



MODESHIFT 
SUPPORTING SUSTAINABLE TRAVEL

Convention 2023

Sponsored by



York Racecourse

Day One - Thursday 23 November

09:00

Doors Open

10:00-10:30

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

10:30-11:00

Networking Break

11:00-11:45

SESSION 2 - The Issue of Motornormativity

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

11:50-12:30

SESSION 3 - Split Session

- **Revolutionary approaches to engaging healthcare settings**

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**

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

- Outdoor**
- **Team Talk 1** **Walk & Talk with York**
Angela Blackwood & Guy Boulby, City of York Council
 - **Team Talk 2** **Scoot Ball**
James Rodgers, Scoot Fit
- Indoor**
- **Team Talk 3** **The importance of data, monitoring and evaluation**
Robin Lovelace, Professor of Transport data science, ATE
 - **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

14:45-15:00 **Networking Break**

15:00-16:15 **SESSION 5 – Embedding Active Travel as the norm**

Ed Clancy OBE, South Yorkshire Active Travel Commissioner
Sarah Mitchell, CEO, Cycling UK
Andrew Bradley, Net Zero Travel & Transport Lead, NHS England

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

16:20 **Convention Close**

Day One – Thursday 23 November

Team Modeshift National Sustainable Travel Awards 2023

- 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**
22:00 **End of evening**



Day Two – Friday 24 November

08:45 **Doors Open**

08:45 **Walk & Talk with Turpin**
Join Histronincs for a short walk to find out more about York's history

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

- **Transport & Technology**
Hannah McCarthy, Chief Behavioural Scientist, Better Points &
Dr Kate Pangbourne, Associate Professor, Institute for Transport, University of Leeds
Hana Sutch, CEO & Co-Founder, Go Jauntly
Chris Thompson, CEO, You. Smart. Thing.

- **Evolving event goer Travel Demand Management**
Nick Kelly, Travel Demand Manager, Transport for Greater Manchester & Steve Gilholme, Network Intelligence, Transport for Greater Manchester
Phillip Atkinson, Head of Operations, York Racecourse
- **Creating active communities**
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 - Modshift Team Talks**

Outdoor • **Team Talk 7** **Walk & Talk with York**
Angela Blackwood & Guy Boulby, City of York Council

• **Team Talk 8** **Scoot Ball**
James Rodgers, Scoot Fit

Indoor • **Team Talk 9** **The evolution of Modeshift STARS**
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-Cycling**
Tony Lenihan, Sustainable Travel coordinator, Leicestershire County Council
Gabiella Farquhar, Head of E-Cycles Delivery (Workplaces) & Ross Adams, Head of Making cycling e-asier (Communities), Cycling UK
Dawn Barrett, Active Travel Events and Projects Team Leader & Chris Kirby, Assistant Transport Planner, Leeds City Council

• **Team Talk 11** **Developing partnerships to deliver behaviour change**
Andrew Casson, Active and Sustainable Travel Team Leader, London Borough of Redbridge & Sam Robinson, Director, Love to Ride
Stefano Bartolotta, Junior Administrative - EU Direct funds department, Comune Di Milano

12:00-13:15 **Lunch**

13:15-14:00 **SESSION 8 - Building better active travel infrastructure**
Brian Deegan, Director of Inspections, Active Travel England

14:00-14:30 **SESSION 9 - Tackling Motonormativity - the take-aways**
Emily Cherry, Chief Executive, The Bikeability Trust
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

14:30-14:45 **Closing remarks**
Ross Butcher, Chair of Modeshift

15:00 **Day 2 Convention Close**