



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 - Access for All? Accessibility as a key mode shift enabler
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 Stickland, Transport for All - Barriers to active travel for disabled people - mode shift 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)
Greg Marsdon, 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

Ross Butcher, Modeshift

Ellen Cumber, Department for Transport

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**

- Outdoor**
- Team Talk 1** **The Junior Active Travel Inspectors experience**
Emily Sykes & Chris Pryor, Modeshift
 - Team Talk 2** **Marching on together with Leeds**
David Ellis, Paul Foster, John White & Sabby Khaira, Leeds City Council
 - Team Talk 3** **Cycle Safari**
Leeds City Council & Beryl
- Indoor**
- Team Talk 4** **Decarbonising NHS travel and transport**
Andrew Bradley, Sustainable Travel Lead, NHS England
Gemma Heath, Salisbury NHS Foundation Trust - Braving the bumps: Our best efforts in green travel at Salisbury NHS
Grace Ridler, NHS Greater Manchester
 - Team Talk 5** **Best practice in delivering Residential Travel Plans**
Rachel Elliott, Leeds City Council – Securing and enforcing Travel Plans through the Planning process
Laura Brooks, Senior Planning Advisor, and Samar Ali, Policy Advisor, Department for Transport
Q&A / Workshop
 - Team Talk 6** **Sustainable Spectator and Audience Travel: Theory into practice**
Steve Gilholme, Transport for Greater Manchester/Manchester City Football Club
Tarang Panchal, Watford Football Club
David Watts, Dragons Rugby Football Club
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, Citisense**

15:30-16:15 **SESSION 5 – Modeshift Question Time,**
hosted by Emily Cherry, The Bikeability Trust

Simon O'Brien, Liverpool Walking & Cycling Commissioner

Catherine Woodhead, CEO, Living Streets

Andrew Bradley, Sustainable Travel Lead, NHS England

Aya Collins, Operations Director, Citisense

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



National
Sustainable
Travel Awards
2024

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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 other delegates in this networking and sharing session
- 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 & Jack Sheldrake, Buckinghamshire Council, & Claire Harrison, PJA
 - 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** - 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 & Sue Clarke, Cumbria Tourism** - Regional Smart Travel Partnerships: Using technology to power collaborative decarbonisation
- 10:45-11:15** **Networking Break**
- 11:15-12:00** **SESSION 7 – The National perspective: Active travel under a new Government**
- Guy Boulby, Head of Investment, Active Travel England**
- Robert Singleton, Head of Planning, Housing and Transport, Department for Transport**
- 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
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, Citisense - 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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