

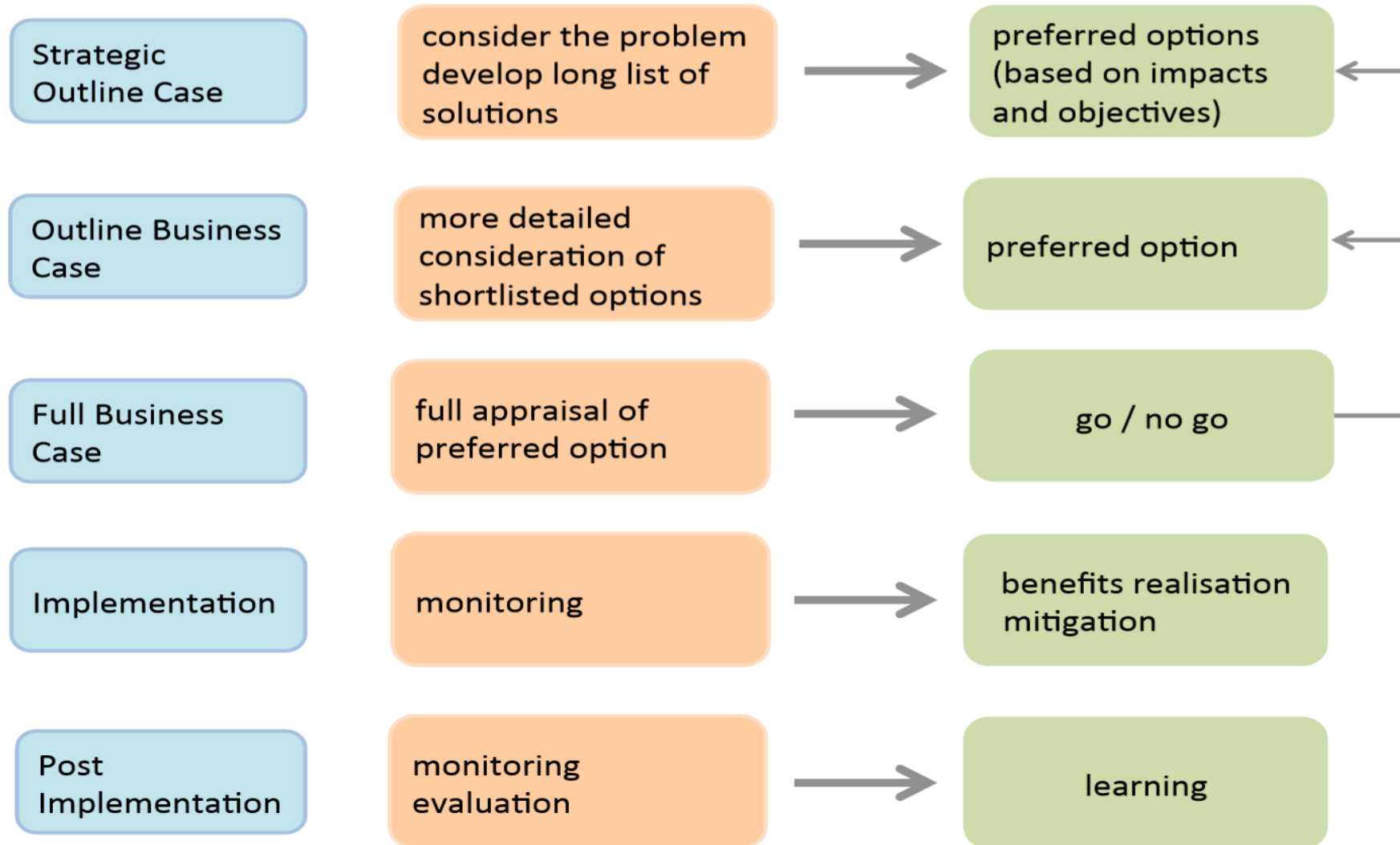
# Central growth forecasts and their place in my life

