









in association with **Transit** presents:

# Delivering affordable rapid transport to sustain local economic growth

**19-20 September 2011**  
Clare College, Cambridge



2 day conference  
Cambridgeshire Guided Busway study tour  
National & international experience  
Networking dinner

-  New financial/funding regimes
-  Transit orientated development – the evidence
-  Changing urban use patterns: 21st Century needs
-  Changing role of car in urban centres
-  Agile Development
-  Rapid transit in a well connected world

VIX Technology

Sponsor the 6th Annual BRT UK conference, supported by:

Organised by:



mvaconsultancy



# *Delivering affordable rapid transport to sustain local economic growth*

Increasing transport capacity and achieving modal shift are essential as the UK economy recovers and grows and for reducing carbon emissions in urban areas.

**Rapid Transit using buses is a flexible, affordable solution successfully applied across the world.**

This conference includes a guided tour and detailed discussion of the pioneering Cambridgeshire Guided Busway and its part in growing the Cambridgeshire economy. Papers and discussion on the second day address current issues in justifying, developing and implementing rapid transit including current UK schemes and available technologies against a background of experience from the US and around an increasingly well-connected world.



The 6th BRTuk Conference will be fully residential within the historic Clare College Cambridge where all meals will be taken thus allowing delegates maximum opportunities for discussion and networking.



## Who should attend?

This conference is aimed at all those involved with local public transport in the UK and beyond wishing to learn from experience with existing systems, consider the variety of technical solutions available, and appreciate a picture of how bus based rapid transit systems can be effectively applied including:

- ⌘ Engineers
- ⌘ Planners
- ⌘ Consultants and construction companies
- ⌘ Public transport operators
- ⌘ PTE's and local authorities with transport responsibility
- ⌘ Elected members of PTE's and local authorities
- ⌘ Suppliers
- ⌘ Development agencies and organisations
- ⌘ Banks and funding organisations
- ⌘ Transport consumer groups
- ⌘ Academics



## Day 1 – 19 September 2011

### The Cambridgeshire Guided Busway and lessons from it

- 14:00** Welcome and introduction to Cambridge Busway  
*Dr Bob Tebb, Chair, BRTuk*  
*Alex Plant, Executive Director, Environment Services, and;*  
*Bob Menzies, Head of Delivery, Cambridgeshire Guided Busway,*  
*Cambridgeshire County Council*
- 14:30** CGB tour using buses from both operators: Stagecoach & Whippet Coaches
- 16:30** Return to college
- 17:00** Round table: "The CGB, whys, wherefores and lessons"  
*Chair: Mark Nodder, Managing Director – The Wright Group*  
*Panel: County Council, developer, business, community, operator and worldwide perspectives represented\**
- 18:20** Vote of thanks: *Joanne Beale (Principal Engineer, Property & Development, JMP,*  
*holder of BRTuk bursary 2008 with research on CGB)*
- 18:30** Break
- 19:15** Drinks Reception
- 20:00** Dinner – Clare College Great Hall  
*Host: Ian Bates, Cabinet Member for Growth & Planning,*  
*Cambridgeshire County Council*
- 21:30** Networking Drinks – Chapel Crypt



## Day 2 – 20 September 2011

08:30 Coffee & Exhibition

### Session 1: What do we want and what can we have?

09:30 Chair: *Alan Bailes, TPI*

User and community perspectives

a. What passengers really want

*Speaker from Passenger Focus to be confirmed*

b. South Essex Rapid Transit: Lessons from the Development Pool Process,  
*Chris Ferrary, Associate, Steer Davies Gleave*

10:10 The options

c. Transit choices for South Yorkshire

*Julie Hurley, Head of Policy & Planning SYPT (Invited)*

d. Quality you can afford

*James Freeman, Managing Director, Reading Transport*

10:50 Discussion

11:00 Coffee & Exhibition

### Session 2: How do we afford it and how can we do it?

11:30 Chair: *Dr Alan Brett, Atkins*

Making the right connections—Transit Oriented Development (TOD) and non-TOD tie ins.

