

The Fifth
**Smarter
Choices**
Conference

From leap of faith to business case



Wednesday 18 March 2009
Cavendish Conference Centre, London

Sponsored by



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In association with



Department for
Transport



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Overview

The report "Smarter Choices - Changing the Way We Travel" is four years old. Smarter Choices, a term now in the vocabulary of most transport practitioners, has been applied with varying degrees of enthusiasm and success. This year's conference will explore the need to develop the smarter choices agenda using good business practice and will attempt to answer the following questions.

In some local authority areas the smarter choices agenda has been developed institutionally but in others there is limited evidence of activity, outputs or outcomes. What are the precise reasons for this and how can we change it?

The original smarter choices report identified, from an international research base, probable outcomes for a variety of interventions. Has adequate UK data and results been collected and evaluated to confirm, or otherwise, these outcomes and what further research, if any, is necessary?

Smarter choices projects have to compete for funding with many other urgent and important schemes. With the limited funding for transport projects are we in a position to prepare a robust business case which demonstrates excellent value for money compared with infrastructure projects?

In short are we making a leap of faith or is there evidence of progress towards making business cases for smarter choices measures? This year's conference will therefore clearly focus on measuring, appraising, valuing and monitoring smarter choices through outcomes, evidence and robust business cases.



Who should attend?

The conference is the essential annual gathering of practitioners working on Smarter Choices interventions. It is also a networking event for practitioners working on sustainable travel town initiatives, including the three supported by the Department for Transport.

Venue

Cavendish Conference Centre,
London, W1G 9DT
www.cavendishconference.com

Fees

£250	Standard Fee
£220	ACT TravelWise and Transport Planning Society Member Fee
£190	Young Professional Fee (26 years and under)

All fees plus VAT at the current rate

Promotional Opportunities

There will be opportunities to exhibit at this event. Literature can also be included in the delegate packs. Contact the organisers for more information.

Stay on for a second day...

The Second ACT TravelWise Annual Conference and AGM The Crunch Question

Thursday 19 March Cavendish Conference Centre, London

The conference will look at the response of the Smarter Choices field to the continued need to reduce CO₂ emissions and the potential effects of the rising cost of oil during an economic downturn.

Further details can be downloaded from the ACT TravelWise website at www.acttravelwise.org.

Programme

- 0815-0900 *Registration and Tea/Coffee*
- 0900-0905 **Welcome and Introduction**
Conference Chair
- 0905-0930 **Keynote Address**
The Hon. Paul Clark MP, Under Secretary of State for Transport
- 0930-0955 **Personalised Travel Planning - Getting More Bang for your Buck**
Charlotte Welch, Steer Davies Gleave
- 0955-1020 **Smarter Travel Programmes: Estimating the Financial Savings to Transport for London**
Paul Buchanan and Nathalie Gay, Colin Buchanan
- 1020-1045 **Travel Plans and Cost Benefit - Do They Stack Up?**
Graham Riley and Ian Smith, Highways Agency
- 1045-1110 **Evaluating Smarter Choices - Are we on Track with Developing a Sound Evidence Base?**
Jon Parker, Integrated Transport Planning Ltd, Nick Ayland, ITP, Kiron Chatterjee, University of the West of England, Bristol
- 1110-1130 *Tea/Coffee*
- 1130-1155 **Developing a Robust Business Case for Smarter Choices**
Tom Higbee, Steer Davies Gleave
- 1155-1220 **The Ten Commandments - Business Case Lessons from Greater Manchester TIF**
Peter Black, Greater Manchester PTE
- 1220-1245 **Case Study 1: Implementing a Holistic Smarter Choices Programme: Lessons Learned from a Sustainable Travel Demonstration Town**
Beth Hiblin, Colin Buchanan and Nicola Francis, Peterborough City Council
- 1245-1310 **Case Study 2: Achieving and Maintaining a Business Case for Smarter Choices at a Regional Shopping Centre**
Alice Truswell, Meadowhall Centre Ltd
- 1310-1410 *Lunch*
- 1410-1430 **Panel Discussion**
- 1430-1455 **Methodology for Prioritising Walking and Cycling Schemes**
Cathy Kay, Halcrow Group Ltd
- 1455-1520 **Travel Plan Target Setting and Monitoring: Getting it Right!**
David Knight, WSP
- 1520-1540 *Tea/Coffee*
- 1540-1615 **Smarter Choices in Sustainable Urban Extensions**
Jillian Anable, Centre for Transport Research, University of Aberdeen; Steve Cassidy, MRC McLean Hazel Ltd; Geraldine Davies, Northamptonshire County Council; Carey Newson and Lynn Sloman, Transport for Quality of Life
- 1615-1640 **Defending Smarter Choices at Public Inquiry**
Jon Harris, Mouchel; Lawrence Stringer and Alan Cowling, East Sussex County Council
- 1640 *Close*

