



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>Emily Cherry, Chief Executive, The Bikeability Trust</p> <p>Fabian Hamilton, Member of Parliament for Leeds North East and co-Chair of the APPG for Cycling and Walking</p> <p>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	Emily Sykes & Stephanie Lake, Modeshift

Travel Inspectors Experience

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
Jamie Saye, SAIL**

14:15 – 14:45 Networking Break

14:50 – 15:45 Session 5 – Split Session

Sustainable travel to visitor attractions and events

**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 & lyke 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