

Marriott Meon Valley Hotel  
Southampton  
1-2 October 2012

# Bringing forward BRT: 21st Century City Transport

Organised by:



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**SCANIA**

*Delivering schemes more efficiently,  
building patronage more effectively:  
Lessons from experience*

- 2 day conference
- National & international experience
- Study Tour: South East Hampshire Eclipse BRT
- UK scheme promoters – progress forum
- Networking dinner



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## Day One: Monday 1 October 2012

- 14.00** Conference welcome and introduction to South East Hampshire Eclipse BRT  
*Dr. Bob Tebb, Chair BRT UK and Hampshire County Council Eclipse BRT delivery team*

### Study Tour:

#### South East Hampshire Eclipse BRT

- 14.30** Local Study Tour. Board buses from Marriott Meon Valley Hotel
- 16.15** Return to Marriott Meon Valley Hotel (check time required) and tea/coffee
- 16.35** Round table: The challenges for delivering South East Hampshire Eclipse BRT  
A sequential look at the key stages of delivery covering scheme inception, planning, legal, engineering, environmental, operational and marketing aspects  
*Political Representative Hampshire CC Keith Willcox, Head of Strategic Transport, Hampshire County Council*  
*Mathew Kitchen, General Manager, First Hampshire*

#### BRT Progress Forum \* **New for 2012\***

- 17.30 BRT Progress Forum.**  
Short presentations from representatives of various schemes in the pipeline –Belfast, Birmingham, Bristol, Manchester, Strathclyde, Tyne and Wear etc.

- 18.10** Close of day one

#### Networking Evening

- 19.00** Reception on the terrace
- 19.45** Dinner
- 21.30** Networking drinks



## Day Two: Tuesday 2 October 2012

- 08.30** Coffee & Exhibition
- 09.30** Rapid and Reliable –  
Now We Must Seize the Opportunity  
*Giles Fearnley, UK Bus Managing Director, FirstGroup*

### Session 1:

#### The strategic importance of BRT

- 10.00** TfGM, A new strategic approach public transport in Greater Manchester and the crucial role for BRT  
*Speaker from Greater Manchester*
- 10.20** Cambridgeshire Guided Bus One Year On – numbers, trends and lessons  
*Alan Brett, Technical Director, Atkins Transport Planning and Bob Menzies, Head of Delivery, Cambridgeshire Guided Busway, Cambridgeshire County Council (joint research paper)*

- 10.50** Panel Discussion
- 11.00** Coffee & Exhibition

### Session 2:

#### International development of BRT

- 11.30** "Right First Time" - tailored made bus services for all kinds of cities
- The factors which balance capacity of vehicles and the corresponding infrastructure
  - Measures to balance investments across the whole system
  - Large vehicles deliver efficiency? The myths and reality
- Rolf Hedberg, Senior Product Manager Scania Buses and Coaches*  
*Honorary member of UITP Policy Board, Honorary Chairman of Vehicles and Equipment Industry Committee.*

- 11.50** Islamabad Bus Rapid Transit Project – Managing Expectations.  
Within developing countries BRT is seen as an integral component for achieving economic growth. Given that the elements of a successful BRT are interlinked and inter dependent how can the expectations of politicians be successfully managed, when they want the scheme built at the start of the project?

*Alan Bailes Transportation Planning (International) | Amey Consulting*

- 12.00** Questions and Discussion

### Session 3:

## Securing efficiencies Part I : Design, Construction, and project management

- 12.10** How to Gain Powers to Deliver BRT Schemes – including West of England Bus Rapid Transit Case Study
- Experience with the Transport and Works Act process;
  - Planning applications to local authorities and associated consents; and
  - Development Consent Orders.

