



**MODESHIFT**   
SUPPORTING SUSTAINABLE TRAVEL

# Convention 2024

Sponsored by



## Leeds | 19-20 November 2024

### Day One - Tuesday 19 November

- 09:00**      **Doors Open**
- 10:00-10:40**    **SESSION 1 - The Team Modeshift welcome**  
**Ross Butcher, Chair of Modeshift, Nick Butler, Business Director, & Elizabeth Saul, North West Region Executive**  
**Councillor Jonathan Pryor, Deputy Leader of Leeds City Council**  
**Tracy Brabin, Mayor of West Yorkshire**
- 10:40-11:15**    **SESSION 2 - Making sustainable travel journeys easier**  
**Pete Dyson, University of Bath - Transport for Humans: Are we nearly there yet?**
- 11:15-11:45**    **Networking Break**
- 11:45-12:45**    **SESSION 3 - Split Session**  
**Making Public Transport more accessible**  
**Michael Solomon Williams, Campaign for Better Transport - Celebrating better, greener, fairer transport**  
**Clive Wanstall, Transport for London - Three's A Crowd: can low-cost local interventions mitigate the effects of growing demand on TfL's rail network?**  
**Caroline Strickland, Transport for All**
- Activating Communities**  
**Ben Lee, Beryl - How Developments can embed positive travel behaviours in the urban environment**  
**Emma Dobson & Nick Millington, Leeds City Council - Active Travel Social Prescribing 3-year pilot – walking, cycling and wheeling in Burmantofts, Harehills and Richmond Hill (BHR)**  
**Jillian Anable, INFUZE**

## **Sustainable spectator and audience travel: The National perspective & launch of the Modeshift Toolkit**

**Welcome** – Modeshift & British Association for Sustainable Sport (BASIS)  
Modeshift and BASIS will outline their new partnership and launch the Sustainable Spectator and Audience Travel Toolkit

### **Sustainable Spectator and Audience Travel panel discussion:**

**Jessica Padley, Major Events – Impact, UK Sport**

**Denise Ludlam, Sport England**

**Dom Goggins, BASIS**

**Nick Butler, Modeshift**

**Department for Transport (invited)**

### **Encouraging and enabling safer journeys to School**

**Dr Dan Bishop, Bikeability**, Immersive cycle training project

**Jenna Panter, University of Cambridge** - A national evaluation of School Streets Schemes: what effect do they have on travel and where and how do they work?

**Jessica Nelson & Simon Howarth, Bikeability** - Digitisation and Bikeability Club

**12:45-13:45** *Lunch*

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

- |                |                    |   |
|----------------|--------------------|---|
| <b>Outdoor</b> | <b>Team Talk 1</b> | <b>The Junior Active Travel Inspectors experience</b><br>Emily Sykes & Chris Pryor, Modeshift   |
|                | <b>Team Talk 2</b> | <b>Marching on together with Leeds</b><br>David Ellis, Paul Foster, John White & Sabby Khaira,<br>Leeds City Council  |
|                | <b>Team Talk 3</b> | <b>Cycle Safari</b><br>Leeds City Council & Beryl   |
| <b>Indoor</b>  | <b>Team Talk 4</b> | <b>Decarbonising NHS travel and transport</b><br>Andrew Bradley, Sustainable Travel Lead, NHS England<br>Gemma Heath, Salisbury NHS Foundation Trust  |
|                | <b>Team Talk 5</b> | <b>Best practice in delivering Residential travel plans</b><br>Leeds – Residential Travel Plan Fund<br>Katherine Wilkinson, Active Travel England invited<br>Q&A / Workshop   |
|                | <b>Team Talk 6</b> | <b>Sustainable Spectator and Audience Travel: Theory into practice</b><br>Steve Gilholme, Transport for Greater Manchester/Manchester<br>City Football Club<br>Tarang Panchal, Watford Football Club<br>David Watts, Dragons Rugby Football Club<br>Jamie Saye, General Manager, Sustainable Arts in Leeds (SAIL) |

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

**15:15-15:30** **A word from our Sponsor** – Aya Collins, Operations Director, Smart Transport Hub

**15:30-16:15** **SESSION 5 – Modeshift Question Time**

Hosted by Emily Cherry

**Simon O'Brien, Liverpool Walking & Cycling Commissioner**

**Catherine Woodhead, CEO, Living Streets**

**Andrew Bradley, NHS England**

Aya Collins, Operations Director, Smart Transport Hub

Rebecca Dengler-Jones, Transport Strategy Manager, Buckinghamshire Council

16:15-16:30 **Summary**

16:30 **Convention Close**

## Day One – Tuesday 19 November

### Team Modeshift National Sustainable Travel Awards 2024

18:15 **Drinks reception**  
18:45 **Team Modeshift Honorary Member Awards**  
19:00 **Evening meal and Awards**  
22:30 **End of evening**



