

HACKNEY CYCLING CONFERENCE

Thursday 17 May 2018
Hackney Town Hall, London

[#ibikehackney](#)



Supported by



Agenda

MORNING

8:30 Ride-thru valet cycle parking opens

First 50 delegates to get the VIP treatment. Ride straight up to the door and have your bike tuned up and kept safe while you enjoy the conference.
Provided by: Cyclehoop and Cycle Confident

9:00 Peak-time infrastructure cycle tour

Meet at Haggerston Station for a peak-time look at cycling infrastructure led by the Hackney Cycling Campaign and finishing at Hackney Town Hall.
Bikes provided by ofo

9:30 Registration opens

10:00 SESSION 1

Jonathan McShane, Chair of the Public Health System Group, Public Health England
Welcome from the Chair

Philip Glanville, Mayor of Hackney

Andreas Røhl, Gehl Architects
It is not about the bike – planning and promoting cycling in Copenhagen

Q&A

11:10 Refreshment break

11:30 SESSION 2

Jeanette Baartman, Delivery Planning Manager, TfL City Planning, Healthy Streets
Developing New Cycle Routes for London

Simon Phillips, Transport Manager, Lambeth Council
Developing a Healthy Route Network

Simon Munk, Infrastructure Campaigner, London Cycling Campaign and **Jeremy Leach**, Living Streets
Low traffic Neighbourhoods

Will Norman, The Mayor of London's Walking & Cycling Commissioner
Cycling and the Mayor's Transport Strategy

Q&A

12:45 Lunch

STREAMED SESSIONS 13:30 Return to Assembly Rooms before streams >>

AFTERNOON

15:00 Refreshment break

15:20 SESSION 4

Dominic Smith, Cycling Infrastructure Manager, Transport for Greater Manchester
Planning for a step-change in cycling in Manchester

Steve Brooks, Director of Sustrans Cymru (Wales)
Planning for cycling in Cardiff – the UK's fastest growing city after London

Dr Kevin Golding-Williams, DfT
Creating active travel communities in England

Laura Laker, Journalist
Cycling is popular; when will politicians get it?

Closing words: **Jonathan McShane**

16:50 Networking and posters
Sponsored by Steer Davies Gleave

18:00 Valet Cycle Parking closes
Please collect bikes and please ride carefully as they will go faster and stop quicker, courtesy of Cyclehoop and Cycle Confident

STREAMED SESSIONS 13:30 Meet in Assembly Rooms

Stream 1: Council Chamber

New models and technologies in the world of bike sharing

Chair: Matthew Clark, Associate, Steer Davies Gleave

Matthew Clark, a specialist in new forms of transport technology, will be chairing a session on new models and technologies in the world of bike sharing. The session will include round table discussions with an opportunity to ask your burning questions about this fast-moving sector to industry experts.

Antonia Roberts, Bikeplus

Joseph-Seal Driver, ofo

Edward Jackson, City of London

Ian Law, Southwark Council

Dominic Smith, Cycling Infrastructure Manager, Transport for Greater Manchester

Stream 2: Assembly Rooms

Behaviour change in journeys to work, leisure and education

Chair: Adam Walker, Business Manager, Modeshift

Presentations in this stream are mix of pecha kucha (PK) and standard

Camera enforced car-free zones around schools and launch of the School Streets toolkit

Dominique Humbert, Sustainable Transport Planner, Hackney Council

Achieving modal shift with 76,500 workers (PK)

James Palser, Senior Project Officer – Heathrow Cycling Partnership, Sustrans

Cycling and the Workplace (PK)

Neil Webster, Director, Remit Consulting

Cycle to the Lane: campaign for Spurs fans to cycle to the new grounds

Kevin O’Sullivan, Principal and cycle campaigner, Cycle Legal Solicitors

Cycling with children and the Hackney Cycling Campaign and CarryMe Cargo’s Hackney Family Cycling Project

Alix Stredwick, CarryMe Bikes CIC

Quick win, low cost interventions across all three areas (PK)

