

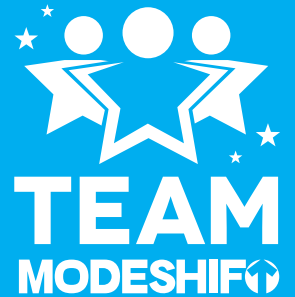
#Modeshift22



MODESHIFT 

SUPPORTING SUSTAINABLE TRAVEL

Convention 2022



Sponsored by



The Athena, Leicester City Centre
3rd and 4th November 2022

MODESHIFT

SUPPORTING SUSTAINABLE TRAVEL

On behalf of our staff and the Modeshift Executive Board it gives me pleasure to welcome you back to the annual Modeshift Convention at The Athena in Leicester City.

This is my 10th Modeshift Convention since taking over as Chair in 2011, and this will be our biggest ever event since we were formed in 2001. 21 years later, the challenge to grow levels of sustainable travel remains, yet the ideas and expertise continues to get better, and the results of our hard work continue to gain recognition.

The next two days are an opportunity for us all to review, reflect, learn, inspire, connect, and take action, not as individuals, but as an industry. It takes our continued passion and drive to make a difference and to improve the lives of people here and abroad.

Today and tomorrow, I hope you enjoy the range of presentations, forming new relationships and reuniting with colleagues and friends.

Ross Butcher, National Chair of Modeshift



Welcome back to Leicester #TeamModeshift!

Modeshift has had an incredible 12-months breaking Membership and STARS accreditation records left, right, and centre. 175 organisations are now Members of Modeshift (up from 129 last year!), we have 24 Partner organisations which means we're 'full' and can't currently accept any more, and 12 organisations as official Supporters. That amounts to 211 organisations that are now part of the Team Modeshift network representing well over 850 sustainable and active travel professionals, and that's before we start counting the organisations that are using Modeshift STARS.

Regarding STARS, the 2021/22 accreditation year saw an incredible 1,785 STARS accreditation applications approved. Our previous record over the same period was 852.

This continued growth is all down to you, the Members of #TeamModeshift, and we are forever grateful for your hard work and commitment! Please have an awesome time at the 2022 Modeshift Convention and keep spreading the word!

Nick Butler, Business Manager, Modeshift



The Modeshift Delivery Team

Our Delivery Team have seen huge expansion over the last 12-months. Modeshift now deliver a range of services to Members, Partners, and Supporters, including delivering your Member services, operating the Modeshift STARS schemes, and showcasing best practice in the promotion of sustainable and active travel from across the UK and further afield. New programmes we're delivering this year include our Active Travel

Ambassadors project for secondary schools, the TravelWise Webinar Series, TravelWise Week, and the national e-cycles pilot project.

If you'd like to talk to any of the team about our services or the projects that they are working on, then please use the photos below to identify them and then look out for them at the Convention. Alternatively, you can get in touch with the team by emailing admin@modeshift.org.uk.



Nick Butler
Business Director



James Hardie
Head of IT & Systems



Sarah Fay
Senior Best Practice & Events Specialist



Gail Parkes
Senior Customer Engagement & Marketing Specialist



Cheryl Ford Lyddon
STARS Programme Manager



Cathie Friar
Team Support Officer



Tom Murray
STARS Business Specialist



Janine McCretton
TravelWise Events & Training Specialist



Emily Sykes
Active Travel Ambassadors Programme Manager



Melanie Clare
Customer Support Officer



Chris Pryor
Active Travel Ambassadors Coordinator



Jason McAleese
Active Travel Ambassadors Coordinator



Keith Woodward
Active Travel Ambassadors Coordinator



Alice Dale
Active Travel Ambassadors Coordinator



Stephanie Lake
Active Travel Ambassadors Coordinator

Day One - Thursday 3rd November

09:00	Convention doors open Registration, networking and refreshments
10:00 - 10:15	Welcome and housekeeping <i>Nick Butler, Modeshift</i>
	Welcome from our event sponsor <i>Jack Windle, Better Points</i>