*Sharon Daly, Associate Director, Steer Davies Gleave and Darren Pacey, Principal Consultant, Steer Davies Gleave*

- 12.30** Smart Integrated Solutions to enhance the passenger experience
- How to provide an integrated technology solution
  - Case studies of recent delivery
  - Best practice from arecent scheme

*Michael Hart, Head of Sales, Vix UK*

- 12.50** Questions and Discussion

- 13.00** Lunch & Exhibition

- 13.40** BRT UK, AGM: *David Eve, Secretary BRT UK (members only)*

### Session 4:

## Securing Efficiencies Part II: Making the right choices (techniques)

- 14.00** Steel wheels good, rubber wheels bad? Calculating the cost-performance relationship for BRT and light rail (LRT) schemes. International comparisons.
- Performance v Costs: How BRT and LRT compare
  - Where would you recommend one mode over another
  - The significance of local culture
- Ross Clark, Rail Performance Manager, Transport for Scotland*

- 14.20** Better value infrastructure - case studies of cost saving measures
- Trackway, roadway and construction cost saving measures and techniques
  - Case study material from Luton Dunstable Busway and South East Hampshire Eclipse BRT
  - Adding value –economic benefits. How Luton are using the busway to reconnect urban areas
  - Generating multi-level value. Managing the contract to maximise gains
- Colin Chick, Corporate Director, Environment & Regeneration, Luton Borough Council and Allan Rogers, Business Development Director, BAM*

- 14.40** Panel Discussion - Securing Efficient Delivery

- 14.55** Closing key note:  
Strategic Analysis of the Global Bus Rapid Transit Systems market
- Why cost effectiveness makes it the mass transit system of choice in numerous regions
  - Regional difference and financial commonality
  - Implications and future outlook
- Martyn Briggs, Consultant, Frost and Sullivan*

- 15.20** Closing thoughts: *Dr. Bob Tebb*

- 15.30** Tea and conference close

\* Published programme subject to change



BRTuk is an association launched in 2006 dedicated to the sharing of information and good practice about bus based rubber tyred rapid transit systems. BRTuk seeks to enhance understanding of bus rapid transit and what it can do, and allow a fair and informed comparison against other modes. Membership comprises all aspects of the sector including local authorities, consultants, operators, suppliers and contractors. [www.brtuk.org](http://www.brtuk.org)

### 3 WAYS TO BOOK

Please complete one registration form for each delegate

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### PERSONAL DETAILS

Title (Mr/Mrs/Dr/Other – Please specify) \_\_\_\_\_

Name \_\_\_\_\_

Position \_\_\_\_\_

Department \_\_\_\_\_

Organisation \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Postcode \_\_\_\_\_

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Special or dietary requirements/access needs \_\_\_\_\_  
\_\_\_\_\_

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Card No. \_\_\_\_\_

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### PRICE INFORMATION

The fee is inclusive of papers, refreshments, lunches and networking dinner.

#### DELEGATE RATES

First delegate

Inc. Hotel

☐ **£395** +VAT

Conference only

☐ **£345** +VAT

Each additional delegate

☐ **£345** +VAT

☐ **£255** +VAT

#### BRT UK MEMBER RATES

First delegate

Inc. Hotel

☐ **£345** +VAT

Conference only

☐ **£255** +VAT

Each additional delegate

☐ **£265** +VAT

☐ **£225** +VAT

#### BRT UK Membership

☐ **£275**

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### PAYMENT DETAILS

**All fees are payable in advance of the event.** Delegates may be refused admission if payment is not received prior to the event. Delegates who have not paid will be required to provide credit card details or supply a company cheque at registration. If you are registering within seven days of the event you **MUST** provide credit card details to enable us to process your booking. Payment can be made by cheque, credit card or BACS transfer. Cheques should be made payable to Landor LINKS Ltd.

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**For accounts queries please call 0845 270 7866**

### DATE AND VENUE

**1-2 October 2012** Marriott Meon Valley Hotel, Southampton

### CONFIRMATION

You will receive a receipted VAT invoice and joining instructions which includes a map, directions and travel information. If your booking has not been acknowledged seven days prior to the event please contact us to confirm your booking has been received on 0845 270 7965.

### CANCELLATION

If for any reason you are unable to attend, cancellations received in writing by 07.09.12 will receive a refund less an administrative charge of £100 + VAT. There will be no refunds for cancellations made after this date. Substitutions can be made at any time at no further cost.

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