

Station travel plans enable many stations to work towards the goal of being a travel information and integrated transport hub for all forms of public transport, including cycling and walking.

Station travel plans are currently being piloted at 24 towns nationwide, in a project involving many Train Operating Companies and Local Authorities and led by ATOC. A document to be launched at this event by Transport Minister Lord Adonis will summarise progress made on the project so far.

This Masterclass is jointly organised by ATOC and ACT TravelWise, and hosted by Southend Borough Council. The event is aimed at both practitioners in the pilot projects to share the knowledge they have gained, and also seeks to disseminate the findings of the pilot schemes to station managers and local authorities who were not involved, but wish to understand how to fund and deliver real improvements in the sustainable transport of a town or city through an effective station travel plan.

Stephen Joseph, Director of Campaign for Better Transport, will open the day, followed up by case study presentations on successful station travel plans. Lord Adonis will then formally launch the document, and will discuss the potential of station travel plans with the audience in a Q&A session on a panel that includes Anthony Smith from Passenger Focus, Len Porter from RSSB and David Mapp from ATOC.

Workshops that cover the key aspects involved in developing a successful project include; Writing a Station Travel Plan, Providing for separate modes, Marketing, advertising and promotion, and Linking the station TP with other projects. If you would like to attend this event, please complete the attached booking form. More information: please contact Rory McMullan on 020 7348 1970 or rory@acttravelwise.org

Who should attend?

Travel and transport planners, station managers, and local authorities involved in station planning

Programme

Thursday 18th June

1800-1830 **Case Study Site Visit**

1930 **Informal Dinner for Delegates**

Friday 19th June

0900 - 0930 **Conference Registration**

0930 **Session 1**

Keynote Presentation

Stephen Joseph, Campaign for Better Transport

The Criteria for Success

Jon Foley, MVA Consultancy

Case Study

1045 **Document Launch and Keynote Panel Discussion**

Lord Adonis, Minister for Transport

Anthony Smith, Passenger Focus

Len Porter, Rail Safety Standards Board

David Mapp, ATOC

1130 **Workshops**

Writing a Station Travel Plan - Pulling It All Together

Providing for Separate Modes

Marketing, Advertising and Promotion

Linking the Station TP With Other Projects

1450 **Closing Plenary Session**

Summary of Workshops

Document Overview - ATOC

Closing thoughts - Peter Lensink, NedRail

1550 **Discussion, Close**

**ACT
TRAVELWISE®**

ATOC
ASSOCIATION OF TRAIN OPERATING COMPANIES

Masterclass in association
with Southend Borough Council

Sponsored by

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Station Travel Plans

-How they deliver

19 June 2009

University of Essex
Southend Campus

Chair: James Ryle, Sustrans

*Special thanks to Southend Borough
Council for hosting this event*



Location Southend

Standard Fee £225

ACTTW Member Fee £125

All fees are plus VAT currently at 15%

To register please complete the attached
registration form and send it to:

ACT Travelwise

c/o PTRC

1 Vernon Mews

Vernon Street,

London W14 0RL

Tel 020 7348 1970

Fax 020 7348 1989

Email sophiew@ptrc-training.co.uk

Website www.acttravelwise.org

Booking Form

Course Details

I wish to book on the Station Travel Plans Masterclass in Southend on 19 June 2009

I will be attending the Southend Case Study Tour on 18 June 2009 YES/NO

I will be attending the informal dinner on 18 June 2009 YES/NO

(Please note the cost of the dinner or drinks are not included in the Conference Fee)

Delegate Details

Name: _____

Position: _____

Organisation: _____

Address: _____

Tel: _____

Email: _____

Payment Details

I enclose a cheque / please invoice me (*see next section*)

ACTTW Member £125.00

Non ACTTW Member £225.00

Fee £ _____

VAT @ 15% £ _____

Total £ _____

Invoice Details

Your Purchase Order Number: _____

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

Name: _____

Position: _____

Organisation: _____

Address: _____

Tel: _____

Email: _____

Please complete and email / fax / post to:

ACTTW, 1 Vernon Mews, Vernon Street, London W14 0RL

Email info@ptrc-training.co.uk

Tel 020 7348 1970

Fax 020 7348 1989

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ACT TravelWise

is a Membership Association
dedicated to the promotion of
sustainable transport through
Travel Planning.

Our membership includes employers in
both the public and private sectors.

ACT TravelWise events are managed by
PTRC Education and Research Services

Join ACTTW NOW
and receive the member's
discount of **£100** per person
on this Masterclass!

Find out more
about joining ACT TravelWise
and the services members enjoy
on our website
www.acttravelwise.org

CANCELLATION: Any substitutions
or changes in details of delegates must
be made in writing. Cancellations received
up to 14 days before the event will be subject
to an admin fee of £50 +VAT.