

# Wedderburn Transport Planning Ltd

16 Beaufort Court, Admirals Way, London  
[www.wedderburntransportplanning.com](http://www.wedderburntransportplanning.com)  
Tel: +44 (0) 7971 466 205  
[martin@wedderburntransportplanning.com](mailto:martin@wedderburntransportplanning.com)



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## CPD Overview

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Wedderburn Transport Planning (WTP) provides independent and evidence-based consultancy services in transport planning and pedestrian movement analysis.

WTP provides independent transport planning advice to a range of clients. We offer strategic transport policy research, transport strategy and assessment for individual sites, and a range of forecasting and appraisal studies to clients for both public and private sector clients. Our approach is genuinely multi-modal, ensuring that all modes of transport are considered in planning, design assessment and appraisal. We strive to ensure that the full range of spatial, wider economic, social and environmental impacts of transport are assessed fairly.

WTP undertakes specialist pedestrian movement analysis studies for masterplanning projects at all scales, supporting our clients to create people-friendly, walkable and diverse places. We have worked on a wide range of masterplans including complex urban regeneration sites, international design competitions and award-winning housing schemes. Our approach is built on multidisciplinary teamwork with architects, urban designers and traffic engineers at a range of scales to produce successful environments.

WTP uses a range of evidence-based footfall and pedestrian movement analysis tools to support our clients. We provide industry-leading forecasts of pedestrian footfall using predictive models of pedestrian movement combining spatial network analysis with a range of land use and public transport data. Footfall forecasts are used for site appraisal and leasing strategies, while our tools also ensure integration with other transport assessment workstreams.



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**Available CPD Material (1)**

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Multiple formats

**The Architect's Guide to Transport Planning**

Do you frequently encounter challenging questions around transport and movement when engaged in masterplanning and site appraisal? Transport connections can unlock development but concerns about the impacts of traffic can also galvanise opposition. Transport is an important ingredient in local placemaking and has a significant impact on individuals and society as a whole – in relation to decarbonisation, access to jobs and opportunities, social inclusion, health and wellbeing.

Transport planning is the process of understanding the transport needs of a site and using policies, investment and projects to manage the movement of people and goods.

This CPD course explains core transport planning principles, discusses current industry challenges, and sets out how informed clients can achieve better transport planning outcomes.

Material type: Online Learning, Seminar

RIBA Core Curriculum: **Places, planning and communities**

Knowledge level: General Awareness

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## Classifications

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### Subject/Product Areas (CI/SfB)

Engineering

Transport > Advisory organisations

### RIBA Core Curriculum areas

Places, planning and communities

Knowledge level: *General Awareness*