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For further details, please contact:

Helen Marshall
Conference Manager
PTRC
1 Vernon Mews
Vernon Street
London W14 0RL



Tel: 020 7348 1970
Fax: 020 7348 1989
Email: helenm@ptrc-training.co.uk

Website: www.ptrc-training.co.uk



For Office Use: Date Received

Booking No

Invoice No

Registration Form

Please complete in BLOCK CAPITALS or book online at www.ptrc-training.co.uk and use a separate booking form for each delegate

Attendance *(Please tick ✓ as appropriate)*

I would like to attend the Fifth Smarter Choices Conference on Wednesday 18 March 2009

Delegate Details

Full name (Dr/Mr/Mrs/Miss/Ms*) *Please delete

Position Department

Organisation

Address

Postcode

Tel Fax

Email

Payment Details *(Please tick ✓ as appropriate)*

Standard Fee £250 plus VAT Fee £

ACT TravelWise/TPS Member Fee £220 plus VAT VAT currently @ 15% £

Young Professional Fee (26 years and under) £190 plus VAT **TOTAL** £

Method of Payment *(Please tick ✓ as appropriate)*

Cheque enclosed for £ made payable to PTRC

Payment by credit card (Mastercard and Visa only)

Card No Cardholder's Name

Expiry Date

Cardholder's Address

Post Code

Cardholder's Signature

Full payment by Transfer to Coutts and Co, 440 Strand, London WC2R 0QS. Account No 46323461. Sort Code 18-00-02.

Invoice the Accounts Department *(see below)*

Invoice Details

Your Order No

Please give details of the person to whom the invoice should be sent if different from above

Full name (Dr/Mr/Mrs/Miss/Ms*) *Please delete

Position Department

Organisation

Address

Postcode

Tel Fax

Email

Signature of Authorisation

I have read and accept the Terms and Conditions.

Signature Date

Name Position

Please return to: The Registration Officer, PTRC Education and Research Services Ltd, 1 Vernon Mews, Vernon Street, London W14 0RL

Tel: 020 7348 1970 **Fax:** 020 7348 1989

Terms and Conditions

1 Registration Form

Applications should be made on the official registration form. Photocopies are accepted. One form should be completed for each delegate attending the event. Delegates are advised to retain a copy of the registration form for reference before sending. Applications can also be made by registering on the web site at www.ptrc-training.co.uk.

2 Fees

Fees are quoted for each event. In addition to the standard fee, discounts may apply to the following categories:

a) Corporate Membership of the Transport Planning Society (TPS).

b) Membership of ACT TravelWise.

c) Young professionals aged 26 and under. PTRC reserves the right to request proof of age.

d) Voluntary sector delegates and students. See item 3 below.

Fees include attendance at lectures, lecture notes, lunch and all refreshments.

3 Reduced Attendance Fees

Voluntary sector delegates and students may qualify for reduced attendance fees. Assessments are made on an individual basis and are entirely at the discretion of PTRC. Please write in confidence to the Conference Manager.

4 Acknowledgement

On receipt of a registration form, delegates will be sent an invoice and an acknowledgement by email. Joining instructions, including a map and timetable, will be sent to each delegate approximately two weeks before the start of the event.

5 Cancellation

All cancellations, or alterations to a booking, must be received in writing. To avoid cancellation penalties, substitutes will be accepted at any time, if notified in writing and in advance of the event. Adjustments in fees will be made if there is any change in fee category. Cancellations received in writing up to 14 days before an event will be subject to an administration fee of £50 plus VAT. Cancellation of a confirmed booking after this date, including non-arrival at an event, will be liable for the full fee.

6 Disclaimer

PTRC reserves the right to vary the programme and to cancel an event if it is under subscribed or for any other reason. In the event of cancellation, PTRC aims to give delegates at least two weeks' notice and the fee will be refunded in full. PTRC cannot be held liable for any prebooked travel or accommodation costs.

7 Data Protection

Details will be held on a database in accordance with the 1998 Data Protection Act. Information will be used for internal marketing purposes only and will not be shared with any external organisations.

VAT Registration No. GB 241 5818 68