Stream 3: Committee Room

Non-cycling necessities to facilitate cycling

Chair: Bruce McVean, City of London

All presentations in this stream are pecha kucha style

Case Study Amsterdam: improving conflicts between Pedestrians and Cyclists

Peter Siemensma, Senior Transport Planner, Arcadis

The Good, the bad and the ugly: Managing pedestrian / cyclist furniture conflict

Mark Strong, Transport Initiatives

Central London Walking Network

David Harrison, Vice Chair, London Living Street

Reducing Risk from Construction Vehicles to cyclists and walkers

Tom Bogdanowicz, Senior Policy and Development Officer, London Cycling Campaign

Reducing the Grey Fleet

Hülya Ataoğlu, Principal Workplace Travel Officer, Redbridge Council

Potential to replace essential PHV journeys by side-by-side cycle

David Danksy, CTUK

Ultra Low Emissions Streets and innovative timed restrictions

Patrick Donnelly, Low Emissions Neighbourhood Project Manager Hackney Council

Start-ups and commercial innovation in the cycling sector

Josh Liu, Founder, Honor Cycles

Biographies



Jonathan McShane, *Chair of the Public Health System Group, Public Health England*

Jonathan is the Chair of the Public Health System Group for England and for many years led on public health for the Local Government Association. He was Cabinet member for Health and Social Care in Hackney for 8 years where he founded the Hackney Half Marathon. Since 2016 he has been Chair of the Terrence Higgins Trust, Europe's largest HIV charity.



Philip Glanville, *Mayor of Hackney*

Philip Glanville was re-elected as Mayor of Hackney in May 2018 and is the borough's second directly elected Mayor.

Previously a councillor in Hoxton West for ten years, Philip spent six years in various Cabinet Member for Housing roles before becoming Deputy Mayor in 2016. As the elected Mayor of Hackney, Philip has led the direct delivery of thousands of new council homes, demonstrating that local authorities have a key role to play in building a new generation of council and social housing.

Philip is committed to being a campaigning Mayor, standing up for the important role of local councils and for diverse boroughs like Hackney. His vision and plans will continue to see opportunities being created for all of Hackney's diverse communities whilst maintaining a transparent, financially sound and high performing local authority.

Philip was born in Hillingdon, moving to Worcester in the Midlands aged 8, before moving back to London in 1999 to go to university. Philip has lived in Hackney since 2003.



Andreas Røhl, *Associate, Gehl Architects*

Andreas Røhl has extensive experience creating efficient urban transport systems with a consistent focus on transport as a means to creating liveable cities. He has worked at both national and city levels and has acted as a consultant for cities such as Vancouver Berlin and Vienna. His 7 year position as director of the Bicycle Programme at the City of Copenhagen has provided Andreas Røhl with unique insights into delivering on high profile political agendas as well as promoting cycling in urban areas via both hard and soft infrastructure.



Jeanette Baartman, *Strategy and Policy Lead, Transport for London*

Since joining Transport for London as Head of its Sustainability Unit a decade ago Jeanette has focused on establishing and highlighting the links between transport users and the city. She believes that London's challenges are better and indeed only addressed in partnership between TfL and Boroughs businesses and Londoners and is excited that the Mayor's new Transport Strategy provides a clear and ambitious vision for London's future. Jeanette now leads a team set up to direct the focus and priorities within TfL's Healthy Streets investment programme and determined to ensure the right activity is happening in the right places through evidence-led and collaborative planning.



Simon Phillips, *Transport Manager, Lambeth Council*

After stints at the City of London and then Southwark Council Simon now heads up transport policy at Lambeth. His work at both the City and at Southwark came at a time of radical change in perceptions of and planning for cycling within both those organisations – hopefully not entirely a coincidence – and he played a key role in setting up the City Cycling Forum and developing Southwark's Cycling Strategy. His work now encompasses all aspects of transport policy but with a particular focus on cycling – a key priority for Lambeth - and evidence based approaches to network planning.



Simon Munk, *Infrastructure Campaigner, London Cycling Campaign*

Simon is the Infrastructure Campaigner for the London Cycling Campaign. He campaigns for and ensures LCC responds to infrastructure schemes across London including Cycle Superhighways Quietways and mini-Holland schemes. He regularly liaises with the GLA Mayoral team and TfL as well as LCC borough officers and councillors. Prior to joining LCC he was one of the key Waltham Forest Cycling Campaign volunteers involved in helping the council win its hugely successful and influential mini-Holland programme and in countering the "bikelash" that followed.



Jeremy Leach, *Chair, London Living Streets*

Jeremy is Chair of London Living Streets which was formed in August 2016 to speak up for people on foot across London and which is made up of the many local Living Streets groups across the capital. The group campaigns to improve conditions for people who are walking and to reduce the impact of motor traffic in London and strongly supports the Vision Zero Action Plan to reduce road casualties to zero in the longer term. London Living Streets is working closely with the LCC on the My Liveable London campaign around the 2018 local elections. Jeremy is also the London Campaign Co-ordinator for 20's Plenty for Us and well over 40% of all Londoners now live on 20mph roads.



