



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, Swansea University
11:15 – 12:10	Session 3 – How do we evolve the narrative?	Adam Tranter, Fusion Media Professor Ian Walker, Swansea University Trudy Harrison, The Bikeability Trust Ian Pring, Transport for London
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, Modeshift
	Outdoor Team Talk 2 – Walking Tour	Leeds City Council & Living Streets
	Outdoor Team Talk 3 – Cycle Safari	Leeds City Council
	Indoor Team Talk 4 – Getting to Work	Living Streets & West Yorkshire Business Engagement Clive Wanstall, Transport for London & GlaxoSmithKline Georgina Stares, TPS Transport Consultants
	Indoor Team Talk 5 – Collaborating to enhance transport choices	Julian Scriven, Brompton Bike Hire Tim Burns, Sustrans & 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, TfGM
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 <i>Other speakers tbc</i>
	Empowering Individuals	Lauren Dent-McShane, YILTS Naseem Akhtar, Saheli Hub Elizabeth Saul, TfGM & Yvonne Stead and Ola Lawal, Wheels for All Alison Holland, Brightwayz
	Healthcare	Andrew Bradley, NHS England Kawun Williams, University Hospitals Birmingham Ruth Ward, University Hospitals Leicester, NHS Trust <i>Other speakers tbc</i>
	Working together to change the narrative in education settings	<i>Speakers tbc</i>
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 - three course meal & Team Modeshift National Travel Awards 2025
22:00	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 Team Troubleshoot
9:45 – 10:45	Session 7 – Split session	
	Addressing local journeys	Amy Cunningham, MP Smarter Travel Holly Weir, Suffolk County Council Jamie Furlong, University of Westminster
	Holistic approach to school travel	Kathryn Harrison, Sheffield City Council Lucy Chadburn, Dr. Benjamin Gardner, Peter O'Reilly & Johnny Ray, Surrey County Council Debbie Dollin & Catherine Stephenson, Staffordshire County Council
	Getting you there safely	Rosie Revell, Leeds City Council <i>Other speakers tbc</i>
	Public Transport	Dr Ian Murdey, Robin Pointon, Edwin Swaris & Patrick Stringer, Go Travel Solutions Ian Pring, TfL 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, Modeshift
	Outdoor Team Talk 8 – Walking Tour	Leeds City Council & Living Streets
	Outdoor Team Talk 9 – Cycle Safari	Leeds City Council
	Indoor Team Talk 10 – Designing for everyone	Marcos Rafael Fonesca & Faith Coles, Citisence David Shannon & Iyke Gentles, Islington Council

11:20 – 12:20	Session 8 - Modeshift Team Talks	
	Indoor Team Talk 10 – The Wheel Revolution	Gloucestershire County Council Benjamin Smith, The Bikeability Trust Sarah Rowe, Velan Cities Campaign
	Indoor Team Talk 10 – Surveys & Technology	Rob Bettison, TPS Consultants Helen Akpabio, Essex County Council & Pooya Kamvari, HomeRun <i>Other speakers tbc</i>
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 & Editor
		Fabian Hamilton MP, Labour MP for Leeds North East and Chair of the All Parliamentary Group for Cycling & Walking
		David Milner, Create Streets
		Beccy Marston, Active Travel Commissioner, West Midlands Combined Authority
		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	