

**ACT  
TRAVELWISE®**



Main Sponsor of This Event

**National Autumn Conference,  
Gala Dinner and Awards Ceremony**  
**A Healthy Approach to Travel Options:  
helping organisations and individuals  
to thrive** 23 and 24 November 2009, The Sage  
and the Assembly Rooms, NewcastleGateshead  
**Conference Programme**



Picture: Graeme Peacock

This conference is being offset by  
 **carbonclear**  
[www.carbon-clear.com](http://www.carbon-clear.com)

Endorsed for Continuing Professional Development by



  
**smarter choices**  
FOR TRANSPORT IN TYNE AND WEAR  
[www.gosmarler.co.uk](http://www.gosmarler.co.uk)

  
The Workplace  
Travel Plan  
Company

**ATKINS** **mvaconsultancy**

## Introduction

'Travel planning for both workplace and schools, has increasingly been a factor in tackling congestion for over a decade. It is growing up ... indeed it has learnt to walk ... and cycle. Travel Planning may have been around a few years, but still has time to grow and mature. The world is changing at a rapid pace ... travel planning is no longer the awkward teenager establishing its purpose in life. So what direction does it take? How does it avoid its role becoming tedious and inactive? How can it continue to benefit people? How does it remain fit and healthy?'

The 2009 ACT TravelWise Autumn Conference provides an opportunity to find out just what shape travel planning is in. Delegates will be encouraged to discuss how much strength and vigour Travel Planning has; and examine what it can do for your health, the health of children, customers and employees ... and the health of your wallet.



Picture: Roger Coulam

Travel planning impacts on health in so many ways. One obvious connection is that the majority of sustainable travel choices increase physical activity. Healthy people tend to be more productive and ... well, healthier. That is good for you and good for business by way of more productivity and less time lost to sickness.

Access to health services is always a hot topic, and sure to generate some good debate at the conference. Travel Planning can impact on all business operations from where services are located and delivered, right to the thorny topic of car parking charges.

There is also the issue of whether the role of a Travel Planner is healthy. Are travel planning professionals receiving the TLC and appreciation that they deserve?

Receive the treatment you ought to have by coming along to the conference. You will have the opportunity to share your knowledge and experience with likeminded travel planning specialists and go way rejuvenated with new ideas.'



## Programme 23rd November 2009

**From 09.00** *Main Conference Registration, Sage-Gateshead*

**09.30 - 12.00** **Optional Site Visits:** West entrance, Sage-Gateshead

- 1) Business Park Site Visit: Cobalt Business Park, Quorum Business Park
- 2) School: Independent Travel - Beacon Hill School
- 3) Visitor Travel Planning: Gateshead College, and Gateshead International Stadium
- 4) Newcastle City Centre: historical and development tour of the city centre

**10.00 - 12.00** **Tyne and Wear Smarter Choices Network Event (AGM)** Hall 2

**12.00 - 13.00** **Lunch Networking and Exhibition** (Barbour Room)

**13.00 - 13.15** **Welcoming Presentation** (Hall 2)  
Neil Scales, Director General and Chief Executive, Merseytravel and ACT TravelWise Chairman

**13.15 - 13.30** **Keynote Presentation**  
Paul Clark MP, Parliamentary Under Secretary of State for Transport

**13.30 - 14.00** **Guest Speaker - Wayne Hemingway MBE**

Creator of the award winning fashion label Red or Dead, Mr Hemingway is also the founder of Hemingway Design which specialises in affordable & social design. He is also responsible for groundbreaking Staiths South Bank project in Gateshead.

**14.00 - 14.45** **Question Time Session: "Is travel planning healthy?"**  
Debate Chair: Dr Gary MacDonald, Transport Policy Manager, Newcastle City Council

Panellists':

- Wayne Hemingway, Hemingway Design
- James Ramsbotham, Chief Executive, North East Chamber of Commerce,
- Dr Karen Lucas, Research Fellow, Oxford University (co-author RAC Foundation for Motoring publication 2008-9 'Cars and Society),
- Mark Ashall, Highbridge Developers of Cobalt Business Park,
- Young Peoples' Environmental Champion

**14.45 - 15:15** **Tea/Coffee Break**  
Barbour Room (Opportunity to visit Exhibitor Stands)

**15.15 - 16.00** **Surgery Sessions\***

<b>Business</b> Sponsored by WorkPlace Travel Company	<b>Schools</b>	<b>Public Sector</b>	<b>Innovation</b> Sponsored by iTRACE	<b>Smarter Choices</b> Sponsored by Atkins
British Telecom – 'It's Good to Walk', BT's experience of travel planning at Adastral Park	Nexus – 'Fare's Fair for Younger People', The Impact of existing concessionary public transport fares	'Devolution, Revolution, Evolution looking at the role of devolution and travel planning in the public sector with reference to health care sites and the implications of free parking:  ● NHS Greater Glasgow and Clyde  ● Newcastle Hospital NHS Foundation Trust  ● South Wales Integrated Transport Consortium	Option C/ Commonwheels – 'Social Enterprise Car Clubs, Unlocking the real potential of communities to kick the car habit.  University of Leeds/ Leeds Met. University: UTravelActive and Velocampus Leeds, promoting active travel across Higher Education	Atkins: Smarter Choices in Rural Communities  Darlington Borough Council: Sustainable Travel Towns – A Regional Perspective