## Day Two – Wednesday 20 November

09:00 **Doors Open**

09:00-9:45 **Wednesday Wake-up**

**Gentle morning yoga**

Led by Lindsey Coates, PWLC Projects

**Dave's Dock Walk 'n' Talk**

Led by David Eliot Cooper, Histrionics

**Team Troubleshoot**

In partnership with Modeshift Corporate Premium Members

A problem shared is a problem halved - have your questions and queries solved with the help of our Corporate Premium Members and Team Modeshift Members

09:45-10:45 **SESSION 6 - Split Session**

**Breaking barriers for Businesses**

**Stacey Reed, James Baker & Simran Kullar, Better Points & Heathrow** – Choose a new Way2Go: Heathrow Airport's commuter campaign

**Matthew Scott, Buckinghamshire Council** - Travel Planning and Eco-Driving Scheme

**Victoria Beddows, TfWM** - Workwise: Removing barriers to using sustainable travel for work

**Putting the 'cool' in School journeys**

**David Eliot Cooper, Histrionics** - Telling Tales. Making active travel easy and fun by embracing storytelling; transforming journeys on foot into journeys of the imagination for everyone

**Hamish Belding, Sustrans** – Why Bike Buses are a vital tool to increasing cycling to school and how FRideDays Bike Bus Project can support school communities with starting a Bike Bus.

**James Rodger, Scoot Fit & Jay Amin, Havering Council** - School scooter pathway with Havering council

## Tech Talk

**Sam Robinson, Love to Ride** – How to use behaviour change theory and techniques to make using sustainable travel easier

**Chris Thompson, You. Smart. Thing** - Regional Smart Travel Partnerships: Using technology to power collaborative decarbonisation

10:45-11:15 **Networking Break**

11:15-12:00 **SESSION 7 – In conversations with Active Travel England**

**Guy Boulby, Head of Investment**

**Other speakers to be confirmed**

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

13:00-14:00 **SESSION 8 – Modeshift Team Talks**

**Outdoor Team Talk 7** **The Junior Active Travel Inspectors Experience**  
**Emily Sykes & Fiona Dry, Modeshift**

**Team Talk 8** **Marching on together with Leeds**  
**David Ellis, Paul Foster, John White & Sabby Khaira, Leeds City Council**

**Team Talk 9** **Cycle Safari**  
**Leeds City Council & Beryl**

**Indoor Team Talk 10** **Ensuring sustainable travel doesn't exclude**  
**Caz Conneller, Loud Mobility** - How do you make support for active travel as inclusive as possible?  
**Harrie Larrington-Spencer, University of Westminster** - Ensuring inclusion in the implementation of LTNs: Attending to disabled people's access frictions

**Team Talk 11** **Data based design**  
**Ruth Simpson, SAJ Consultants** – Planning for access  
**Aya Collins, Smart Transport Hub** - Using data to support successful School Streets  
**Lilli Helps, University of Leicester** – Quantifying the effect of Interventions on Air Quality

**Team Talk 12** **Creating safe, sustainable, and active school environments**  
**Suzanne Gibbon & Rob Catrall, Lets Go Zero** - Creating a zero carbon school - support and guidance for all schools on this journey  
**Jan Burkhardt, Bradford University** - JU:MP – A whole systems approach to creating active schools and communities  
**Dr. Dan Bishop, Bikeability** - Comparison of wellbeing between those who have completed Bikeability Level 2 and those that have not

14:00-14:05 **Return to main room**

14:05-14:20 **SESSION 9 – Personal Experience – a journey of discovery**

**Dr Amit Patel, Diversity, Equity & Accessibility Consultant**

14:20-15:20 **SESSION 10 - How do we make it easier? Panel discussion**

Dr Amit Patel, Diversity, Equity & Accessibility Consultant

Pete Dyson, University of Bath

Sarah McMonagle, Cycling UK

Nicola Marshall, SYMCA

Ben Plowden, Transport Planning Society

15:20-15:30 **Closing remarks**

Ross Butcher, Chair of Modeshift

15:30 **Day 2 Convention Close**

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