

Presented by

**LOCAL
TRANSPORT**
TODAY

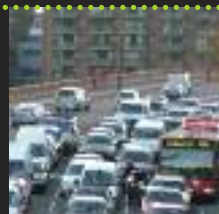
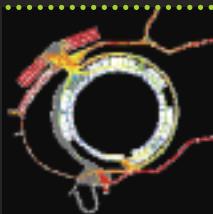
MODELLING

WORLD 2010

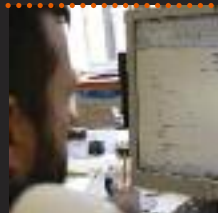
**Stamford Bridge
Chelsea, London**

Thursday 17 June 2010

TRANSPORT
MODELLING



DATA
COLLECTION



PEDESTRIAN
MODELLING



Sponsors



09.00 Registration
10.00 Morning Plenary

The morning plenary session will consider the major cross cutting professional issues of the practice and philosophy of models, the interface of modelling with decision making frameworks and the challenge of open data and the widening of modelling and analytical activity beyond the traditional specialist community.

Introduction by morning chair
Transport Modelling - Art or Science
Tom van Vuren, Divisional Director, Mott MacDonald

Morning Keynote Paper
Tom Steinberg, Director, mysociety.org

11.15 Tea and Coffee

TRANSPORT MODELLING

Morning Seminar:

Modelling and predicting long distance travel patterns and modal choices

11:45 - 12:10 - Long distance travel in Britain
Joyce Dargay, Institute of Transport Studies

12:10 - 12:35 - Demand forecasting for HS2
Andrew Hodgson, Atkins

12:35 - 13:00 - A change in direction for rail?
Implications of a study into rail demand forecasting
Andrew Meaney, Oxera

13.00-13.15 - Questions and discussion

DATA COLLECTION

Morning Seminar:

What is out there and how can it be used?

11:45 - 12:10 - The data sharing revolution and the data.gov.uk initiative
Nigel Shadbolt, Deputy Head, School for Electronics and Computer Science, University of Southampton (Invited)

12:10 - 12:35 - Innovations in data collection and management
Neil Hoose, Bittern Consultancy & Visiting Professor at Imperial College London

12:35 - 13:00 - Open data, crowdsourcing and user innovation
Peter Miller, CEO and Chris Osborne, ITO World

13.00-13.15 - Questions and discussion

PEDESTRIAN MODELLING

Morning Seminar:

Understanding and presenting short distance movements

11:45 - 12:10 - The availability of empirical data for pedestrian dynamics and current academic developments
Tobias Kretz, Product Manager, Pedestrian Simulation, PTV Germany

12:10 - 12:35 - Assessing local accessibility and movement patterns
Space Syntax

12:35 - 13:00 - 3D Virtual Reality - Enhancing Visualisation and Communication
Steve Goddard, Urban Circus

13.00-13.15 - Questions and discussion

13.15 Lunch

TRANSPORT MODELLING

Afternoon Seminar:

Modelling major events and lessons for the 2012 games - visitor demand, travel patterns and managing high volume people flows

14:30 - 14:55 - The demand modelling framework for the 2012 Games
Jamie Spence & Bayo Dosunmu, Olympic Delivery Authority

14:55 - 15:20 - Quantifying trade-offs between security, liberty and privacy
Peter Burge, RAND Europe

15:20 - 15:45 - The essential role for high quality visualisation of microsimulation models
Pete Sykes, SIAS and Brendan Hafferty, Forum8

15.00-15.45 - Questions and discussion

DATA COLLECTION

Afternoon Seminar:

Technologies, techniques and value for money

14:30 - 14:55 - Social data and consensual outcomes
Kris Beuret, Director, Social Research Associates and Elizabeth Gilliard, Consultant

14:55 - 15:20 - Embracing the smart ticketing data revolution
Grant Klein, Director, Detica

15:20 - 15:45 - Innovative uses of open source data for public transport
Razia Ahamed, Strategic Partner Development EMEA, Google

15.00-15.45 - Questions and discussion

PEDESTRIAN MODELLING

Afternoon Seminar:

Modelling for contained and multi-use spaces

14:30 - 14:55 - Analytical evaluation of the quality of shared space for both road traffic and pedestrian users
Chris Oakley, Director, Crowd Dynamics/Quadstone Paramics

14:55 - 15:20 - Rail Station Case Study:
Comparison of a grid-based and continuous space modelling approach: Passenger modelling of two UK railway stations
Christian Castle, Capacity Specialist and Pedestrian Modeller, Mott MacDonald

14:20 - 15:45 - Multi-use Development Case Study: Benefits derived from pedestrian modelling in the context of major railway station developments
Charlie Parker, Senior Transport Consultant, Scott Wilson

15.00-15.45 - Questions and discussion

16.00 Tea and Coffee

16.45 Afternoon Plenary

The Modelling World Conference concludes with the afternoon plenary session.