Session 1: Modeshift Expansion

Hosted by Cheryl Ford Lyddon, Modeshift STARS Programme Manager

10:15 - 10:45	Modeshift's Active Travel Ambassadors Pilot Project <i>Emily Sykes, Active Travel Ambassador Manager</i> <p>New for the 2022/23 academic year, Modeshift's Active Travel Ambassadors (ATA) programme sets out to empower secondary school pupils with the skills to design and deliver their own behaviour change campaigns, focussed on Active Travel and Road Safety. The programme is funded by the Department for Transport and is delivered in partnership with the Bikeability Trust.</p>
	Making cycling e-asier <i>Tom Murray, Modeshift STARS Business Specialist</i> <p>Modeshift STARS Business Specialist Tom Murray will introduce some of the key projects Modeshift have recently been delivering in partnership with a variety of sustainable transport focused organisations. These include the Department for Transport funded Cycling Made E-asier and Solent Transport Breeze micro-mobility app. projects and the recent travel plan development programme at Darlington's Central Park Business Park.</p>
	TravelWise Week <i>Janine McCretton, Modeshift TravelWise Events and Training Specialist</i> <p>This presentation will cover the transition from Act TravelWise to Modeshift and the activities that will follow as a result. Discover how TravelWise Week will work and the help and resources available to you and hear about the monthly TravelWise Webinar series available to members.</p>

REFRESHMENT BREAK 10:45 - 11:15

Session 2: Team Modeshift in Action

Hosted by Gill Hunt, TfWM and Modeshift Associate Member

11:15 - 12:00

Lessons on running a public hire service for cargo bikes

Adi Roser, Senior Sustainable Transport Planner, Hackney Council

One of the biggest barriers to active travel in urban areas is the perception that some things can't be done on a bicycle. Cargo Bike Share - the UK's first on-street, on-demand, publicly available cargo bike hire service - aims to change that. This presentation will outline how Cargo Bike Share was set up, how it operates, and the benefits it provides in helping people and businesses transport goods in an active and sustainable way. We will also outline key lessons learnt, as published in our Cargo Bike Share toolkit.

'HIKING WITH A VIKING' - How to use the Dark Ages in 21st Century Active Travel: with Air Aware Staffordshire and Histrionics

David Eliot Cooper, Director & Founder, Histrionics

Ryan Proctor, School Travel Advisor, Staffordshire Council

The Vikings often get a bad rap, accused of nasty things like invasion and theft and poor beard maintenance. But in this presentation Ryan and Dave, for the first time, share the secret that a Dark Age warrior's true strength is bringing communities together through active travel and improving health and fitness across the midlands. Facial hair optional.

Bettering Travel in Kettering

Alison Holland, Projects and Partnerships Director, Brighwayz

Famous for Weetabix and comedian James Acaster, Kettering in North Northamptonshire is also the hometown of Modeshift partners Brightwayz. Their close local connections with the public, private and community sectors have led to their involvement in a wide range of active travel and sustainable transport initiatives across the town. By combining measures which are both soft (campaigns) and hard (infrastructure), some of which are described here, they aim to make active and sustainable travel a realistic and attractive option for all those travelling to, from and within the town centre.

Scotember - remember, remember to scoot in September

Ewhen Chymera, Transport Planner, Leeds City Council

This presentation will provide an overview of Scotember, including the project's aims, and how we promoted and delivered the initiative. We will also discuss outcomes and feedback following Scotember.

E-Cycle Switch - a new way to increase active travel?

Ben Stokes and Alice Thatcher, Travel Planning Officer, City of York Council

E-cycles can help a wide range of people travel more actively - reducing car use, improving their fitness, or helping with mobility issues. Yet e-cycles are still a novelty to most in the UK.

