



**Act** TravelWise  
Annual Conference 2021

***Welcome!***

**Act TravelWise Annual Conference  
Session 3**

***Please stand by until the 10:00 am start...***



**We Are Now Recording**





**Act** TravelWise  
Annual Conference 2021

***Welcome!***

**Act TravelWise Annual Conference**

**Session 3 – Connected & Integrated Transport**

**10:00 - 11:30 Wednesday 27 January**

**Sponsored by BetterPoints Ltd**

## House Keeping Points:

- The event is being recorded. The recording link and PDFs of presentations will be circulated by Friday.
- Your microphone should be muted (icon should be red, not grey); please turn off your video camera (icon also red, not grey).
- We'll try to make this as interactive as possible.
- Please pose any (concise, as in Tweet length) questions for our panellists in the Chat window (accessed via speech bubble icon).
- Avoid distraction during presentations by closing Chat window.
- More Act TravelWise webinars will be coming up:  
<http://www.acttravelwise.org/events/>
- Please join us as a member if you haven't already done so, to support us in organising these webinars and future events:  
<http://www.acttravelwise.org/membership/>
- Act TravelWise questions to Sean Ford at  
sean@acttravelwise.org.



## **Mission: To make transport in the UK more sustainable**

We help people and organisations to meet their travel needs in ways that support community well-being, protect and enhance the environment and improve public health.

We're focused on building expertise and experience in travel behaviour change and transport demand management - by providing training and events, tools and resources, marketing support and collaborative partnerships.

We support UK organisations of all sizes seeking to shift away from single-occupancy car use and increase the uptake of walking, cycling, public transport and shared transport.

# 'Creating a Blueprint for a Post-Covid World - Local, Connected, Clean & Active'

## Conference Programme

- Session 1: Opening Session – Tues 26 January, 10:00 am, sponsored by [Cyclehoop](#)
- Session 2: Localisation & Proximity Planning – Tues 26 January, 1:30 pm
- Session 3: Connected & Integrated Transport – Wed 27 January, 10:00 am, sponsored by [BetterPoints Ltd](#)
- Session 4: Clean Air & Decarbonising Transport – Wed 27 January, 1:30 pm, sponsored by [Commonplace](#)
- Session 5: Boosting Active Travel & Micro-Mobility – Thurs 28 January, 10:00 am, sponsored by [SYSTRA](#)
- Session 6: Closing Session (with pub-style quiz) – Thurs 28 January, 1:30 pm

# Conference Theme Description

The Covid landscape in transport and urbanism has brought in a host of changes – some positive, some negative and some still with a high degree of uncertainty. Rather than just letting things go ‘back to normal’ or change for the worse, we have an opportunity to shape our future according to a positive vision, building upon models developed in Paris, Melbourne and those much closer to home.

We have learned to appreciate the sense of place and sense of community that comes with spending more time locally. We have rediscovered walking and cycling, with councils taking steps to make active travel more viable for more journeys. We have found that so many of our previous trips were not as necessary as we had assumed.

At this conference, we will take the next step and focus on cutting-edge measures that can be introduced to support these positive trends, and to discourage a return to ‘the old normal’.

## Session 3 sponsored by



BetterPoints

### Session Programme

- Welcome
- Overview of conference and sub-themes
- Chair: Dan Gipple, Founder, BetterPoints Ltd
- Nicola Kane, Head of Strategic Planning, Insight and Innovation, Transport for Greater Manchester
- Deborah Fox, Head of Demand Management, Transport for West Midlands
- Ranald Robertson, Director, HITRANS, on the Go-Hi project, with Ross Basnett, Strategic Account Director, FleetonDemand (Mobbileo)
- Questions, discussion and conclusions



# BetterPoints

REWARD YOURSELF • REWARD YOUR WORLD

## **We change behaviours (with technology that actually works)**

BetterPoints has been at the forefront of incentive-led Behaviour Change technology since 2010, when we built the world's first behaviour change management system.

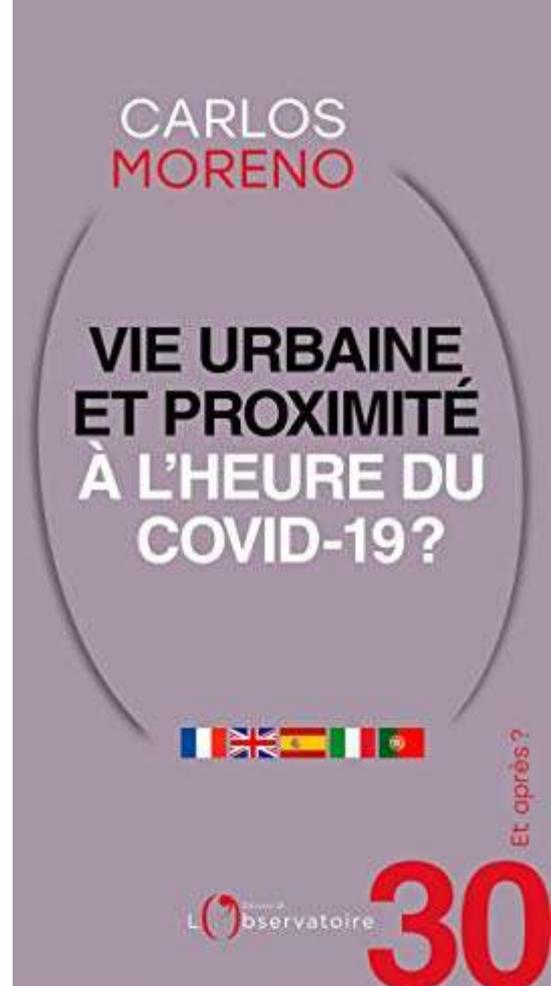
Since then, our award-winning team has helped numerous organisations encourage positive, healthy changes of habits.

