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The 4th Shared Spaces Conference - Chaired by John Dales, Director, Urban Movement



**20th November 2012**  
**Lord's Cricket Ground**



# Place & Movement

**DOING MORE WITH LESS:  
JOINING THE PLANNING  
AND TRANSPORT DOTS**



**John Dales, event chair:**

Director, Urban Movement, Urban Initiatives

*'We must avoid Back to the Futurism: having professionally witnessed the failures of grade-separated approaches to urban planning, all talk of flyovers, flyunders and pathways in the sky is a demonstration that car-centric thinking is, sadly, not only alive but kicking...'*

***Grand visions or incremental improvements: how do we embed viability and 'future-proof' our towns and cities?***



## **This event will explore key issues:**

- **Analysing town centre 'spend by mode'**
- **Post-Portas review: real places or reality TV? What have we learned?**
- **Developing public transport: new attitudes to car ownership and use**
- **Mapping, wayfinding and future urban information systems**
- **Future urban mobility: how movement can add to place quality**



The current spotlight on successful high streets has been focused on short-term schemes such as Portas Pilots, leaving local authorities to make sense of a range of overlapping and ad hoc opportunities. Are the real issues being sidelined?

Movement to, from and within urban centres has always been key to their success – and will continue to be so as living and travel patterns evolve. In this event, we go back to basics and examine what we really know about how we use our urban centres, and how they might function in future.

What do we actually know about travel by modes other than the car? Is the importance of travel by other modes downplayed due to the lack of a credible evidence base? Do we know what policy levers are effective in encouraging positive behaviour change, and in supporting better decision-making amongst risk-averse policy makers?

## PROGRAMME

### SESSION ONE: REBALANCING BUDGETS, POLICY AND PROFESSIONAL INPUTS TOWARDS PLACE-BASED SOLUTIONS

- 09.30 **Chair's introduction: Back to the Futurism?**  
Are we going back to the 1960s in how we conceive transport provision?  
*John Dales, Director, Urban Movement @ Urban Initiatives*
- 9.55 **The economics of place: seeking a real policy response**  
How short-term measures like Portas Pilots are distracting local authorities from real challenges, and what the real 'place and movement' responses should be  
*David Marlow, Director, Third Life Economics*
- 10.20 **A community-led approach to improving place**  
Making neighbourhood planning work, with a focus on town centre activity and movement  
*Jon Herbert, Associate, Parsons Brinckerhoff*
- 10.45 **Panel and delegate Q & A**
- 11.00 **Coffee and tea**

## SESSION TWO: HOW IMPORTANT ARE CARS TO PLACES, REALLY?

### 11.20 **Urban centre 'spend by mode' and the reality of parking practices**

How do town centre users travel? Which data sources, tools and processes do practitioners find to be most reliable? Where are the evidence gaps? What does the data on parking pricing really say? How can we improve monitoring and measurement, and communicate justification of 'spend by mode' to a sceptical public and risk-averse policy makers?

*Short presentations by panelists, followed by panel and delegate Q & A*  
*Panelists include:*

**Dr John Bates**, joint author of RAC Foundation 'Spaced Out' report on parking

**Sophie Tyler**, The Means, and **Rob Kidd**, London Councils: Assessing available data on the impact of parking availability on the prosperity of town centres

**Prof Greg Marsden**, Institute of Transport Studies, University of Leeds: parking & policy

### 13.20 **Lunch**

## SESSION THREE: FUTURE MOVEMENT AND URBAN FUTURE-PROOFING

### 14.15 **Mobility 2025: car clubs, and public transport patronage mobility and implications for infrastructure and public transport patronage** *Scott Le Vine, Imperial College, London*

### 14.35 **Digital information provision and the future of urban wayfinding** *Cennydd Bowles, user experience designer and Twitter consultant*

### 14.55 **Links between lifestyles and personal travel in the face of continuing social and technological change** *Tracy Ross, Loughborough University, Ideas in Transit project team*

### 15.15 **Coffee**

## SESSION FOUR: CASE STUDIES

### 15.35 **Quality information makes public transport networks visible: using and improving the urban realm** *Peter Warman, Consultant, FWT*

### 15.55 **Portas Pilots - Real Places or Reality TV? What have we learned - and what have we missed?** *Terry Painter, Chair, Margate Town Team & Portas Pilot Town Team member*

### 16.20 **How changes to movement will improve the quality of place: the Southall Big Plan** *Nick O'Donnell, Strategic Transport, London Borough of Ealing*



## PLACE & MOVEMENT CONFERENCE

Doing more with less: joining the planning and transport dots

### 3 WAYS TO BOOK

Please complete one registration form for each delegate

1. Book online at: [TransportXtra.com/shop/events](http://TransportXtra.com/shop/events)
2. Fax the completed booking form to:  
020 7091 7966
3. Post the booking form with payment to:  
Landor LINKS 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 \_\_\_\_\_

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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 PO number please provide a reference for your invoice)

### PRICE INFORMATION

The fee is inclusive of papers, refreshments and lunch

☐ Standard rate £245 + VAT

☐ Additional delegate place £145 + 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 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.

Payment terms are strictly 7 days.

☐ I enclose cheque no \_\_\_\_\_

for \_\_\_\_\_

(Cheques must be made payable to Landor LINKS Ltd)

### ADMINISTRATIVE DETAILS

Landor LINKS Ltd, Apollo House

359 Kennington Lane, London SE11 5QY

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Fax: 020 7091 7966

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For accounts queries call 0845 270 7866

### DATE & VENUE

Tuesday 20 November 2012,

Lord's Cricket Ground, Marylebone Cricket Club,

St. John's Wood Road, London NW8 8QN

### CONFIRMATION

You will receive a receipted VAT invoice and

joining instructions which includes a map, direc-

tions 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 06/11/12 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.

### DATA PROTECTION ACT

The date you provide will be held on a data-

base in accordance with the Data Protection

Act (1998). Your details may be passed to other

companies who wish to contact you for market-

ing and communication purposes. If you do not

wish your information to be passed on, please

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