Dr Helen Bowkett





# The appraisal and delivery process

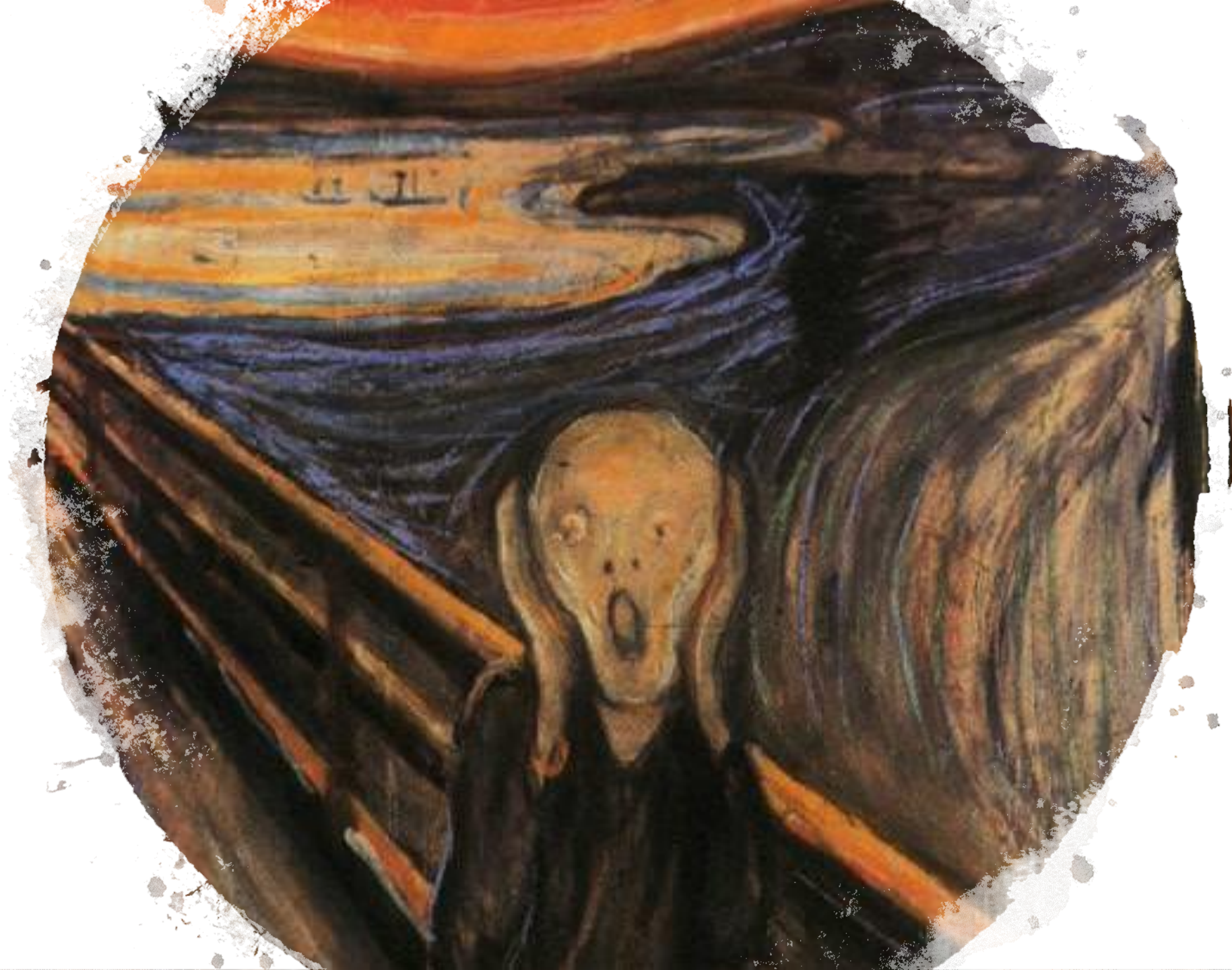


# Just a simple question...

- How many people will use it?
- BTW....in fifteen years time....at 8 o'clock in the morning

OK so...

- How many people travelling now/ where from/ where to/ how/when?
- How many people travelling in x years time / where from/ where to/ how/when?
- And how will our plans change this?





