end-to-end solution for identifying emerging risk, understanding what is happening on the ground and recommending targeted interventions that enable proactive action to reduce risk and save lives before collisions happen.

## The Challenge

Traditional road safety decisions are often based on historic collision data. While this evidence is important, it can mean authorities are forced to respond after incidents have already happened.

**Leeds City Council** wanted to explore a more proactive, data-led approach. The aim is to identify high-risk locations earlier, understand the behaviours contributing to risk, and support targeted interventions before harm occurs.

## Our Approach

RoadTrace by AISIN uses connected vehicle data to identify emerging road safety hotspots across the network. We then deploy our CitiSensor cameras at these selected hotspot locations to monitor real-world road user behaviour and understand the root causes of risk.

The findings are presented through Smart Lenz, our AI insight dashboard, and reviewed by Citsense transport specialists to produce clear, evidence-based recommendations.

## Our approach follows a clear process:

1



### Predict

Connected vehicle data identifies locations where risk may be emerging.

2



### Monitor

CitiSensors capture on-street road user behaviour at selected hotspots.

3



### Analyse

Smart Lenz visualises the data and highlights trends, behaviours and conflict points.

4



### Recommendation

We use the findings to recommend practical interventions.

5



### Intervene

We support Authorities to design, implement and evaluate targeted road safety infrastructure improvements.

## Why This Matters

Road safety should not depend on waiting for collisions to happen before action is taken.

With an estimated **30,000 people killed or seriously injured on Great Britain's roads in 2025**, the need for proactive, evidence-led intervention has never been greater.

The Leeds project demonstrates how connected vehicle data, roadside monitoring and transport expertise can work together to help authorities identify risk earlier and intervene before harm occurs.



## OUR CAPABILITIES INCLUDE:



### **Design:**

Craft a visionary plan that fits your objectives



### **Consultation & Engagement:**

Get everyone on board with open communication and inclusive workshops.



### **Workshops with Pupils:**

Empower young voices to shape their streets.



### **Traffic Orders:**

Navigate the legalities with our expert guidance.



### **Monitoring:**

Track progress and celebrate success with data-driven insights.



### **Project Management:**

Keep your project on track, on time, and on budget.

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