



UK Capability – Major Sports Projects

CASE STUDY

Colin Buchanan

Metro maestros



Transport planning consultant Colin Buchanan and Partners Ltd is riding high after carrying out a project related to preparing Beijing's metro system for the 2008 Olympic and Paralympic Games.

Headquartered in London, the company was formed in 1964 by the team that produced the seminal Traffic in Towns report, which is widely regarded as the starting point of modern transportation planning.

The firm's extensive experience and unique multi-disciplinary approach has consistently placed it at the forefront of industry thinking, enabling it to provide practical solutions to clients' transport and planning problems, often through the implementation of new and innovative measures. Its 300-strong workforce, based in offices in London, Edinburgh, Bristol, Cardiff, Glasgow, Manchester, Newbury, Birmingham, Belfast, Dublin, Galway, Madrid and Shanghai, comprises transport planners, traffic engineers, planning and regeneration specialists, urban designers, traffic modellers, economists and market researchers.

Colin Buchanan works for a wide range of clients, including international agencies, national governments, regulatory agencies, developers, local authorities, private individuals and transport operators. Among its many projects, it has written the travel plans for the UK's National Air Traffic Services (NATS) and St. George's University of London, has developed the business case to support the recent parliamentary approval for Crossrail, is responsible for the development of the transport models

to support the case for the Edinburgh Tram, has drafted CABE's Manual for Streets and has supported the planning of Heathrow Terminal 5's ULTra Personal Rapid Transit system.

Opportunities in China

As well as being involved in high-profile projects in the UK, Colin Buchanan is also active across the world, having secured work in markets such as Australia, the Caribbean, Eastern Europe, India, Malaysia and the Middle East.

However, one of its main focuses in recent years has been China, establishing an office in Shanghai in 2006. This paved the way for the company securing the Beijing Olympics contract.



Opportunities in China (continued)

Simon Babes, General Manager (China), says: "In terms of the China market, Colin Buchanan recorded revenue growth of 87 per cent in 2008, compared to 2007, and this level of growth is expected to be repeated in 2009. There is a real opportunity to establish ourselves as the preferred supplier of robust transport, planning, urban design and economics advice in China, at a time when it is definitely required, ensuring infrastructure and services can adequately cater for the ever increasingly mobile population."

Olympic advice

Commenting on the company's recent success in Beijing, Simon explains: "Colin Buchanan advised Beijing Metro Operations Company Ltd on how best to operate four metro stations which had key roles during the Olympic Games. The advice was based on microscopic pedestrian simulation models developed by Colin Buchanan using the world-leading LEGION software package, developed by London-based Legion Ltd.

"The project, which was worth £34,500, was completed over a three-month period and was secured on a single-source basis, after we had been referred by Legion Ltd to Thales, the provider of Beijing's Automatic Fare Collection equipment.

"Prior to this, we had maintained a dialogue with the Beijing Olympic Organising Committee (BOCOG) throughout 2006, 2007 and 2008, attempting to identify areas in which we could offer advice. Our role developed into a facilitator for the exchange of information between Beijing and London. Colin Buchanan organised visits, for example,

to Beijing for London Borough officers responsible for delivering transport infrastructure and services for the London 2012 Olympic and Paralympic Games."

Invaluable experience

Simon is convinced that his company's experience in Beijing will prove crucial when it comes to bidding for other major projects in the future.

"Working on high-profile projects is important to Colin Buchanan, both in terms of winning future work in China, but also in the UK and overseas," he says. "The experience gained whilst working on the project will be invaluable when competing to supply similar advice to the organisers of large-scale events, such as the Olympics in London.

"Colin Buchanan will be highlighting the work we have done in Beijing as a clear demonstration that we can offer robust advice in a timely and cost-efficient manner for the designers and operators of transport infrastructure and services for large-scale events, not just those of a sporting nature.

"Indeed, this experience has already successfully contributed to Colin Buchanan being appointed by Shanghai Expo Bureau to review the design of the China Pavilion for the Shanghai 2010 Expo, which is forecast to be the busiest Expo ever. We have also provided specialist advice to the design teams responsible for progressing the UK Pavilion, the Australian Pavilion and the Art & Performance Centre for the Expo."

www.cbuchanan.co.uk

Gearing up for growth

With such a notable pedigree, it is no surprise that Colin Buchanan has dynamic global ambitions – aims that it hopes to achieve with the help of UK Trade & Investment (UKTI), with whom it has worked for many years.

"We are forecasting continued and significant growth in our overseas work," states Simon. "We have an extremely beneficial relationship with UK Trade & Investment, which provided Colin Buchanan's first opportunity in the China market, in the form of an introduction to the Shanghai

Municipal Government in 2000. This led to us becoming a consultant on the development of Shanghai's strategic transport plans.

"Since we established our office in Shanghai, we liaise regularly with the UKTI teams based there, in Beijing and in Guangzhou, sharing intelligence, experience, contact information and success stories. We hope that our relationship continues for many years."

The UK has expertise in all aspects of staging major international sporting events.

As the British Government's organisation responsible for supporting UK companies trading internationally we represent UK expertise across the major sports projects sector.

If you are looking for UK partners, goods or services in the sports projects sector then speak to UK Trade & Investment today. Our global network assist overseas event organisers to identify UK suppliers – all of whom can deliver success to your major sports project.

A dedicated website www.sportprojects.uktradeinvest.gov.uk is also useful in identifying UK companies and their world-class capabilities.

Or, if you are a UK company looking to export your products or services in the global sports projects sector we can provide you with the tools to help you be competitive on the world stage.

UK Trade & Investment offers a series of inward and outward missions and seminars, and also access to its extensive network of specialists in the British embassies and other diplomatic offices around the world.

For further information please visit www.uktradeinvest.gov.uk or telephone +44 (0)20 7215 8000.

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