This presentation will offer a snapshot of the E-Cycle Switch scheme, looking at the barriers people may face in accessing an e-cycle and the impacts of our efforts.

Session 3: Key note presentations

Hosted by Ross Butcher, Chair of Modeshift

12:00 – 12:45

Still I Ride: Beyond the Single Story of Cycling

Dulce Pedroso, Bristol Cycling Campaign & Active Travel Academy

Through her research with women cyclists from various parts of the UK (funded by the Active Travel Academy), Dulce explores the impact of the simple representations of cycling and cyclists and how those written out from these narratives navigate and challenge various stereotypes. These are stories of joyful resistance.

Climate Change, Health and Wellbeing and Tackling Inequalities

Timothy Crawshaw, President of the Royal Town Planning Institute

Timothy will examine the link between these key issues, identifying how integrated planning solutions can deliver multiple benefits for communities, the environment, and the economy.

LUNCH 12:45 - 14:00

Session 4.1: An Introduction to Active Travel England

Hosted by Active Travel England

14:00-14:45

This session will introduce you to some of the team from new government agency, Active Travel England. It will focus on how ATE is working with local authorities to deliver active travel programmes through targeted investment, with a particular focus on behaviour change and the new Active Travel Social Prescribing pilots.

Active Travel England Investment Programme

Guy Boulby, Head of Investment

Active Travel England Behaviour Change Projects

Jenny Willes, Interim Head of Behaviour Change Projects

Active Travel Social Prescribing Pilots

Declan O'Regan, Cycling and Walking Projects Advisor

Session 4.2: Department for Transport Monitoring and Evaluation

Hosted by Nick Butler, Modeshift Business Director

14:45-15:00

Updates to car – cycle modeshift values

David Barley, Economist, Active and Accessible Travel, Department for Transport

David Barley will give an overview of the findings of new research on car – cycle modeshift estimates induced by new cycling infrastructure.

REFRESHMENT BREAK 15:00 - 15:20

Session 5: Key note presentations

Hosted by Nick Butler, Modeshift Business Director

15:20 -16:20

Active Travel England Data & Analysis

Robin Lovelace, Interim Director of Data and Analysis, Active Travel England

ATE's plans for using data and mapping, including looking at routes to school

The opportunity for micro-mobility in UK cities

Tim Caswell, Business Development Lead, TIER UK

Outlining the case for micro-mobility in UK cities, using real data and case studies to identify how we can replace car trips

Equality, Mobility & Health: Disabled People & Active Travel

Dr Kay Inckle, Campaigns & Policy Manager, Wheels for Well Being

Disabled people have some of the worst physical and mental health outcomes of any population group and encounter significant barriers to transport and mobility. In this context cycling and active travel can have especially transformative impacts. This presentation explores the barriers and enablers to cycling for Disabled people to ensure that schemes are fully inclusive, meet their obligations under equality legislation and promote maximum benefit for Disabled people/the whole community.

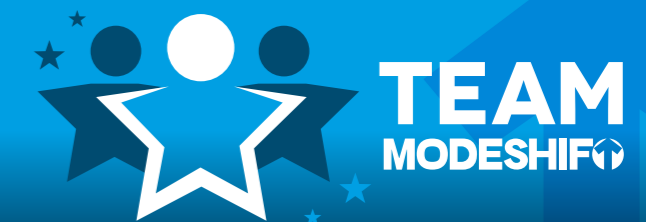
16:20 – 16:30

End of day one summary and arrangements for the Team Modeshift National Sustainable Travel Awards Evening

Sarah Fay, Senior Customer Best Practice & Events Specialist, Modeshift

End of day one 16:30

Team Modeshift
National Sustainable
Travel Awards 2022



- 18:15** **Drinks reception – The Athena**
Delegates are invited to join Modeshift for a drinks reception
- 18:40** **Take your seats**
- 18:45** **Honorary Team Modeshift Members presentation**
Ross Butcher and Nick Butler
- 19:00** **Dinner – Three course meal**
Delegates with special dietary needs should inform the catering staff of their requests when each course is served
- 21:00** **Team Modeshift National Sustainable Travel Awards 2022**
- 22:00** **End of evening**

