

RESHAPING URBAN SPACES: QSS16 CONFERENCE

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

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(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)

PRICE INFORMATION

The fee is inclusive of papers, refreshments and lunch

- ☐ Standard Rate £245 plus vat
- ☐ Additional delegates (only applicable if booked with standard rate) £175 plus vat
- ☐ Young Professional (28 years and under) £175 plus vat

Book at: www.TransportXtra.com/shops/events

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)

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 & VENUE

26 May 2011, 15 Hatfields, London SE1

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 12.05.11 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.

The 16th Annual Quality Streetscapes Conference

– A national one day conference from RUDI & Local Transport Today –

RESHAPING URBAN SPACES

Public realm improvements for the changing life of cities

Thursday 26th May 2011 | 15 Hatfields, London SE1



YOU CAN ATTEND
FOR JUST
£175 + VAT

TOPICS INCLUDE:

- >> Delivering and maintaining urban spaces in an era of localism and budget cuts
- >> 'Nudge' interventions: Adapting the public realm to influence behaviour
- >> Redefining the high street: Creating a public realm for a changing commercial environment
- >> Latest on Link & Place: The new approach for addressing problems on urban streets
- >> New case studies for creating a more effective public realm

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RESHAPING URBAN SPACES

Public realm improvements for the changing life of cities

It is now widely accepted that well designed, high quality streets and public spaces have an enormous impact on the positive development of urban areas. But to be sustainable and fit for purpose in the 21st century, the urban realm has to respond to the demands of modern life, climate change, business needs and shifts in culture.

This has been recognised in recent years by a growing number of public agencies, private developers, transport planners, place making and management professionals and politicians who have started working together to find more effective ways of delivering quality improvements and better management models for the public realm.

In an era of budget cuts and localism it is critical that those who have an influence on all public spaces in our towns and cities adapt to change and continue to look at new and innovative ways of improving the urban environment.

This conference will consider latest developments in streetscape design, examine changes in urban economies and the effects on the urban realm, hear the latest thinking in innovative public spaces design and examine ways that the public realm can be adapted to change behaviour and encourage 'good choices'.

Now in its 16th year, The Annual Quality Streetscapes Conference provides the leading forum and networking event for all those concerned with the creation of an effective and sustainable public realm.

Programme

09.00 Registration
09.30 Welcome & introduction
Ben Hamilton Baillie, Urban Designer,
Movement Specialist & Director, Ben
Hamilton Baillie Associates

1 Changes in urban places: New developments & opportunities

09.45 Urban change and public space
Ali Madanipour, Author of 'Whose Public
Space?' & 'Designing the City of Reason'
& Professor of Urban Design, Newcastle
University
10.10 Delivering and maintaining public spaces
in an era of localism and budget cuts
Representative, Local Government
Association (invited)
10.30 A new role for the high street? –
Trends and opportunities
Matthew Hopkinson, Director, The Local
Data Company
10.50 Questions & discussion
11.15 Morning Coffee

2 Value in the public realm: Targeted improvements for effective urban spaces

11.35 Quantifying the benefits of public realm
improvements: Valuing the Urban Realm
toolkit
Paul Buchanan, Director, Colin Buchanan
11.55 Link & Place: Addressing problems on
urban streets
Peter Jones, Professor of Transport &
Sustainability, University College London
(UCL) & Author of 'Link & Place: A Guide to
Street Planning & Design'
12.15 Targeted solutions: Streetscape
improvements to facilitate cycle and
pedestrian movement
David Moores, Public Realm Director,
Project Centre

12.35 Questions & discussion
12.55 Lunch

3 'Nudge' interventions: Changing behaviour by adapting the public realm

13.55 Discussion session, informed by:
Encouraging behaviour change:
Policy & Practice
Representative, Behavioural Insight Team,
Cabinet Office (invited)
Influencing travel patterns and demand
through creative uses of public space
Graham Grant, Senior Transport Planner,
Tyne and Wear Integrated Transport
Authority
15.10 Afternoon tea

4 Case studies for urban space success

15.30 Effective communication: Illustrating the
impact & benefits of changes to the urban
realm
Janine Tijou, Managing Director,
Designhive Media
15.55 From road to street: Re-designing Victoria
Street, London
Paul Reynolds, Senior Urban Designer,
Atkins
16.10 Successful improvements to a high street:
A shared space scheme in Hamilton
Road, Felixstowe
Luke Barber, Road Safety Engineer, Suffolk
County Council
16.30 Questions & discussion
17.00 Close of conference

Published programme subject to change



Attendees will receive
a FREE copy of
LINK & PLACE
(worth £45)

Who should attend?

This event will provide valuable information and insights for the following:

- > Urban designers
- > Planners
- > Highway and traffic engineers
- > Architects
- > Town centre managers
- > Landscape architects
- > Regeneration managers
- > Conservation officers
- > Estate and property managers
- > Developers
- > Economic development officers
- > Consultants
- > Retailers
- > Local politicians

and more...



>> Sponsorship & Exhibition Opportunities

If you wish to carefully target your marketing consider the advantages of sponsorship, taking a stand or even placing an insert into the delegate packs. Our rates represent real value.

Call Matthew Knight on 0845 270 7969 or email matthew.knight@landor.co.uk for details.