**16.00 - 16.45** **Surgery Sessions repeated as above**

\* *Surgery sessions offer delegates the opportunity to get their questions asked on the issues being presented. Similar to workshops, they are presentations where participants are involved in group discussions and are organised around the theme of the health of travel planning. They allow participants with differing perspectives and priorities to build a common understanding of the problems and opportunities confronting them in their area of work. The intent of the sessions is to identify problems and recommend solutions.*

16.45 - 17.00 **Plenary** (Hall 2)  
Neil Scales, Director General and Chief Executive,  
Merseytravel and ACT TravelWise Chairman

**The Gala Dinner**  
Chandelier Suite, Assembly Rooms

19.00 **Drinks Reception**

19.30 - 00.00 **Gala Dinner, ACT TravelWise Association Awards and Disco**  
The Assembly Rooms, Newcastle  
After dinner speaker Mark Watson, comedian, author, broadcaster  
and founder of the 'Crap at Environment' movement

"A Scholar, a gentleman and a brilliant stand-up" *Evening Standard*

## Programme 24th November 2009

09.00 **Registration**

09.30-09.35 **Plenary - Welcome** (Hall 2)  
Neil Scales, Director General and Chief Executive, Merseytravel  
and ACT TravelWise Chairman

09:35 - 09:45 **Young People's Parliament** (Hall 2)

09:45 - 09:50 **Refresh Session**  
Live Youth Theatre Production

09.50 - 10.00 **Introduction to Surgery Sessions**

10.00 - 10.45 **Surgery Sessions**  
Surgery session themes repeated from day one but the papers are different

<b>Business</b> Sponsored by WorkPlace Travel Company	<b>Schools</b>	<b>Public Sector</b>	<b>Innovation</b> Sponsored by iTRACE	<b>Smarter Choices</b> Sponsored by Atkins
BikeBiz: 'No Sweat' - Making cycling a normal activity	TfL: Wimbledon Schools Walking Incentive Scheme	ATOC: Station Travel Plans, First Year of Pilot Programme	TTR/WestTrans - 'Having Faith in Travel Planning', travel plans for places of worship.	LB Tower Hamlets/ SDG - Personal travel planning on the Ocean Estate
Capital Shopping Centres: 'Changing Behaviour at Metrocentre'	UCL: Overcoming the barriers to healthy travel for children	Ridewise: Cycling for Health Pilot Project - Nottingham	Newcastle City Council/One North East - 'Electric Vehicles Project, cars of the future?	Halcrow/UEA: Residential Personalised Travel Planning Project

10.45 - 11.15 **Tea/Coffee Break**  
Barbour Room (Opportunity to visit Exhibitor Stands)

11.15 - 12.00 **Surgery Sessions**  
Surgery sessions are a repeat of the earlier sessions

12.00 - 12.40 **Young People's Theatre Drama Presentation on Sustainable Travel**  
(Live Theatre Production) sponsored by Eaga and Newcastle City Council.  
How are we leaving the planet for future generations? An exciting collaboration  
between Eaga, Newcastle City Council and Live Theatre brings you an  
entertaining and humorous look at environmental issues through the eyes of  
young people. Using stand up comedy and sketches this event promises to  
enlighten and entertain. These pieces will be devised and performed with  
members of Live Youth Theatre (Hall 2).

12.40 - 13.00 **Plenary** (Hall 2)  
**Closing Summary**  
Neil Scales, Director General and Chief Executive, MerseyTravel  
and ACT TravelWise Chairman

**Lunch, Networking and Exhibition**  
(Barbour Room)

1330 - 1600 **Car Plus AGM** (Seminar Room) (TBC)

## Key Themes

- How is travel planning coping? Is it at its peak condition?
- How do we prevent the millennium generation from becoming the next generation of car owners?
- What new developments will keep travel planning in good health and full of vigour? What can be prescribed to make it better?
- A travel plan is the way to a healthy organisation....not a pain
- Inspiration to take away new ideas and practices so you can continue with your valuable work increasing sustainable travel.
- Networking - mixing with similar professionals for some healthy swapping of ideas.

## Who should attend?

ACT TravelWise Members and associated organisations

- School, workplace and personalised travel plan co-ordinators
- Policy makers, transport planners and engineers from central and local government and private practice
- Providers of technical advice and consultancy
- Researchers, lecturers and students from universities, institutes and research bodies
- Environmentalists
- Health Authorities
- Businesses interested in sustainable development
- Motor manufacturers and dealers
- Marketing/communications managers

In addition to the conference fee discounts available to ACT TravelWise members, there are many other benefits to joining ACT TravelWise. Take a look at our website: [www.acttravelwise.org](http://www.acttravelwise.org) to find out more.