Day Two – Friday 4th November

Split morning sessions

Routes to Net Zero - Athena – main hall

Planning for New Homes and Sustainable Mobility - Athena – upstairs meeting room

Focus on Education settings - Mercure Hotel

Routes to Net Zero - Athena – main hall

09:00

Doors open

Registration, exhibition, networking and refreshments

09:30 - 09:45

Welcome and structure for the day

Session 6.1 – Sustainable and Active Travel in the Sports and Events Sector

Hosted by Modeshift Associate Member Jon Foley

09:45 – 10:45

Guiding People to Venues & Events The Smart Way – Behaviour Change, Sustainability and Active Travel

Chris Thompson, Chief Executive Officer, You. Smart. Thing.

This presentation, from 'You. Smart. Thing.' CEO, Chris Thompson, will explore the politics, practicalities, data capture, insights and legacy behaviour change that can be gained by using digital assistant technologies to tailor highly personalised low-carbon routing options and travel advice for visitors to destinations, venues and events.

Get Set for the Games: Birmingham 2022 Commonwealth Games Travel Demand Management Programme

Chloe Williams, Commonwealth Games Travel Demand Manager, Transport for West Midlands

Sarah Crane, Principle Transport Planner, Mott MacDonald

An opportunity to dive into the Travel Demand Management Programme for the Birmingham 2022 Commonwealth Games. We will play out the strategy, implementation including data, outputs, engagement and marketing campaign and outcomes of the programme.

REFRESHMENT BREAK 10:45 - 11:15

Session 7.1 – Delivering NHS Green Plans

Hosted by Andrew Bradley, Senior Delivery Lead, Net Zero Travel & Transport Team, NHS England

11:15 – 12:15

Delivering an ICS Green Plan

James Bate, Senior Project Manager, NHS England

In July 2022, Integrated Care Systems (ICS) became statutory bodies with the aim of delivering care through a coordinated way across an aggregated system. There are 42 ICSs across England and this new approach presents an opportunity to collaborate so that decisions are integrated and delivered at scale. All ICSs in England have developed a Green Plan which sets the strategy and direction to prioritise sustainability and deliver actions for the next 3 years. However, whereas Trusts have been delivering sustainability for the past decade, this will be the first time where ICSs are orchestrating sustainable actions, which will incur a number of challenges. Therefore, this presentation reviews the opportunities and barriers with a view on the future implementation of ICS Green Plans and a focus on travel and transport.

The NHS's Road to Zero

Alexis Percival, Yorkshire Ambulance Service

The NHS contributes around 5% of all road traffic. How can we green the NHS's fleet and how can we get staff shifting to greener modes of transport? Alexis Percival asks the big questions for a greener NHS.

Improving Transport Choices for the UHL

Samantha Stanhope & Ruth Ward, University Hospitals of Leicester NHS Trust
Robin Pointon, Managing Director, Go Travel Solutions

The University Hospitals of Leicester NHS Trust and Go Travel Solutions share the partnership work that has been done over the past two years to help improve the transport choices available for hospital staff, patients, and visitors, and discuss the initiatives that are planned for the future.

Planning for New Homes and Sustainable Mobility - Athena – upstairs meeting room

09:00

Doors open

Registration, exhibition, networking and refreshments

09:30 - 09:45

Welcome and structure for the day (Athena - main hall)

Session 6.3- Planning for New Homes and Sustainable Mobility

Hosted by Steve Chambers, Transport for New Homes

10:00 – 12:15

Steve Chambers, Director, Transport for New Homes

This session will cover what typically goes wrong in new housing developments to limit options for sustainable mobility, explain the way the rules of the planning system contribute to this starting from the very top with the NPPF (National Planning Policy Framework), and discuss some TfNH recommendations for changes to the NPPF as well as crowdsourced changes to the NPPF

Focus on Education settings - Mercure Hotel

09:00

Doors open

Registration, exhibition, networking and refreshments

09:30 - 09:45

Welcome and structure for the day

Session 6.2 - School Streets - Planning, policy and practice

Hosted by Modeshift Associate Member Tyler Linton

09:45 - 10:45

School Streets: What, Why, and How?

