



**Tuesday 25 and Wednesday 26 November
The Royal Armouries Museum, Leeds**

Day One – Tuesday 25 November

9:00	Doors Open	
10:00 – 10:45	Session 1 - Team Modeshift Welcome	
10:45 – 11:15	Session 2 - Evolving the Narrative	Professor Ian Walker, Professor of Environmental Psychology. Head of School of Psychology at Swansea University
11:15 – 12:10	Session 3 – How do we evolve the narrative?	<p>Adam Tranter, Founder & CEO of Fusion Media and Former Walking and Cycling Commissioner for the West Midlands</p> <p>Dame Sarah Storey, Active Travel Commissioner, Greater Manchester Combined Authority</p> <p>Professor Ian Walker, Professor of Environmental Psychology. Head of School of Psychology at Swansea University</p> <p>Trudy Harrison, Former Member of Parliament for Copeland and Minister at both DEFRA and the DfT</p> <p>Fabian Hamilton, Member of Parliament for Leeds North East and co-Chair of the APPG for Cycling and Walking David Milner, Create Streets</p>
12:10 – 13:10	Lunch	
13:15 – 14:15	Session 4 – Modeshift Team Talks	

	Outdoor Team Talk 1 - The Active Travel Inspectors Experience	Emily Sykes & Stephanie Lake, Modeshift
	Outdoor Team Talk 2 – Walking Tour	Leeds City Council & Living Streets
	Outdoor Team Talk 3 – Cycle Safari	Jake Reed & Mark Sadler, Leeds City Council & Beryl Bikes
	Indoor Team Talk 4 – Driving change on the commute	Rachel Adams & Ross Gemmell, Living Streets & Riya Robin, Luminate Education Group Clive Wanstall, Transport for London & Steve Wright, GSK Georgina Stares, TPS Transport Consultants
	Indoor Team Talk 5 – Collaborating to enhance everyday journeys	Sam Coldham, Brompton Bike Hire Tim Burns, The Walk Wheel Cycle Trust & Charmian Beedie, Cyclehoop Daniel Hale, Clean Cities Campaign Hana Sutch, Go Jauntly
	Indoor Team Talk 6 – Catalysing Sustainable Travel Behaviour through Regional and Major events	Leeanne Coatman, Modeshift Chris Thompson, You. Smart. Thing. Chris Marr, Bradford City of Culture Gary Wright, Great Run Company Steve Gilholme, Transport for Greater Manchester
14:15 – 14:45	Networking Break	
14:50 – 15:45	Session 5 – Split Session	
	Sustainable solutions for spectator and audience travel	Nat Taplin, Good Journey Dan Wheeler, Visit Hull & East Yorkshire & Helen Thackeray, Hull City Council L.J Nassivera, New York Mets
	Empowering Individuals	Lauren Dent-McShane, YILTS Naseem Akhtar, Saheli Hub Elizabeth Saul, Transport for Greater Manchester & Yvonne Stead, Wheels for All Alison Holland, Brightwayz
	Healthcare	Andrew Bradley, NHS England Kawun Williams, University Hospitals Birmingham David Gallagher, Transport for West

Midlands
Ruth Ward, University Hospitals Leicester
NHS Trust

Introducing the School Travel
Alliance

Nick Butler, Modeshift
Emily Cherry, The Bikeability Trust
Russell Cave, Living Streets
Nick Brelsford, Walk Wheel Cycle Trust

15:50 – 16:20 Session 6 – Using personas to
support travel behaviour change

Damian Price & Sarah Cherry, Mott
MacDonald
Olivia Firth, Active Travel England

16:20 – 16:30 Day 1 Summary

Sarah Fay

16:30 Day 1 Convention Close

Team Modeshift National Travel Awards 2025

18:15 Drinks reception

18:45 Team Modeshift Honorary Member Awards

19:00 Dinner & Team Modeshift National Travel Awards 2025

22:30 End of evening



Day Two – Wednesday 26 November

08:45	Doors Open	
9:00 – 9:40	Wednesday Wake-up session	Gentle Morning yoga Dave's Dock Walk 'n' Talk Connections & Solutions
9:45 – 10:45	Session 7 – Split session	
	Addressing local journeys	Amy Cunningham, MP Smarter Travel & Danni Sewell, Newham Council Fiona Fisher, PWLC Projects Jamie Furlong, University of Westminster
	Holistic approach to school travel	Kathryn Harrison, Sheffield City Council & Rosie Frazer & Zoe Edwards, PWLC Projects Peter O'Reilly & Johnny Ray, Surrey County Council & Clare Dowling, Walk Wheel Cyle Trust Debbie Dollin & Catherine Stephenson, Staffordshire County Council
	Cleaner, greener, safer journeys	Rosie Revell, Leeds City Council Will Elliott, Active Travel England Alistair Ryder & Damian Greenfield, National Highways
	Public Transport	Dr Ian Murdey, Robin Pointon, Go Travel Solutions, Edwin Swaris, West Northamptonshire council & Patrick Stringer, Stagecoach Ian Pring, Transport for London Oliver Pilsbury-Gaunt, RideTandem
10:45 – 11:15	Networking Break	
11:20 – 12:20	Session 8 - Modeshift Team Talks	
	Outdoor Team Talk 7 - The Active Travel Inspectors Experience	Emily Sykes & Chris Pryor, Modeshift
	Outdoor Team Talk 8 – Walking Tour	Leeds City Council & Living Streets
	Outdoor Team Talk 9 – Cycle Safari	Jake Reed & Mark Sadler, Leeds City Council & Beryl Bikes

	Indoor Team Talk 10 – Designing for everyone	Marcos Rafael Fonesca & Faith Coles, Citisense David Shannon & Iyke Gentles, Islington Council
11:20 – 12:20	Session 8 - Modeshift Team Talks	
	Indoor Team Talk 10 – The Wheel Revolution	Jo Atkins & Mishael Gbejewoh, Gloucestershire County Council Benjamin Smith, The Bikeability Trust Sarah Rowe, Clean Cities Campaign
	Indoor Team Talk 10 – Surveys & Technology	Rob Bettison, TPS Consultants Helen Akpabio, Essex County Council & Pooya Kamvari, HomeRun Charlie Wilson, See.Sense Emma Hughes, Peddle My Wheels & OurBike, & Kirstie Leggett, Norfolk County Council
12:20 – 13:20	Lunch	
13:20 – 14:05	Session 9	Chris Boardman CBE, Commissioner, Active Travel England
14:05 – 15:00	Session 10	Laura Laker, Journalist, co-host of Streets Ahead podcast and author
		Ian Pring, Customer Marketing and Behaviour Change Lead at Transport for London
		Beccy Marston, Walking and Cycling Commissioner for the West Midlands
		David Milner, Managing Director of Create Streets
		Ed Clancy OBE, South Yorkshire Active Travel Commissioner, South Yorkshire Mayoral Combined Authority
15:00	Closing Remarks	Ross Butcher, Modeshift
15:30	Day 2 Convention Close	