Will Norman, *The Mayor of London's Walking & Cycling Commissioner*

Will Norman is London's first Walking and Cycling Commissioner working to deliver the Mayor's pledges to make walking and cycling safer and easier in the capital.

Will was previously Director of Global Partnerships at Nike. He spent more than three years working with not-for-profits governments UN agencies and European Institutions to tackle the global inactivity crisis with a particular focus on getting children more active.

Prior to working at Nike Will was Director of Research at the Young Foundation and also set up a successful social research consultancy.

Will has a PhD from the London School of Economics. He is an avid cyclist and enjoys both running and walking throughout the capital. He lives with his family in east London.



Matthew Clark, Associate, Steer Davis Gleave

Matthew specialises in analysis of the market for new and enhanced transport services both in the UK and worldwide with a particular focus on urban mobility. Matthew enjoys developing advanced

analytical techniques enabling innovative interpretation of existing publicly and commercially available data sources and surveys.



Antonia Roberts, Director, Bikeplus

Antonia was part of the team which set up Carplus in 1999 and spent 10 years helping to nurture the newly emerging car club industry developing the information programme and accreditation scheme

amongst other projects. Antonia re-joined the organisation in 2015 to set up Bikeplus to support the development of bike share and manage the Shared Electric Bike (EAPC) Programme. For intervening 5 years Antonia managed an Active Travel Project promoting walking and cycling in Leeds for Sustrans.

Antonia has 18 years' experience working in the field of sustainable transport and previously worked in marketing for Oxfam.



Joseph Seal-Driver, General Manager UK & Ireland, ofo

ofo founded in 2014 is the first and largest non-docking bike sharing service in the world currently operating in 250 cities across 24 countries with

12M bikes and ~40M rides a day. In the UK ofo bikes are in operation in London Sheffield Norwich Cambridge and Oxford.

Previously Joseph was the CEO of DriveNow UK the car-sharing service from BMW Mini and Sixt. He had also previously managed cities outside of London for Zipcar UK. Alongside a career in car sharing he has advised start-up companies the Champion Agency and Jumpinstudent.com (who were acquired by Addison Lee) and has also held a voluntary position as the UK Operations Director for a MaaS (Mobility as a Service) Organisation.



Dominique Humbert, Sustainable Transport Planner, London Borough of Hackney

Dominique is an experienced project manager delivering a variety of sustainable travel and travel behaviour change projects addressing transport challenges in London. Working as a

Sustainable Transport Planner for Hackney Dominique managed 'School Streets' an innovative schools air quality and road danger reduction pilot. She has delivered a social marketing and behaviour change project to increase walking in Hackney which achieved joint transport and public health objectives. She is also project manager for Bike around the Borough, Hackney's annual flagship cycling event. Dominique now manages a Business Low Emissions Neighbourhood in Hackney which will deliver urban realm improvements to the pedestrian environment for staff and visitors to a local hospital.



Adam Walker, Business Operations Manager, Modeshift

Adam leads on the marketing and communications for Modeshift. Adam started his career working on public health sport and

physical activity projects at Darlington Borough Council. During this time Adam worked with the Local Motion Project promoting and supporting sustainable travel campaigns across the Borough. Building on his experience of marketing public health projects Adam took the decision to consolidate his marketing experience with formal training from the Chartered Institute of Marketing. He is now an Associate Member of the Chartered Institute of Marketing (CIM) and actively engaged in the CIM CPD Programme. Adam is an experienced marketer and can be found spending much of his time developing and delivering the marketing strategies for the projects he works on. The "end user" or "customer" is the focus of his work and he orientates his marketing to reach his intended audience. Adam can be seen at many of the Modeshift Events poised with camera and phone in hand ready to capture the moments to be shared on social media



Patrick Donnelly, Low Emissions Neighbourhood Project Manager, Hackney Council

Patrick is a project manager that has spent his career delivering projects in London that focus

on sustainability air quality urban design and smart cities. Now working at Hackney his first role was developing the Zero Emissions Network in Shoreditch a project that engaged businesses and encouraged them to take the lead on reducing air pollution. Patrick now manages the City Fringe Low Emission Neighbourhood a project that will transform the local area through innovative new interventions ranging from the creation of ULEV streets to rolling out a 'parklet' programme.