Jennifer Wiles, Interim Head of Behaviour Change, Active Travel England
Sally Gibbons, Head of Traffic Signs and Street Design Policy, Department for Transport

Jenny Wiles (Interim Head of Behaviour Change Projects, Active Travel England) and Sally Gibbons (Head of Traffic Signs and Street Design Policy, Department for Transport) will give an overview of the national School Streets guidance for local authorities that is currently being developed. This will include an introduction to School Streets and advice on the tools that are available to support authorities in introducing them.

Sustrans School Streets

Jenny Babey, Project Coordinator, Sustrans

An overview of Sustrans School Streets projects happening across the UK and sharing the findings from a recent research monitoring traffic displacement, funded by Road Safety Trust(RST).

Hackney's School Streets Programme - Monitoring Methods and Challenges

Michael Oskys, Sustainable Transport Planner, Hackney Council

Hackney's School Streets programme has grown exponentially since its inception in 2017, with 48 School Streets currently benefiting over 20,000 pupils. Today, School Streets is an internationally recognised and highly discourses programme that has become a staple in the sustainable transport scene across the UK. Drawing from over five years of experience, this presentation explores the continuously innovating methods Hackney uses to monitor School Streets, as well as the range of challenges that can arise and ways to overcome them.

REFRESHMENT BREAK 10:45 - 11:15

Session 7.2 – Making the case for continued engagement

Hosted by Sue O'Brien, Hertfordshire County Council and Modeshift STARS Executive Board Member

11:15 – 12:15

Supporting Schools to become Zero Carbon

Suzanne Gibson, Program Coordinator, Let's Go Zero Ashden

This presentation will touch briefly on global warming and climate change, and why it's important that we act on the climate crisis. You'll learn about the Let's Go Zero campaign, our success and what we offer schools. Then we will look at different ways you can make changes in your lives, homes, and schools that are good for the planet.

Overcoming barriers to cycling

Emily Cherry, Chief Executive, Bikeability Trust

This presentation will provide an overview of the Widening Participation Fund and how it was set up to deliver projects and initiatives in the community to remove barriers to cycling. We will give an overview of the types of projects and communities it is helping and will use case studies to demonstrate the innovation, impact, and inclusivity of the projects.

Introduction to Eco-Schools

Adam Flint, Education Manager, Keep Britain Tidy

Eco-Schools is one of the largest environmental school programmes in the country, reaching 1.5 million young people in 21/22. This talk will introduce the programme, it's simple to deliver framework, and it's benefits for both schools and our environment.

LUNCH @ THE ATHENA CONFERENCE CENTRE 12:15 - 13:30

Session 8: The Big Panel

Hosted by Stephen Edwards, CEO of Living Streets

13:30 – 14:45

Adam Tranter – West Midlands Cycling and Walking Commissioner, West Midlands Combined Authority and Founder & CEO Fusion Media

Dr Kay Inckle – Campaigns and Policy Manager, Wheels for Wellbeing

Simon O'Brien – Liverpool City Region Cycling and Walking Commissioner, Liverpool City Region

Jenny Box – Deputy Director, Cycling UK

Phillip Darnton OBE – Chairman, Bicycle Association of Great Britain

Clare Maltby – Director, England Midlands and East, Sustrans

Denise Adolphe – Business Manager, Haringey & Modeshift Executive Board Member

14:45 – 15:00

Closing Address

15:00

Convention close

Our Partners

