



MODESHIFT 
SUPPORTING SUSTAINABLE TRAVEL

Convention 2023

Sponsored by



York Racecourse

Day One - Thursday 23 November

- 09:00** **Doors Open**
- 10:00-10:40** **SESSION 1 - The Evolution of Modeshift and Scoot Fit**
Ross Butcher, Chair of Modeshift & Nick Butler, Business Director, Modeshift
Councillor Pete Kilbane, City of York Council
James Rodger, Professional Scooting and Active Travel Coach, Scoot Fit
- 10:40-11:20** **SESSION 2 - The Issue of Motornormativity**
Hosted by Professor Ian Walker, Swansea University
Exploring “Car Brain” – the cultural blind spot that makes people apply double-standards when they “think” driving
Professor Ian Walker, Professor and Head of School of Psychology, Swansea University
Dr Matthew Sawyer, Environmental Sustainability Consultant, SEE Sustainability
Rachel Lee, Policy and Research Manager, Living Streets
- 11:20-11:50** **Networking Break**
- 11:50-12:30** **SESSION 3 - Split Session**
- **Revolutionary approaches to engaging healthcare settings**
Hosted by Tom Murray, Modeshift
Tom Murray, STARS Programme Manager (Business), Modeshift
Joanne Stanley, Sustainable Travel Plan Coordinator, Bedfordshire Hospitals NHS Foundation Trust
Dr Matthew Sawyer, Environmental Sustainability Consultant, SEE Sustainability

- **Revolutionary approaches to engaging secondary schools**

Hosted by Sue O'Brien, Modeshift

Emily Sykes, Active Travel Ambassadors Programme Manager, Modeshift, Kelly Leat, Active Travel Officer, Transport for Greater Manchester & Active Travel Ambassadors, Applefields School

Lucy Chadburn, Project Manager, Behaviour Change and Engagement, England South, Sustrans & Alison Litherland, Head of Behaviour Change London, Sustrans

12:30-13:45 *Lunch*

13:45-14:45 **SESSION 4 - Modshift Team Talks**

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| Outdoor | • Team Talk 1 | Walk & Talk with York
Angela Blackwood & Guy Wallbanks, City of York Council |
| | • Team Talk 2 | Scot Ball
James Rodger, Scot Fit |
| Indoor | • Team Talk 3 | The importance of data, monitoring and evaluation
Robin Lovelace, Professor of Transport data science, Sam Holder, Senior Data Scientist, & Emma Vinter, Data Scientist, Active Travel England |
| | • Team Talk 4 | Bikeability
Dr Dan Bishop, Senior Lecturer and Researcher, The Bikeability Trust and Brunel University London |
| | • Team Talk 5 | Personal Mobility for All
Faith Coles, Associate Engagement Consultant, Project Centre & Eve Smith, Senior Engagement Consultant, Project Centre
Rob Bounds, Equality, Diversity & Inclusion Executive, Modeshift |

14:45-15:00 *Networking Break*

15:00-16:15 **SESSION 5 – Embedding Active Travel as the norm**
Hosted by Emily Cherry, Chief Executive, The Bikeability Trust

Ed Clancy OBE, South Yorkshire Active Travel Commissioner

Sarah Mitchell, CEO, Cycling UK

Andrew Bradley, Net Zero Travel & Transport Lead, NHS England

Lydia Walker, Bikeability Lead, West Lancashire Sport Partnership

16:15-16:20 **Summary**

16:20 **Convention Close**

Day One – Thursday 23 November

Team Modeshift National Sustainable Travel Awards 2023

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| 18:15 | Drinks reception – York Racecourse |
| 19:00 | Honorary Member Presentations |
| 19:15 | Dinner - three course meal |
| 21:00 | Team Modeshift National Sustainable Travel Awards 2023 |
| 22:15 | End of evening |



Day Two – Friday 24 November

08:45 **Doors Open**

08:45 **Walk & Talk with Turpin**

Join Histrionics for a short walk to find out more about York's history

09:30-10:30 **SESSION 6 - Split Session**

- **Travel & Technology**

Hosted by James Hardie, Modeshift

Hannah McCarthy, Chief Behavioural Scientist, Better Points &

Dr Kate Pangbourne, Associate Professor, Institute for Transport, University of Leeds

Olly Samways, Sales Director, Westcotech

Chris Thompson, CEO, You. Smart. Thing.

- **Evolving event goer Travel Demand Management**

Hosted by Jon Foley, In the Round & Associate Modeshift Member

Maurits van Hovell, Spectator Mobility Lead, Johan Cruyff Arena, Amsterdam

Peter Jordan, Sustainable Mobility Officer, Hertfordshire County Council

Phillip Atkinson, Head of Operations, York Racecourse

- **Creating active communities**

Hosted by Chris Ward, Modeshift

Ellie Caton, Transport Strategy Officer, Active Travel, & Rebecca Dengler-Jones, Transport Strategy Manager, Buckinghamshire Council

Greg Morgan, Transport Planner, City of York Council

Mike Davies, Transport Manager, University of Cambridge

10:30-11:00 **Networking Break**

11:00-12:00 **SESSION 7 - Modeshift Team Talks**

Outdoor • Team Talk 7 Walk & Talk with York

Angela Blackwood & Guy Wallbanks, City of York Council

• **Team Talk 8 Scoot Ball**

James Rodger, Scoot Fit

Indoor • Team Talk 9 The evolution of Modeshift STARS

Hosted by Cheryl Ford Lyddon, Modeshift

Cheryl Ford Lyddon, STARS Programme Manager (Education)

Catherine McCoy, Lead Road Safety Officer – Sustainable Travel,
& Andy MacDonald, Road Safety Assistant, South Gloucestershire Council

• **Team Talk 10 Powering up E-Cycles**

Hosted by Tom Murray, Modeshift

Christopher Kirby, Assistant Transport Planner & Dawn Barrett,
Active Travel Events & Projects Team Leader, Leeds City Council

Tony Lenihan, Sustainable Travel Coordinator, Leicestershire
County Council

Jenny Box, Deputy Director of Behaviour Change, Cycling UK

• **Team Talk 11 Developing partnerships to deliver behaviour change**

Hosted by Elizabeth Saul, Modeshift

Andrew Casson, Active and Sustainable Travel Team Leader,
London Borough of Redbridge & Daniel Paine, Project Manager,
Love to Ride

Stefano Bartolotta, Junior Administrative - EU Direct funds
department, Comune Di Milano

Hana Sutch, CEO & Co-Founder, Go Jauntly

12:00-13:15 Lunch

13:15-14:00 SESSION 8 - Building better active travel infrastructure

Hosted by Emma Allan, Modeshift

Brian Deegan, Director of Inspections, Active Travel England

Dr Amit Patel, Diversity, Equity & Accessibility Consultant

14:00-14:45 SESSION 9 - Tackling Motonormativity - the take-aways

Hosted by Ross Butcher, Chair of Modeshift

Emily Cherry, Chief Executive, The Bikeability Trust

Brian Deegan, Director of Inspections, Active Travel England

Dr Amit Patel, Diversity, Equity & Accessibility Consultant

Emily Sykes, Active Travel Ambassadors Programme Manager, Modeshift

Professor Ian Walker, Professor and Head of School of Psychology, Swansea University

Phillip Darnton OBE, Executive Chairman, Bicycle Association of Great Britain

14:45-15:00 Closing remarks

Ross Butcher, Chair of Modeshift

15:00 Day 2 Convention Close

Modeshift Convention 2023 is sponsored by



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