**ACT  
TRAVELWISE®**

For more information about ACT TravelWise visit [www.acttravelwise.org](http://www.acttravelwise.org)

# Booking Form (Please complete a separate form for each delegate)



## Book before 31 September 2009 to get Early Bird Discounts

I wish to attend the ACT TravelWise Autumn National Conference

On both days  
  On 23 November only  
  On 24 November only  
  Gala Dinner only

Title \_\_\_\_\_ Surname \_\_\_\_\_ Forename \_\_\_\_\_

Position \_\_\_\_\_

Department \_\_\_\_\_

Organisation \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Signature of Authorisation \_\_\_\_\_ Date \_\_\_\_\_

Please state any special dietary/access or other requirements \_\_\_\_\_

### Address for Invoice

Purchase order number \_\_\_\_\_

Title \_\_\_\_\_ Surname \_\_\_\_\_ Forename \_\_\_\_\_

Position \_\_\_\_\_

Department \_\_\_\_\_

Organisation \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

### Preferred choice for optional site visit on the morning of 23 November

(please select an order of preference from 1 to 4 with 1 being your most preferred choice.)

- Business Park Site Visit: Cobalt Business Park, Quorum Business Park
- School: Independent Travel - Beacon Hill School
- Newcastle City Centre: historical and development tour of the city centre
- Visitor Travel Planning: Gateshead College and Gateshead International Stadium

### Preferred choice for surgery sessions

(please select an order of preference from 1 to 4 with 1 being your most preferred choice.)

- |             |              |                                   |                                  |  |                                     |  |
|-------------|--------------|-----------------------------------|----------------------------------|--|-------------------------------------|--|
| <b>Mon</b>  | <b>15.15</b> | <input type="checkbox"/> Business | <input type="checkbox"/> Schools | <input type="checkbox"/> Public Sector | <input type="checkbox"/> Innovation | <input type="checkbox"/> Smarter Choices |
|             | <b>16.00</b> | <input type="checkbox"/> Business | <input type="checkbox"/> Schools | <input type="checkbox"/> Public Sector | <input type="checkbox"/> Innovation | <input type="checkbox"/> Smarter Choices |
| <b>Tues</b> | <b>10.00</b> | <input type="checkbox"/> Business | <input type="checkbox"/> Schools | <input type="checkbox"/> Public Sector | <input type="checkbox"/> Innovation | <input type="checkbox"/> Smarter Choices |
|             | <b>11.15</b> | <input type="checkbox"/> Business | <input type="checkbox"/> Schools | <input type="checkbox"/> Public Sector | <input type="checkbox"/> Innovation | <input type="checkbox"/> Smarter Choices |

Please complete this form and return to ACT Travelwise, 1 Vernon Mews, Vernon Street, London W14 0RL  
**Tel:** 020 7348 1970 **Fax:** 020 7348 1989 **Email:** rory@acttravelwise.org **Website:** www.acttravelwise.org

**Please ensure that all cheques are made payable to PTRC re. ACT TravelWise**

## Attendance Fees

### Members

Gala Dinner	£75
Day 1	£165
Day 2	£120

### Non Members

Gala Dinner	£95
Day 1	£185
Day 2	£140

### Special Rates

Early Bird Member Rate	£295*
Standard Member Rate	£350*
Non Member Rate	£395*
Full-time Student	£100

*\*Price includes the Gala Dinner and Drinks Reception on 23 November 2009 and are subject to VAT at 15%*

## Cancellation

Any substitutes or changes in details of delegates must be made in writing. Cancellations received before 30 October 2009 will be subject to an administration fee of £50 + VAT. Cancellation of a confirmed booking after this date, including non-arrival at the event, will be liable for the the full fee.

## To register, please post or fax this form to:

ACT TravelWise, 1 Vernon Mews  
 Vernon Street. London W14 0RL

Tel: 020 7348 1970  
 Fax: 020 7348 1989  
 Email: rory@acttravelwise.org  
 Websites: www.acttravelwise.org

## Accommodation

This is not included in the price however, we have organised a free online accommodation booking service for you: [www.NewcastleGateshead.com/NGIACT](http://www.NewcastleGateshead.com/NGIACT)

## Payment Summary

I would like to join ACT TravelWise for £370 and receive the membership discount for this event

I enclose a cheque payable to 'PTRC re. ACT TravelWise'

Please Invoice

Fee £ \_\_\_\_\_

Membership Fee (if applicable) £ \_\_\_\_\_

VAT @15% £ \_\_\_\_\_

**TOTAL** £ \_\_\_\_\_

Discount code \_\_\_\_\_

Please email me more details of exhibition and promotional opportunities