

People, places and movement

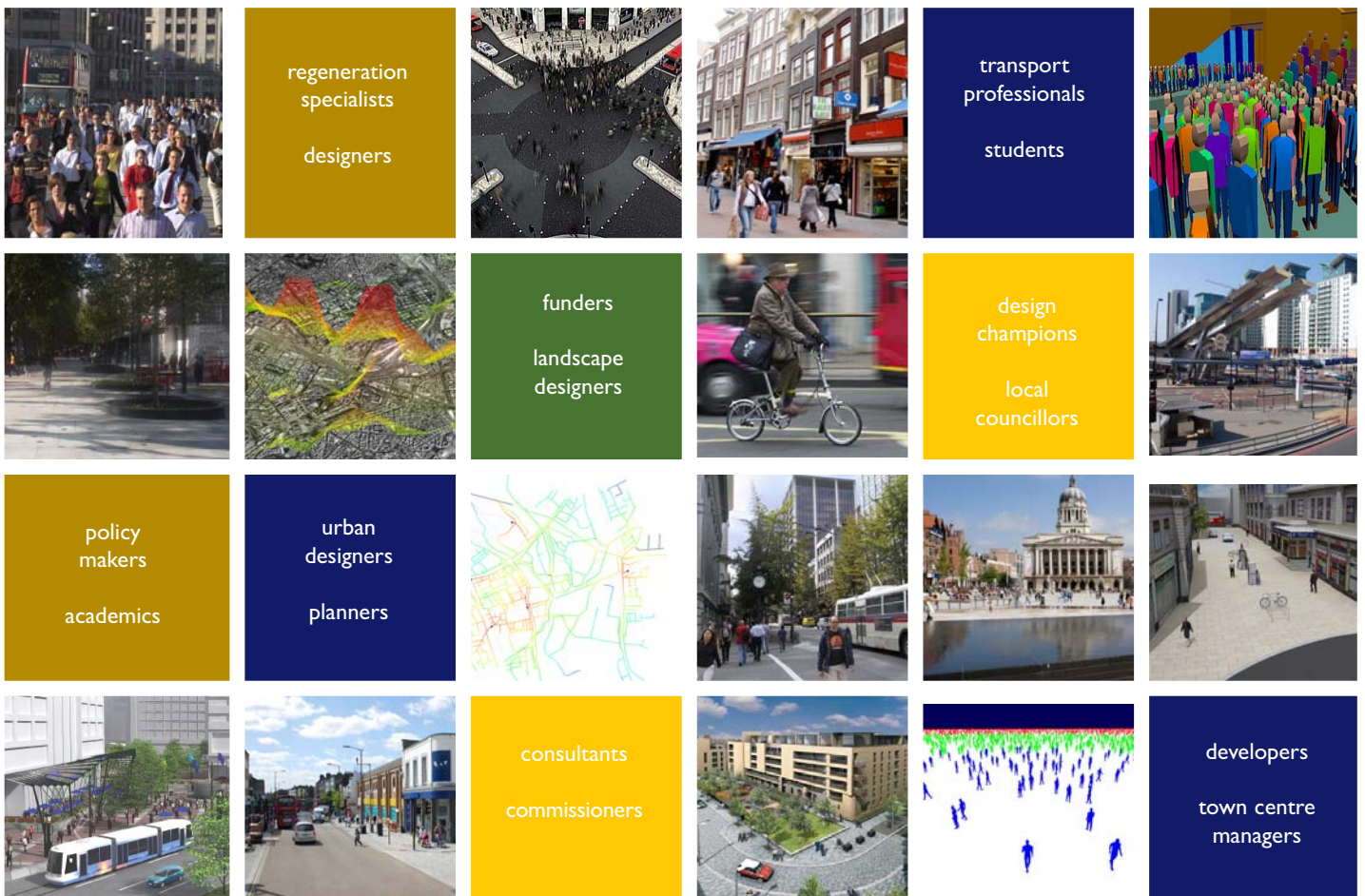
June 10 2009, 10am-4pm | Chelsea Football Club, London, SW6
part of the 2009 Transport Modelling Forum

Accessible, legible and walkable urban spaces, supported by a rich mix of urban uses, cycling routes, public transport and sustainable travel solutions, attract people and encourage activity.

This one-day event, held as part of the 2009 Transport Modelling Forum, will:

- explore a range of approaches, being developed by transport planners, urban designers and academics, that aim to understand how people move around and interact in towns and cities – and how they'd like to;
- explain how such understanding can help to create people-friendly, effective and economically viable places that people enjoy using.

