

National Autumn Conference, Gala Dinner and Awards Ceremony

The Right to Travel - getting more for less

Call for Papers



Main sponsor
of this event

2 and 3 December 2010, Liverpool
Deadline for submissions is 31 July 2010

ACT
TRAVELWISE[®]

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ACT TravelWise is the UK's premier network for all organisations working to promote sustainable travel.

Our vision:

A society in which people and organisations can meet their travel needs in ways that protect and enhance the environment, improve public health and support community well-being.

Our mission:

To support our members in their work to promote sustainable travel through provision of first-class learning opportunities, partnership working, marketing support and networking events, all with a specific focus on building expertise and experience in travel planning and other cost-effective demand management measures.

The Right to Travel?

Do we have a right to travel? According to Article 13 of the Universal Declaration of Human Rights we do:

'Everyone has the right to freedom of movement and residence within the borders of each State. Everyone has the right to leave any country, including his own, and return to his country.'

Freedom of movement is part of the liberty of man. Strong stuff but is it sustainable? With an ever growing population and the depletion of resources can the state guarantee this right? In Britain the state is encouraging sustainable travel behaviour through its campaign 'ACT on Co2' and projects like the sustainable travel towns initiative, but will it in the not too distant future start legislating to prevent travel?

Will citizens only be able to travel at certain times on certain days?

And yet, increasingly, the public sector is expected to promote and support personal mobility more and more with ever decreasing resources whilst the private sector and service suppliers have to operate within a business environment to bring back profits to their shareholders whilst providing services to build a fairer, more accessible society. How can this dichotomy of expectations vs. resourcing continue to deliver improvements to transport systems and support the right to travel, or are we entering a new phase of mobility austerity where at best, we seek to maintain our current transport system with its alleged inequalities?

The new Coalition Government faces many significant challenges to ensure that the economy recovers without placing too heavy a burden on the planet and its resources. This conference will challenge our understanding of sustainable travel and examine practical ways in which we can demonstrate the effectiveness of smarter choices in offering a best value solution to overcome travel issues.

Conference - Key Features

The ACT TravelWise National Autumn conference will tackle the big question - the right to travel - getting more for less. It will attract outstanding, thought provoking and inspiring keynote speakers. We expect a high calibre of presentations within the seminar sessions to encourage debate and opinion forming and show delegates some real practical solutions which they can take away and deliver in their own workplaces.

The conference will make clear links between policy and delivery and is one of the few events that provide sustainable transport practitioners the opportunity to submit a paper. To give delegates the opportunity to attend seminar sessions across a wide range of topics, the sessions will be run twice on each day.

The event will offer delegates the maximum time to network with additional activities such as site visits, a drinks reception and Gala Dinner.

Conference - Audience

The event is aimed at travel planners, policy makers, transport planners, providers of technical advice and consultancy, health authorities, businesses interested in sustainable development and anyone involved in sustainable travel development and the delivery of transport services from both the public and private sector. It is designed to continue building the body of work which already exists in the travel planning and sustainable transport profession.

Presenting a Paper

It is important that abstracts contain sufficient information about the content of the proposed paper and the conclusions or results likely to be reached when the abstract is submitted by 31 July 2010 and presented. Abstracts which identify actual or anticipated outcomes are always particularly welcomed. If your abstract is selected you will be notified by the end of September and at that time you will be asked to confirm that you can:

1. attend the conference and present your paper either on 2nd or 3rd December.
2. deliver your presentation in approximately 10 - 15 minutes followed by questions and discussions.
3. attend the event on the day selected for your presentation by the conference organisers. Attendance at the gala dinner and second day will be charged.

Surgery Sessions

1. Traffic Demand Management - physical measures to influence peoples' travel choices

The sustainable towns initiative and cycling towns projects have clearly shown that, as part of a wider programme of publicity and encouragement, people can change the way they travel when road space is re-allocated. This seminar will offer the opportunity to discuss what practical traffic demand management options already exist to help public and private sector organisations deliver against the new Government's promises for a sustainable transport future and discuss how this type of approach can deliver better results than traditional capital schemes.

2. The Psychology behind our choices

How we think and social norms play a very important role in the choices we make in life. From a transport perspective, psychological models already inform the work we do to encourage the right transport choices. This session will demonstrate a number of effective behaviour change activities in the workplace and education sectors and examine which psychological models lead us to success.

3. Personalised Travel Planning - negotiating change

Are our travel choices borne from ignorance or are there more deep seated barriers to breaking the 'car' habit? Personalised Travel Planning has now become mainstream for many organisations, but how well do we understand the different approaches and their depth of impact. This session will discuss a range of different deliveries and consider how future programmes may develop and whether public service providers have a business interest in using these techniques.

4. Social Marketing - selling a better future

What is the basis of the social marketing concept and are we already using it as a key behaviour change tool. Is it acceptable to promote activities because of their social worth rather than the worth to an individual? Does this offer us a more cost effective alternative to traditional targeted PR? This session will consider



existing social programmes marketing in a range of settings and consider how the lessons learned from these can inform other TravelWise activities.

5. Healthy Travel - Healthy Living: Are we making the right connections?

For years transport professionals have recognised the potential health benefits from promoting sustainable transport whilst the health sector has been increasingly promoting active lifestyles. These two clearly are very similar and yet the health and transport 'silos' rarely work together towards a common set of objectives. Indeed, health sector investment is focussed on cure rather than prevention and yet healthy and active living has a proven potential to massively reduce demand on primary and secondary care. What good practice already exists and how can the business case be made to promote active living as a transport solution?

How to Submit an Abstract

You may submit one or more abstracts by filling out the entry form.

Please supply full contact details of all authors.

Freedom of movement is part of the liberty of man. Strong stuff but is it sustainable?

Abstracts should not include additional material. Abstracts should be sent by email to rhian@acttravelwise.org

The deadline for receipt of abstracts is 31 July, 2010

The Selection Process

The Programme Committee is seeking insight into examples of good projects from all sectors including school, industry, the workplace and the health sector. The Committee will welcome papers which detail local and international projects.

Sponsorship and Exhibition Opportunities

There are opportunities to become a sponsor of this event or be an exhibitor. The sponsorship packages get taken very quickly so book early in order to avoid disappointment!

A detailed schedule of sponsorship and exhibition opportunities is available from Rhiân Davies - rhian@acttravelwise.org.



National Autumn Conference

Call for Papers

2 and 3 December 2010

Name _____ Position _____

Organisation _____

Address _____

Postcode _____ Email _____

Telephone _____ Fax _____

Title of Papers _____

Description of the project/idea _____

Purpose and objectives _____

Implementation and results _____

Conclusions and policy implications _____

Please email abstracts to rhian@acttravelwise.org Deadline for submissions is 31 July 2010

For more information about ACT TravelWise visit www.acttravelwise.org

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