

April Alcock

Senior Transport Engineer



Claire Kennedy

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Bio

April Alcock is a Senior Traffic Engineer at Norman Rourke Pryme with experience across the UK and Australia. She specialises in junction, microsimulation and tactical traffic modelling, combining these with data analysis and visualisation to support the design and assessment of transport schemes. She holds First Class Honours in Civil Engineering and is a Member of the Chartered Institution of Highways and Transportation.

Claire is an Associate Director in Norman Rourke Pryme's Transport and Engineering team based in London. She is a Chartered transport professional with over 15 years of experience having worked extensively with local authorities and government transport departments across the UK, including London and Birmingham. In her senior management role, she leads large teams and applies her specialist knowledge of transport modelling to inform and guide major projects.

Presentation

Early-Stage Public Transport Option Assessments & Business Case Development

Norman Rourke Pryme (NRP) has been working in collaboration with PTV to test their new Lines tool, which supports early stage public transport option assessments and business case development. The study involved comparing Lines with other existing public transport service planning tools and widely used spreadsheet based methods. The focus area was a site in North Somerset, where a new residential development is planned, which includes: 1,300 dwellings, a local centre and a primary school.

As part of the study, a baseline public transport network was created, followed by optioneering exercises using Lines to explore potential service changes to the bus network – such as route modifications, timetable adjustment and service enhancements. The demand was modelled using a cut out of Model2Go, which is the National Visum Model that includes National Transport Model (NTM) data. The aim was to assess the feasibility of using a transport demand model in combination with Lines and demonstrate how the tool can be applied to early stage transport planning studies. The analysis considered a range of metrics, including operational performance, ridership and demand, as well as broader economic and financial measures.