# How many people will use it?

- Population
- Destinations
- Fare
- Frequency
- Bus stop location
- Quality of service
- Alternatives

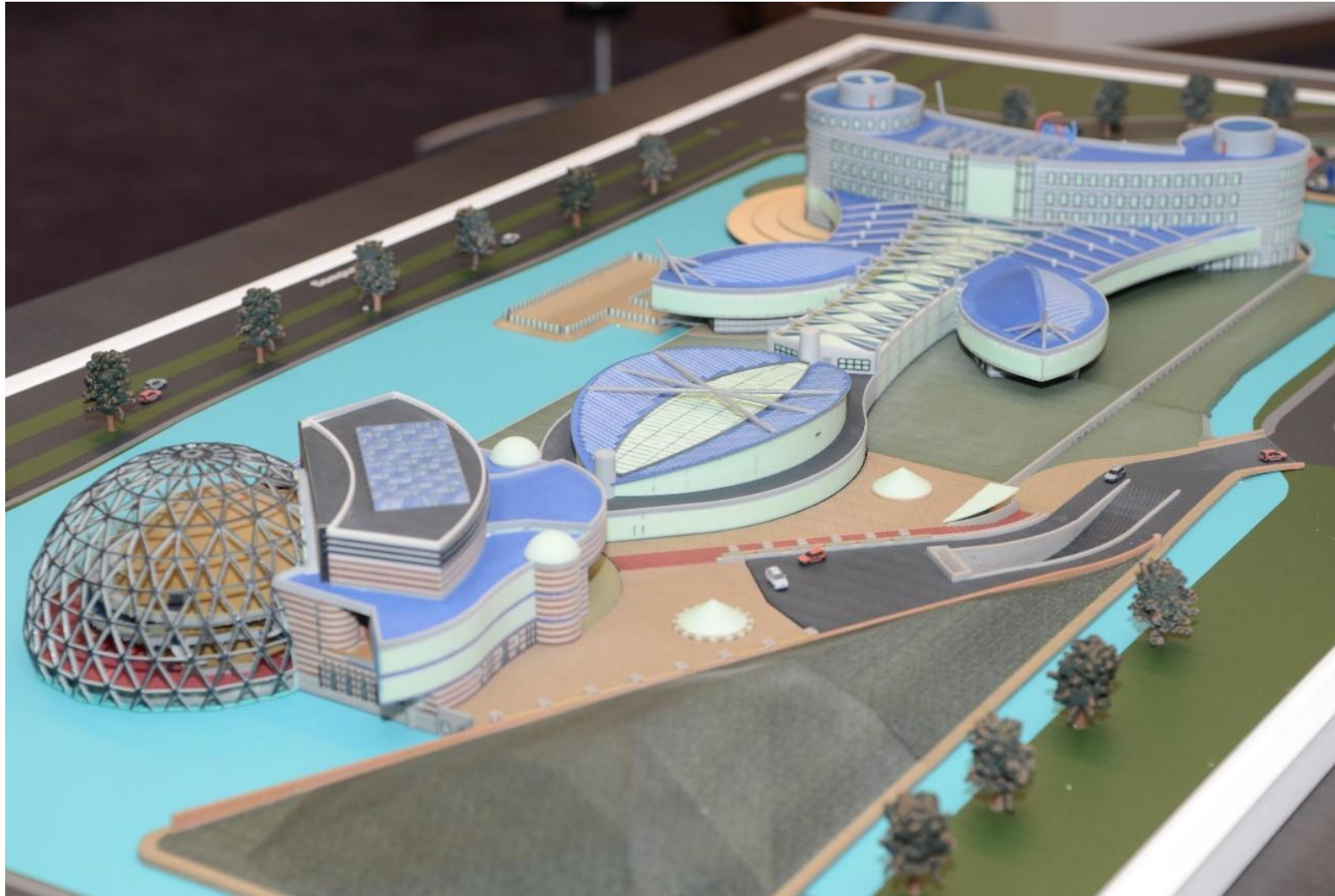


# How many people will use it?

- Population
- Destinations
- Fuel costs
- Junctions
- Quality of service
- Alternatives
- Income







built to study aspects of  
an **architectural** design  
and to communicate  
design ideas











# And then...

- Designers
- Environment team
- Social and cultural impacts
- Economists: business case
- Planners: comparison against objectives and policies
- Decision makers: select preferred option
- Funders: compare competing requests

# Central forecasts

- Common point of reference
  - Customised with likely local changes
  - What ifs: high and low
- 
- National modelling vs local modelling
  - Provide insights into a refreshed standard high/low range
  - 'Most likely'