

**Phil Berczuk**

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Phil has over 20 years' experience with Steer Davies Gleave and has worked on projects across the UK and internationally to deliver creative solutions in transport information, wayfinding and information design. Crucial to the success of his work is an understanding of end-user needs and an ability to convey complex ideas and information with clarity and simplicity.

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**The Urban Dynamic Model – Dynamic use of data to aid policy development and decision making**

Abstract:

The Urban Dynamic Model (UDM) simulates how an area evolves over time, focusing on the interactions of jobs, people, land-use and transport. It helps communicate how initiatives, such as transport investment or land development, can help stimulate a local economy through improving access to jobs, and connections between businesses, their customers and suppliers. It has been used in workshop settings with diverse stakeholder groups to demonstrate and build understanding of how the impacts of proposed transport and land use policies may improve or worsen conditions for business or investment over time.

The model typically simulates periods of ten or twenty years, with outputs presented as a dynamic, time based animated display with time-steps representing months, quarters or years. Data can also be output as tables / graphs representing jobs and employment, population, and conditions on the transport systems at each time-step.

The model has been used on applications across the UK, ranging from the very large (Merseyside, Leeds City Region and Sheffield City Region) to the relatively small (North East Scotland).

The paper will articulate how the simple, graphic outputs generated can aid understanding of complex real life issues and interdependencies allowing evidence based decision making at senior political level.