Businesses and public bodies in the UK and beyond have chosen our platform to motivate employees, customers and citizens to make positive changes to their behaviour – be it travelling more sustainably, recycling more or being more physically active.

## Quick Fire Competition (two questions) after the presentations, questions and discussion:

The first person to get the correct answer in the chat window wins a multi-lingual e-book (PDF download): 'Urban Life and Proximity at the Time of Covid-19?' by Professor Carlos Moreno

So pay attention...



## Session 3 Presenters



**Chair:**  
**Dan Gipple**

Founder,  
BetterPoints Ltd



**Nicola Kane**

Head of Strategic  
Planning, Insight and  
Innovation, Transport for  
Greater Manchester



**Deborah Fox**

Head of Demand  
Management,  
Transport for West  
Midlands



**Ranald Robertson**

Director, HITRANS, on  
the Go-Hi project



**Ross Basnett**

Strategic Account Director,  
FleetonDemand (Mobbileo)



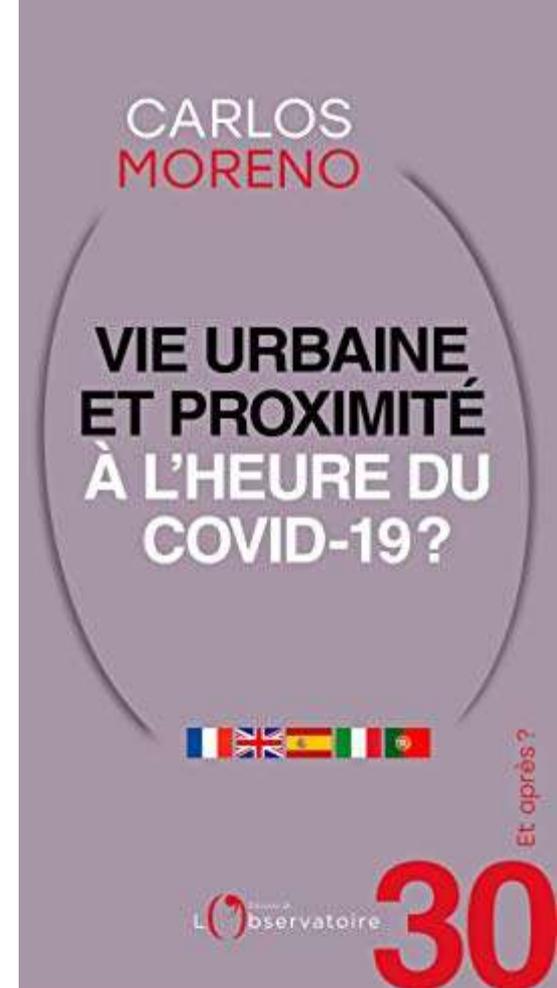
## Questions and Comments?



## Quick Fire Competition:

The first person to get the correct answer in the chat window wins a multi-lingual e-book (PDF download): 'Urban Life and Proximity at the Time of Covid-19?' by Professor Carlos Moreno

Hands on keyboards... Ready?...



## Question 1 of 2

In the West Midlands,  
what percent of road  
traffic is carried on 7% of  
the road network?

CARLOS  
MORENO

VIE URBAINE  
ET PROXIMITÉ  
À L'HEURE DU  
COVID-19?



L'Observatoire

30

Et après ?

## Question 2 of 2

In the Scottish Highlands,  
the advert on the bus says  
'Dial M for \_\_\_\_\_'?

CARLOS  
MORENO

VIE URBAINE  
ET PROXIMITÉ  
À L'HEURE DU  
COVID-19?



L'Observatoire

30

Et après ?



# Act TravelWise

## Annual Conference 2021

### Closing Words & Follow Up

- Thank you to our presenters and participants for joining us!
- Thank you to  BetterPoints our sponsors!
- The recording link and presentations will be circulated by Friday, along with a request for feedback.
- Future events will be at <http://www.acttravelwise.org/events/>
- Membership info is at <http://www.acttravelwise.org/membership/>