



THE TIMES 100

Edition 14

Highways Agency: PEST analysis

Answer sheet

1. ~~A~~ roads represent 3% of all roads in England. How much traffic uses these roads?
The ~~A~~ roads carry a third of all road traffic and two thirds of all heavy freight.
2. What is the Highways Agency aim?
The aim is to have safe roads, reliable journeys and informed drivers.
3. How much has vehicle traffic increased by since 1980?
Traffic has increased by 80% since 1980.
4. How do Political factors affect the Highways Agency?
Taxpayers' money maintains the roads and therefore HA is highly accountable. Highways Agency is working to increase the capacity of the existing motorway network. However, this could be hindered if Government ministers decided to reallocate some of the resources for rail.
5. How do Economic factors affect the Highways Agency?
An effective major road network directly helps business and industry through deliveries of supplies, products to consumers etc. Less disruption through congestion can be bad for business.
6. How do Social factors affect the Highways Agency?
People's lifestyles and attitudes affect the Highways Agency through the amount of travelling that people want to do and general attitudes to driving on the roads e.g. using mobile phones, speeding, tiredness.
7. How do Technological factors affect the Highways Agency?
It allows the Highways Agency to provide better service through giving the road users and response teams more information to react to situations e.g. congestion, travel times, maintenance areas and many more through the use of CCTV cameras, VMS, DAB and Active Management system and MIDAS.
8. If the economy is in a boom, how does this affect the Highways Agency?
More demand for products means more traffic. More jobs mean more commuters. More disposable income means more trips being made in cars. HA needs to make sure roads are in good condition to accommodate the extra traffic. Minimise disruption with roadworks so money is not lost by goods not being delivered on time.



THE TIMES 100