a. Much of the US looks like this –BRT Planning in low density suburban settings  
*Kenneth Lin, Senior Planning Manager, Parsons Brinckerhoff USA*

b. The payback: evidence on land and property value changes from transit development

*Zoe Vidion, Borough Liaison Manager, TfL (Drawing from her academic research)*

12:10 Agile transit development

c. Opportunities for Rapid Transit in Belfast

*Ciaran de Burca, Director, Belfast Rapid Transit Project*

d. New from old: busways on railway alignments in Hampshire and Luton

*Speaker from BAM Nuttall*

12:50 Discussion

13:00 Lunch & Exhibition

13:40 BRTuk AGM: *David Eve, Secretary, BRTuk*

### Session 3: Rapid Transit in a well-connected world

14:00 Chair: *Kenneth Lin, Senior Planning Manager, Parsons Brinckerhoff USA*

More for less; how it pays to make smart infrastructure choices

*Michael Hart, Business Development Manager, Vix Technology*

14:20 Expert Panel encompassing marketing, information, ticketing systems, vehicles, operational quality etc.\*

15:20 Closing thoughts: *Dr Bob Tebb, BRTuk Chair*

15:30 Tea and conference close

### 3 WAYS TO BOOK

Please complete one registration form for each delegate

1. Book online: [www.TransportXtra.com/shop/events](http://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 \_\_\_\_\_  
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### PRICE INFORMATION

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

#### STANDARD RATES

First Delegate

Inc. Hotel

£395 +VAT

Conference only

£345 +VAT

Each additional Delegate

£325 +VAT

£229 +VAT

Additional Hotel Guest

£80p.p. +VAT

#### BRT UK MEMBER RATES

First Delegate

Inc. Hotel

£330 +VAT

Conference only

£235 +VAT

Each additional Delegate

£245 +VAT

Additional Hotel Guest

£80p.p. +VAT

#### BRT UK Membership

£275

**Join today and enjoy 18 Months for the price of 12**

To apply BRTUK Member discounted rates online, quote promocode: **BRTUKMEMBER** when booking.

### 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  
£ \_\_\_\_\_

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

### ADMINISTRATIVE DETAILS

Landor LINKS Ltd, Apollo House, 359 Kennington Lane,  
London SE11 5QY Tel: +44 (0)20 7091 7865

Fax: +44 (0)20 7091 7966 Email: [conferences@landor.co.uk](mailto:conferences@landor.co.uk)

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

### DATE AND VENUE

**19-20 September 2011** Clare College, Cambridge

### 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 15.02.11 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 Landor LINKS Ltd at the above address.

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**Book online: [www.TransportXtra.com/shop/events](http://www.TransportXtra.com/shop/events)**

## About the organisers:

# <sup>new</sup>Transit

New Transit, established June 2009, responds to the dynamic and vital passenger transport sector at times of change and uncertainty. This monthly magazine maps out, through in-depth analysis and interviews and comment, the future for the passenger transport sector.

New Transit is designed to meet the changing needs of the passenger transport sector and map out the future of the sectors vital role in a changing society.

Find out more and subscribe online at: [www.TransportXtra.com/subscriptions](http://www.TransportXtra.com/subscriptions)



BRTuk is an association 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. The associate was launched in 2006. Further details about the objectives and activities of BRTuk and full membership benefits can be found at [www.brtuk.org](http://www.brtuk.org)

## BRT UK membership – A very special offer

The annual BRTuk Membership fee is £275. You can apply now for membership up to 31 March 2013 at a special rate using the conference booking form. You'll immediately qualify for the member's discount on conference fees.

Other benefits include regular hosted site visits in the UK and overseas; and access to information and advice through the special interest groups.

These benefits start as soon as payment is received and by joining now your membership will be valid right through until 31 March 2013.

**That's right! Join now, enjoy at least 18 month's membership and attend the conference at members' rate! Don't delay, book and join today!**