



Business Conference

Supporting the journey to Net Zero



Sponsored by **PROJECT CENTRE**
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The Athena Conference Centre, Leicester
Thursday 31st March 2022



travel2next

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AGENDA



9:00	<p>Conference doors open</p> <p>Registration, networking and refreshments</p>
9:30 – 10:00	<p>Welcome and introduction</p> <ul style="list-style-type: none"> • Nick Butler, Business Director, Modeshift Welcome and Housekeeping • Faith Coles, Project Centre A Word from our event sponsors, Project Centre • Sarah McAlinden, Facilities Coordinator, Next PLC Let's take it on with STARS • Leicester City Council 10 Years of Supporting Active and Sustainable Travel
10:00 – 10:45	<p>Session 1 - Earning your STARS</p> <p>Hosted by Nick Butler, Modeshift</p> <hr/> <ul style="list-style-type: none"> • Donna French, Centre Manager, Rushden Lakes • Alison Holland, Projects and Partnership Director, Brightwayz Social Enterprise Rushden Lakes: A Retail and Leisure Park's Journey to STARS <hr/> <ul style="list-style-type: none"> • Dr Christopher Chiswell, Consultant in Public Health, Birmingham Women's and Children's NHS Foundation Trust Pedalling a revolution. Modeshift delivers a coordinated programme to promote cycling in an NHS Trust <hr/> <ul style="list-style-type: none"> • Daniel Sutherland, Integrated Clinical Services Manager, Nuffield Health, Brighton Hospital • Daniel Bianco, Transport Planner, Brighton and Hove City Council Establishing an active travel plan in a hospital
10:45 – 11:15	<p>REFRESHMENT BREAK</p>
11:15 – 11:45	<p>Session 2 - Ensuring new housing developments promote and enable active and sustainable travel</p> <p>Hosted by Chris Ward, Modeshift</p> <hr/> <ul style="list-style-type: none"> • Steve Chambers, Director, Transport for New Homes (How to Avoid) Building Car Dependency • Heidi Pearson, Senior Marketing & Travel Plan Coordinator, Smarter Travel Limited Residential Travel Plans and marketeers – The successful combination?
11:45 – 12:15	<p>Session 3 – Securing corporate commitment to enable sustainable and active travel</p> <p>Hosted by Jon Foley, In the Round</p> <hr/> <ul style="list-style-type: none"> • Rachel Evans, Senior Travel Choices Specialist, Transport for West Midlands • Anna Newey, Senior Transport Planner, Mott MacDonald • Melanie Cannell, Senior Travel Demand Management Officer, Birmingham City Council Active Travel Fund Business Engagement in the West Midlands <hr/> <ul style="list-style-type: none"> • Phil Saunders, SmartGo and LocalGo Project Manager, Go Travel Solutions Encouraging Sustainable Transport in Multi-Employer Environments

12:15 – 13:30	LUNCH BREAK
13:30 – 14:00	<p>Session 4 - Securing effective Travel Plans through the planning process</p> <p>Hosted by Claire Fleming, Modeshift</p> <hr/> <ul style="list-style-type: none"> • Claire Fleming, Travel Plan Officer, Swindon Borough Council Swindon's approach to securing travel plans for residential and employment settings <hr/> <ul style="list-style-type: none"> • Rachael Elliott, Safe and Sustainable Travel Team Leader, Leeds City Council • Georgina Stares, Director, TPS Transport Consultants Ltd (on behalf of CEG and the Scarborough Group) <p>Securing more than effective Travel Plans through planning: establishing communities where people want to work, live and play</p>
14:00 – 15:15	<p>Session 5 - Influencing travel behaviour</p> <p>Hosted by Ben Stokes, Modeshift</p> <hr/> <ul style="list-style-type: none"> • Tony Duckenfield, Behavioural Science Practitioner, MD Beyond Logic Consulting Using Behavioural Science to help Influencing travel behaviour <hr/> <ul style="list-style-type: none"> • Peter Frost, Environment Strategy Officer, Suffolk County Council The Community Charging Hub – Encouraging everyone to drive ELECTRIC <hr/> <ul style="list-style-type: none"> • Andy Whincup, Workplace Officer, Sustrans My Journey Hampshire Travel Demand Management: more than just money for cycle parking <hr/> <ul style="list-style-type: none"> • Emily Cherry, Chief Executive, Bikeability Trust Fear to Freedom: Bikeability's vision to embed early cycling in a generation <hr/> <ul style="list-style-type: none"> • Alex McHardy, Head of Commercial Development, Living Streets Walking Works – getting staff to benefit from walking in and around the working day
15:15 – 15:45	REFRESHMENT BREAK
15:45 – 16:45	<p>Session 6 - What's Next?</p> <p>Hosted by Ross Butcher, Modeshift</p> <hr/> <ul style="list-style-type: none"> • Jon Foley, Director, In the Round Engaging businesses on sustainable and active travel – Is it the right thing to be doing? <hr/> <ul style="list-style-type: none"> • Leicester City Council What Lies Ahead? <hr/> <ul style="list-style-type: none"> • Brian Deegan, Interim Head of Inspections, Active Travel England
16:45 – 17:30	DRINKS RECEPTION & NETWORKING

Enjoy a free e-bike trip around Leicester courtesy of Santander Cycles Leicester

Visit the Choose How You Move stand in the Exhibition Hall to claim a £5 credit. An active account with Ride On Leicester will be required.

www.rideonleicester.com



What is Modeshift STARS?

Modeshift STARS empowers organisations by providing a centre of excellence for developing, delivering and monitoring effective Travel Plans.

Modeshift work with thousands of business, education and community settings across the UK to improve Travel Plan standards, share best practice, and award Modeshift STARS accreditation.



Modeshift STARS Accreditation Cycle

1. GETTING STARTED



- Establish a Working Group
- Agree and state your Travel Plan Aims

2. ASSESS THE SITUATION



- Conduct a Site Audit
- Undertake mode of travel surveys

3. TARGET SETTING

- Define your Objectives
- Set your Travel Plan Targets



4. ACTION PLAN

- Create a bespoke package of initiatives for your site
- Implement your actions



6. MONITOR, REFRESH, MAINTAIN AND PROGRESS

- Monitor impact of your Travel Plan and initiatives
- Refresh your Action Plan
- Maintain your Accreditation
- Progress to higher levels of Accreditation



5. GET ACCREDITED!

M Stars

SUBMIT

- Sign off your Travel Plan
- Submit for approval

