

# MODESHIF

SUPPORTING SUSTAINABLE TRAVEL

## The Future of Sustainable Travel

Thursday 9th and Friday 10<sup>th</sup> of November 2017  
Sheffield City Hall, Sheffield City Centre



Sponsored by

**pwl**c  
projects

# DRAFT Agenda

## Day One – Thursday 9<sup>th</sup> November 2017

09.30 Convention opens  
Registration, exhibition, networking and refreshments

10.00 -  
10.45 **Morning session – Focus on Modeshift STARS  
and STARSfor schemes**

**South Hall**

### Modeshift STARS and best practice

The future of sustainable travel is all inclusive	Kim O Malley	Holbrook School for Autism
How we made school travel important	Dan Hancock	Ladycross infant school
Making school travel work for secondary schools	Shirley Jeffs	Leeds Grammar School

**Main Hall**

### Development Control plans through STARSfor - Main Hall

The quick guide to the Modeshift STARSfor rating scheme	Nick Butler, National Awards Manager	Modeshift
Using STARSfor to monitor Residential Travel Plans and justify monitoring fees'	Chris Ward	Suffolk County Council
STARSfor in Derbyshire	Michael Reardon	Derbyshire County Council

10.45-  
11.00

### Questions to the panel

11:05 Welcome, housekeeping and AGM – Main Hall  
Ross Butcher  
Modeshift



11.30-12.30 **Session two – Sustainable travel - Three-year delivery plans**

11.30	'Southampton: Driving our cycling ambition into local towns, schools, colleges and work places'.	Neil Tuck Programme Manager - Sustainable Transport	Southampton City Council
11.50	Sheffield City Region: Get Going, Keep Going	TBC	Sheffield City Council
12.10	City of York: iTravel York	TBC	City of York

12.30 **Questions to the panel**

12.45 **Lunch – North Hall**

13.30-14.25 **Session three – Future streets for sustainable travel**

**Schools streets**

**Main Hall**

School Streets Solihul	Annabel Matharu	Solihul City Council
Why can't you just close the streets in front of the schools?	Caroline Burwell	Hackney Council
School streets pilot	Ben Knowles/ Michelle Jamieson	Camden Council

**Planning the roads for smarter travel**

**South Hall**

Greater Manchester's segregated cycle infrastructure	Andy Howard	Transport for Greater Manchester
Car clubs/electric vehicles and mobility as a service	Kevin Toye	Transport for Greater Manchester
The Cycle Propensity Tool	Presenter invited and TBC	TBC

14.15 **Questions to the panel**

14.25 **5-minute break and room switch**

14.30-  
15.25

## Session four – Technology and research

**Main Hall**

### Using technology to support sustainable travel

GPS Cycle Trip Data	Sam Robinson	Love2ride
Make your own map portal	Maria Heaman	Pindar Creative
Bike monitoring system for two tier racks	Chris Tsielepi	Cyclepods

**South Hall**

### Theory and research

Active travel and the school commute	Josie Wilson	University of West England
Are Millennials killing... walking? Dealing with the image crisis	Kerry Edens	Harrow Council

15.15

**Questions to the panel**

15:25

**Refreshment Break and Exhibition**

15.50 –  
16.35

## Session five – Securing the future of Sustainable Travel

Update from the Department for Transport	Richard Mace	Department for Transport
Side by side	David Dansky	Cycle Training UK
Our approach to sustainable travel	Sarah Mcalinden	Next

16:35

**Questions to the panel**

16.50

Summary and close of day one	Ross Butcher	Modeshift Management Board
------------------------------	--------------	----------------------------

17:00-  
17.30

**Meeting with Modeshift Partners – Modeshift STARSfor briefing**

# Evening – Thursday 9<sup>th</sup> November 2017

## The National Sustainable Travel Awards

---

**18:30 Drinks reception – Sheffield City Hall**  
Delegates are invited to join Modeshift for a drinks reception

Sponsored by



**19:00 Dinner – Three course meal**  
Delegates with special dietary needs should inform the catering staff of their requests when each course is served

Dinner drinks sponsored by



**20:30 Modeshift 2017 Sustainable Travel Awards**

**Sponsored by**

Excellence in Walking -  
Excellence in Cycling -  
Best Partnership –  
Contribution to Sustainable Travel - Individual -  
Contribution to Sustainable Travel - Team -  
Contribution to Sustainable Travel - Organisation -  
Best Sustainable Travel Initiative - Education -  
Best Sustainable Travel Initiative - Business -  
Best Sustainable Travel Initiative - Community -  
Best Project under £1000 -

Pogu Ltd  
Cyclepods  
David Richards Ltd  
Living Streets  
PWLC Projects  
Pindar Creative  
Pedibal  
Broxap Ltd  
Love to Ride  
BrightKidz

**21:30 Networking**

**22:00 End of evening**

# Day two – Friday 10<sup>th</sup> November 2017

---

09:00 Registration, Refreshments and Exhibition

## 09.15-10.30 **Session six – Audience focused seminars**

### Focus on schools and educational establishments

**Main Hall**

How Staffordshire have implemented STARS. Past, Present and Future	Sue Benton and Pam Griffin	Staffordshire County Council
HARI Bear's big adventure and the walking teddy scheme	Wendy Thorogood	Haringey Council
Creating a Sustainable School Cycling Culture	Kieron McNab	Outspoken
The Future of the walk to school – a Living Streets perspective	Kevin Croasdale	Living Streets

### Focus on workplaces and communities

**South Hall**

Extending the power and impact of PTPs to Community transport	Mark Hand	Liftshare
Travel to Intu, our approach and next steps	Gareth Evans	Intu Properties
eBike Pool Programme	Joe Mulcahy	Pedibal
TBC	Speaker invited	Speaker invited

10:30 **Refreshment Break**

## 10.50-11.30 **Session seven - Evolution of transport. UK and International**

10:50	Autonomous Vehicles	Matthew Clark	Steer Davies Gleave
11:10	Click – a new type of bus	TBC	Arriva Buses
11:30	Cycling in Denmark	Marianne Weinreich	Danish Cycling Embassy and Weinreich Mobility

**11:50 Questions to the panel**

11.50-  
12.50 **Session eight – What is the future/what can we achieve? High level ‘Question time’ panel**

Chair and question time host

**Phillip Darnton – The Bicycle Association**

**The panel**

**Danish Cycling Embassy  
Sustrans  
Living Streets  
Campaign for Better Transport  
Greener Journeys**

**Marianne Weinreich  
Xavier Brice  
Joe Irvin  
Stephen Joseph  
Claire Haigh**

Delegates will have an opportunity to submit questions prior to the session.

12.50 Closing remarks

Ross Butcher

Modeshift

13:00 Lunch and networking

14.00 CLOSE

**Event sponsor**

**pwlc**  
projects

# MODESHIFT

SUPPORTING SUSTAINABLE TRAVEL

## The Future of Sustainable Travel

Partners of Modeshift:



Modeshift supporters