Exhibition space available: email matthew.knight@landor.co.uk. See page two



Programme

- 10.15 **Graham Long, Colin Buchanan**
Adapting traditional transport-oriented models for pedestrians
- 10.45 **Dr Jake Desyllas, Atkins Intelligent Space**
What pedestrian modelling means today: a review of the different kinds of modelling now possible with applied examples from Oxford Circus and elsewhere
- 11.15 **Jonathon Tricker, Associate Director, Urban Initiatives**
The Urban ISM model: assessing street networks and movement patterns. Urban ISM (Integrated Spatial Model) is a suite of software tools and methodologies for integrating the principal elements that make places work. The approach can examine a range of city and neighbourhood scales, assessing urban structure/movement, land use mix/density, social infrastructure and development viability.
- 11.45 Coffee**
- 12.00 **Dr Alison Chisholm, Department of Planning, Oxford Brookes University**
Understanding walking and cycling through a multi-methods approach which combines spatial network analysis (Multiple Centrality Assessment developed by Sergio Porta at the University of Milan) and qualitative approaches such as ethnography and audio travel diaries
- 12.30 **Eamonn O'Neill, Department of Computer Science, University of Bath, & Cityware project**
Advances in mobile and wireless communications have enabled us to detect and record the presence and movement of users and their devices. These data provide a rich source of information for understanding people's relationship with the city. An analysis of urban Bluetooth data and visualisation techniques can be used to model and make sense of the spatial and temporal patterns of mobility, presence and encounter within these data
- 1.00 Lunch**
- 2.15 **Chair-led discussion: what kinds of information and models can help us understand how people experience and move around urban space?**
What types and kinds of information do we need to help us understand pedestrian movement? Can widening the use of 'traditional' applications that model individual activity, typically used to model behaviour in predictive environments such as transport hubs, be used to include open spaces where human behaviour is more random, and therefore difficult to model or predict? Does such useage constitute an abuse of the model's real functionality?
- 3.15 **Reception (joint event with Transport Modelling Forum delegates) and networking**

Promotional opportunities: exhibition and event media

The *People, places and movement* seminar and exhibition forms part of the well-established annual Transport Modelling Forum, organised by *Local Transport Today*.

Carefully target the marketing of your products and services to those within the transport and pedestrian modelling sectors.

Last year's Transport Modelling Forum was completely sold out. This year's innovative programme promises another packed event.

If you are interested in taking a stand at the exhibition, or inserting a promotional leaflet into

delegate pack(s), then please contact Matthew Knight for details on 0845 270 7969 or email: matthew.knight@landor.co.uk

Full details of the exhibition are available at: www.transportmodelling.co.uk

Last year's exhibitors featured: Citilabs Europe • Colin Buchanan & Partners • FaberMaunsell • Inro • JMP Consulting • Jobs-in-Transport.com • Legion Ltd • LTT • Minnerva • Mott MacDonald • Omnitrans International • Peter Davidson Consultancy • PTV AG • Siemens Traffic Control • Sinclair Knight Merz • Transport Simulation Systems • WSP Group

Booking and payment details

Please complete one registration form for each delegate

1. Book online at <http://events.rudi.net/modelling>
2. Fax the completed form to: 0845 270 7961
3. Post the booking form with payment to: RUDI,
Apollo House, 359 Kennington Lane,
London SE11 5QY

Please complete clearly in **BLOCK CAPITALS**

1. PERSONAL DETAILS

Title (Mr/Mrs/Dr/other – please specify)

Name _____

Position _____

Department _____

Organisation _____

Address _____

Postcode _____

Tel/Fax _____

Email _____

Special or dietary requirements/access needs _____

2. PRICE INFORMATION

The fee is inclusive of refreshments & lunch and a free copy of PLACEmaking, recently published at £20

EARLY BIRD DISCOUNTS: book before 22 May 2009

Commercial/Local Authority delegates £120.00 + VAT

Small businesses £95.00 + VAT

Voluntary/self employed delegates £75.00 + VAT

STANDARD RATES

Commercial/Local Authority delegates £150.00 + VAT

Small businesses £125.00 + VAT

Voluntary/self employed delegates £95.00 + VAT

RUDI members 15 per cent discount on above prices

[] please tick if you are a RUDI member

3. 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. Payment can be made by cheque, credit card or BACS transfer.

CHEQUES: (UK bank only) Please make cheques payable to RUDI Ltd and send to: RUDI, Apollo House, 359 Kennington Lane, London SE11 5QY. Payment terms are strictly 7 days.

I enclose cheque no _____ for £ _____

(NB: Cheques made payable to RUDI Ltd)

**Please debit my Visa/Mastercard/Delta/Eurocard/
Switch/UK Maestro/Solo/JCB**

Card no _____

Start date ___ / ___ / ___ Expiry date ___ / ___ / ___

Security code _____

Cardholder's name _____

Signature date _____

Cardholder's address (if different from above) _____

Postcode _____

Please invoice quoting order reference no _____

**Bank transfer: National Westminster Bank,
121 High Street, Oxford, OX1 4DD**

Sort code: 60-70-03 Acct number: 84292121

**International transfer: SWIFT no. NWBKGB2L IBAN
No. GB43NWBK60700384292121**

**(NB: Purchase orders must be provided before we can
process bookings)**

VAT registration no (for international bookings only)

Important note:

In addition to your purchase order number, please provide details of the contact to which invoices should be sent. Otherwise invoices will be sent to the registered delegate who will be held responsible for ensuring that the invoice is redirected for prompt payment.

Contact name _____

Department _____

Address _____

Postcode _____

Tel/fax _____

4. ADMINISTRATIVE DETAILS

RUDI, Apollo House, 359 Kennington Lane, London SE11 5QY
Tel: 0845 270 7894 Email: info@rudi.net Website: www.rudi.net

Venue and date

Wednesday 10 June 2009, Chelsea Football Club, Stamford Bridge,
Fulham Road, London, SW6 1HS.
<http://www.chelseafc.com>

Confirmation

You will receive a receipted VAT invoice and joining instructions that include 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 7894.

Cancellation

If for any reason you are unable to attend, cancellations received in writing by 1 June 2009 (01/06/09) will receive a refund less an administrative charge of £50 + VAT. There will be no refunds for cancellations made after this date. Substitutions can be made at any time at no further cost.

Accommodation

A list of recommended accommodation is available on request, please contact tom@rudi.net for details.

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 RUDI at the above address.