

Workshop

The Business and Economic History of Railways

Wednesday 19 June 2013

Room 103 Palmer building, Whiteknights campus, University of Reading

Programme

9.30 – 10.00	Registration, Tea and Coffee
10.00 -11.30	<p>Railways in the nineteenth and early twentieth century</p> <p>Matt Thompson (Ironbridge Gorge Museums Trust) <i>Railways, landscape and authority, 1829-1860</i></p> <p>John Dodgson (Liverpool) <i>Historical statistics on the UK railway system: up-dates and revisions</i></p> <p>Mark Casson (Reading) <i>Railways and population growth in the nineteenth century: A case study of Hampshire and Dorset</i></p>
11.30-12.00	Tea and Coffee
12.00 – 13.00	<p>Marketing railway travel</p> <p>Teresa da Silva Lopes and Nicky Forsdike (York) <i>Why marketing and branding matter in railway studies</i></p> <p>Di Drummond (Leeds Trinity) <i>Marketing and advertising of railway tourism in India and Africa</i></p>

13.00 - 14.00	Lunch Room 104, Palmer Building
14.00 - 16.00	Management issues Kevin Tennent (York) <i>Management and competitive advantage in the public transport industry: York Corporation Tramways, c.1909-1934</i> Roy Edwards (Southampton) <i>The Ministry of Transport and the British railways: Conceptualising the business model for freight transport, c.1919-1947</i> Jonathan Brown (Museum of English Rural Life, University of Reading) <i>The economics of heritage railways: Case study of the West Somerset Railway</i> Jonathan Tyler (Independent Rail Consultancy Group) <i>Current strategies in the UK rail passenger business: A critical appraisal</i>
16.00 - 16.15	Tea and Coffee
16.15 - 17.30	Keynote paper, panel and debate on HS2 Colin Divall (York) <i>High Speed 2 Nowhere: An historical perspective on the business case for HS2</i> Panel: Terry Gourvish (LSE) Colin Divall John Dodgson (Liverpool) Jonathan Tyler
18.30	Dinner at Café Rouge In the Oracle Centre on the riverside, adjacent to the Kennet & Avon Canal and near Reading railway station. http://www.caferouge.co.uk/french-restaurant/reading-oracle Dinner is optional: free for speakers, subsidised for others.

Registration is free. To register, please contact:

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