Afternoon Keynote
David Quamby, Director Colin Buchanan (invited)

Paper: Investment-Grade Traffic Studies: Reporting Considerations
Robert Bain, Managing Director, RBconsult

18.00 Drinks

19.00 Networking Dinner

After the forum session there will be a drinks reception for all delegates and speakers to network and discuss the outcomes of the day.

The **drinks reception** is **free** to attend for all paid conference delegates.

An evening dinner to which all pre-booked delegates and visitors may attend, follows in the conducive environment of the Chelsea Stadium banqueting facilities.

The evening meal can be added to your delegate booking for **just £50**.

Programme correct at time of going to press

An exceptional range of speakers and key topics will be featured at the 5th annual modelling specialist forum to be held in London at the **Chelsea Football Stadium on 17th June 2010.**

WHO SHOULD ATTEND:

- Urban planners
- Local Authority officers and decision-makers
- Central and Regional Government
- Consultants in all aspects of transport, development and regeneration
- Funding organisations in the public and private sector
- Transport modelling software developers and vendors
- Environmental and economic appraisal specialists
- Academics and students

Alongside the conference there will be an exhibition of software suppliers, expert consultants and related equipment suppliers at which two dozen of the industry's leading specialists will be present.

THE EXHIBITION WILL PROVIDE:

- Networking opportunities
- Time to catch up with existing suppliers and clients
- Opportunities to meet potential new suppliers and clients
- Knowledge sharing and best practice dissemination
- Chances to keep abreast of advancements and innovations within the industry

ADMINISTRATIVE DETAILS

Local Transport Today Ltd, Apollo House, 359 Kennington Lane, London SE11 5QY

Tel: 0845 270 7965 Fax: 020 7091 7966 Email: conferences@landor.co.uk

For accounts queries please call 0845 270 7866

DATE AND VENUE

17 June 2010, Stamford Bridge, Chelsea, London

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 7 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 03.06.10 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.

DATA PROTECTION ACT

The data you provide will be held on a database in accordance with the Data Protection Act (1998). Your details may be passed to other companies who wish to contact you for marketing and communication purposes. If you do not wish your information to be passed on please write to the Database Manager at Local Transport Today Ltd at the above address.

MODELLING WORLD 2010

3 WAYS TO BOOK

Please complete one registration form for each delegate

1. Book online at: **www.TransportXtra.com/shop/events**

2. Fax the completed booking form to: **020 7091 7966**

3. Post the booking form with payment to:

Local Transport Today Ltd, Apollo House, 359 Kennington Lane, London SE11 5QY

PLEASE COMPLETE CLEARLY IN BLOCK CAPITALS

PERSONAL DETAILS

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

Name

Position

Department

Organisation

Address

Postcode Tel Fax

Email

Special or dietary requirements/access needs

☐ **Please debit my Visa/Mastercard/American Express/Eurocard/Delta card**

Card No. Start date ____ / ____ / ____ Expiry date ____ / ____ / ____

Security code Cardholders name

Signature Date

Cardholders address (if different from personal details)

..... Postcode

☐ **Please invoice quoting order reference no.**

(NB Purchase orders MUST be provided before we can process bookings, if you are unable to provide us with a Purchase Order number please provide a reference for your invoice)

Please select which seminar you wish to attend after the morning and afternoon plenary

☐ Transport Modelling (AM) ☐ Transport Modelling (PM)

☐ Data Collection (AM) ☐ Data Collection (PM)

☐ Pedestrian Modelling (AM) ☐ Pedestrian Modelling (PM)

PRICE INFORMATION

The fee is inclusive of papers, refreshments and lunch

Delegate Rates (Early booking rates valid until 28.05.10)

☐ First Delegate

£275 + VAT

☐ Additional Delegates/ Young Professional

£125 + VAT

☐ + Networking Dinner

£50 + VAT per person

☐ Afternoon Plenary & Networking Dinner only

£75 + VAT

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 on the day of the event. If you are registering up to 14 days before the event date ONLY credit card bookings will be accepted. Payment can be made by cheque, credit card or BACS transfer. Cheques should be made payable to Local Transport Today Ltd. **Payment terms are strictly 7 days.**

☐ **I enclose cheque no.** **for £**

(NB cheques must be made payable to Local Transport Today Ltd)