



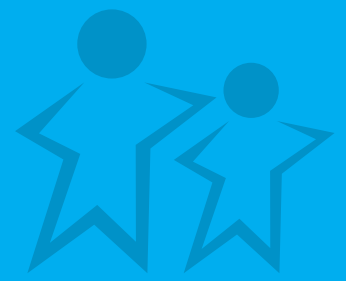
MODESHIFT 
SUPPORTING SUSTAINABLE TRAVEL

Modeshift TravelWise and STARS Business Conference

PARK INN BY RADISSON, YORK | 26 APRIL 2023



Switchable Trips: from private car to active travel and public transport



8:45	Doors open and Registration
9:30 – 9:45	Welcome and Introduction
9:45 – 10:45	<p>Session 1: Supporting the switch - gaining an understanding of why and how people travel</p> <p>Ian Pring, Transport for London What makes people choose their mode of travel and what will make them switch An overview of Transport for London’s Behaviour Change Framework</p> <hr/> <p>Tony Duckenfield, Beyond Logic Consulting What it takes to achieve mode shift from car Why achieving mode shift from car is so difficult and the types of measures which are needed to get people out of their cars and onto public transport or active modes</p> <hr/> <p>Sharon Payne, Transport East & Nick Bec, Arup Making the Case for Investment - A New Evidence Base for Multi-Modal Travel Behaviours The presentation will showcase the outputs from the Transport East People Focused Approach the Transport Model developed in conjunction with Arup. We will focus on the multimodal nature of the model and some of the key findings from the study so far</p>
10:45 – 11:15	BREAK
11:15 – 12:00	<p>Session 2: A focus on switching everyday journeys</p> <p>Jim Bradley, Director (Influencing Behaviour) of Integrated Transport Planning, ITP TripSwitch: Developing a Carbon Efficient Travel Strategy to Target the ‘New Normal’</p> <hr/> <p>Gavin McLaughlin, Transport for London TfL Healthy Streets Travel Plan Guidance Travel Plans are key tools for integrating the promotion of sustainable and active travel in London developments – before, during and after they are designed and constructed. We will discuss successful case studies of existing Travel Plans, Travel Planning platforms and programmes, and how to create a successful Travel Plan (template approaches, specific planning obligations to use)</p>
12:00 – 12:30	<p>Session 3: Switching journeys from home: Securing, monitoring and accrediting Residential Travel Plans</p> <p>John Hacker, Director, TPS Consultants Securing, monitoring, and accrediting Residential Travel Plans</p> <hr/> <p>Christine Hamshere, Leeds City Council & Kate Peel, Optima Highways & Transportation Successful residential travel planning The presentation will be illustrated by a case study showing a successful residential travel plan site - Redrow’s Aspen Park, Garforth, Leeds</p>
12:30 – 12:45	<p>Session 4: Keynote Speaker</p> <p>Dr Kay Inckle, Campaigns and Policy Manager, Wheels for Wellbeing</p>
12:45 – 14:00	LUNCH BREAK

14:00 – 14:45

Session 5: Cycling & E-mobility - increasing sustainable journeys and trip-switching

Ross Adams, Head of e-cycles Delivery (Communities) & **Gabriella Farquhar**, Head of e-cycles Delivery (Workplaces), Cycling UK

Developing the National e-cycle Pilot Programme

Overview of Cycling UK's, Department for Transport/Active Travel England funded Making cycling e-asier programme; exploring programme development process, the delivery model, locations and venues, partnership approach and potential evaluation findings

Ali Howes, Senior Transport Planner, Hackney Council

Learning from Hackney's cargo bike share and e-bike switch

Ali will talk about how the Zero Emissions Network (ZEN) has promoted cargo bike use and the successes and challenges of setting up and operating a cargo bike share service. Ali will share how ZEN has worked with local businesses to encourage a switch to e-bikes. And how this work supports Hackney's climate action plan and the transition to sustainable transport

Dr Patrick Utz, Research Manager, CoMoUK

Driving mode shift through bike sharing: Insights from the CoMoUK 2022 Bike Share Survey

This presentation highlights the latest findings of the CoMoUK Annual Bike Share Survey 2022. Based on over 2000 responses, the presentation gives a comprehensive overview of bike sharing's effect on transport modes, commuting, travel patterns and the intersections of shared and active travel in the UK

14:45 – 15:30

Session 6: Panel Discussion - Practical M&E; supporting future development through evidence-based data

Maxine Gregory, Senior Research Fellow, Sheffield Hallam University (SHU), Co-founder of SHU's Active Travel Research Group (ATRG) and Deputy Director for DfT's Active Travel portfolio evaluation

Dr Corra Boushel, Head of Monitoring and Evaluation, Cycling UK

Chris Taylor, Director, Mosodi and Engagement Lead for DfT's Active Travel portfolio evaluation

Lamprini Papafoti, Senior Future Mobility Developer - Behaviour Change, West Midlands Combined Authority

15:30 – 16:00

REFRESHMENT BREAK

16:00 – 16:30

Session 7: Increasing public transport patronage

Lisa Kelly, Mott Macdonald & **Kevin Towle**, Midlands Connect

Barriers to Rail Travel

Katie Douglas, Accessibility & Inclusion Officer, Community Rail Lancashire (CRL) & **Lizzie Davies**, Public Health Project Manager, PWLC Projects

Try The Train: A collaboration between CRL & PWLC Projects, supported by Northern Rail

Katie Douglas (CRL) and Lizzie Davies (PWLC) will introduce an exciting new collaboration between Community Rail Lancashire and PWLC Projects: The development of a multifaceted rail confidence programme - Try The Train - which aims to support people to grow in confidence when travelling on the Northern rail network. This presentation will provide an overview of the project, our strategy, planned implementation and longer term aims

<p>16:30 – 17:00</p>	<p>Session 8: NHS England Step Up a Gear – addressing staff, patient, and visitor trips</p> <p>Andrew Bradley, Sustainable Travel Lead, Net Zero Travel & Transport, NHS England</p> <p>Travel to healthcare settings: Whose job is it anyway?</p> <p>A look at how we can best work together to provide a more sustainable transport network for those delivering and receiving healthcare</p> <hr/> <p>Dr Dan Wright, Head of Sustainability, Kent Community Health NHS Foundation Trust</p> <p>What trip, where to and why not? A data-led approach to targeting initiatives and understanding opportunities</p> <p>Explore how data you may already have can be contextualised to guide your approaches to optimising travel and predicting the challenges you may face along the way</p>
<p>17:00 – 17:20</p>	<p>Session 9: Keynote Speaker</p> <p>Guy Boulby, Head of Investment, Active Travel England</p>
<p>17:20</p>	<p>SUMMARY & CONFERENCE CLOSE</p>



MODESHIFT 
 SUPPORTING SUSTAINABLE TRAVEL

Modeshift National Convention

Call for papers is open!

Convention theme: Evolutionary and Revolutionary approaches to sustainable travel

YORK RACECOURSE
THURSDAY 23 & FRIDAY 24 NOVEMBER 2023

Visit our website for further details: www.modeshift.org.uk