James Palser, Senior Project Officer Heathrow Cycling Partnership, Sustrans

James Palser is an experienced behaviour change professional at Sustrans the charity that makes it easier for people to walk and

cycle. He is the Senior Project Officer on the Heathrow Cycling Partnership; promoting cycling as the natural choice for colleague travel.

His work is focused on in improving commuter travel a journey most people make regularly. Achieving a shift for colleagues to more active sustainable travel modes would have a huge impact in improving public health increasing workplace productivity and environmental improvements.

Before coming to Sustrans James worked as a teacher and as a cycling instructor.



Neil Webster, Director, Remit Consulting

Neil is a Director of the management consultancy Remit Consulting. He focuses on real estate strategies for large organisations - public and private. He is currently assisting a health Trust and a major public body on their estate change programme. How the property industry responds to the rise in cycling has been an interest of Neil's for over a decade. He was involved in a 2012 BCO report on cycling and the workplace and was recently commissioned to provide the 2017 update – The Market Cycles. He is a Trustee of London Cycling Campaign.



Kevin O'Sullivan, Principal and Cycle Campaigner, Cycle Legal Solicitors

After representing cyclists for over 15 years at a medium sized law firm Kevin set up CYCLE LEGAL, the first ever UK law firm that acts only for cyclists in January 2016. Based in Stoke Newington the firm represents injured cyclists in London and across the country. www.cycle-legal.co.uk. Kevin has always believed in a liveable city that prioritises walking and cycling over car domination. Whenever possible he campaigns on cycling issues. He has submitted evidence to the All Party Parliamentary Cycling Group pushed Barclays and Santander to widen the scope of the cycle hire scheme and to Tottenham Hotspur's FC to dramatically increase the number of supporters to cycle to the new stadium opening in August 2018.



Alix Stredwick, Founder and Director, CarryMe Bikes CIC

Alix has worked in sustainable transport for nearly 20 years. Initially involved in campaigning for better rail services she moved towards active travel via a women's cycling project then worked with schools for Sustrans and Hackney Council before spending time as a transport consultant. Her work has included Enfield's Mini Holland scheme and strategic planning at TfL. She set up and heads the social enterprise CarryMe Bikes CIC which specialises in 'all things cargobike' and family cycling. Alix and Hackney LCC run the award-winning Hackney Family Cycling Library part of a highly successful family cycling project funded mainly by Cycling Grants London.



Bruce McVean, Strategic Transportation Group Manager, City of London

For over 15 years Bruce's career has involved exploring and promoting the social economic and environmental benefits of safe and attractive urban environments and sustainable transport. He leads the development of transport policy for the City of London with the aim of ensuring that London's financial district and historic heart remains a great place to live work learn and visit. Previous roles include Principal Strategy Planner at Transport for London Senior Policy Advisor at the Commission for Architecture and the Built Environment (CABE) and Trustee of Living Streets.



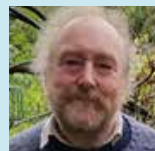
Peter Siemensma, Senior Transport Planner, Arcadis

Peter Siemensma started his career in the Netherlands in 2007 working as a transport consultant and moved to the UK in 2014 to work as a Transport Planner. In 2016 Peter joined Arcadis as a Senior Transport Planner and is helping Arcadis grow their UK business using his Dutch experience in research and infrastructure design in particular for cycling. Peter has worked on the development of the Dutch CROW Guidance for road design in the Urban Area research projects for Forgiving Cycle Ways and is currently working on the development of Cycle Routes in the UK for Transport for London Croydon Council Harrow Council and Aberdeenshire Council.



Mark Strong, Managing Consultant, Transport Initiatives

Mark Strong has over 30 years professional experience of working on sustainable transport and cycling. He has worked for Transport Initiatives on a wide range of projects for local authorities, government and private sector clients. In 2013 he was part of the International Cycling Infrastructure Best Practice Study for TfL. This reviewed cycling in 15 cities across the world and formed the basis for the 2014 London Cycle Design Standards (LCDS). Mark managed the first borough-wide application of the LCDS cycle network planning methodology in 2015. He has worked for London Cycling Campaign and is a member of the Sustainable Transport panel of CIHT. He is an elected community representative on the Brighton & Hove City Transport Partnership



David Harrison, Vice Chair, London Living Streets

David Harrison has had a life-time interest in walking and transport. His doctorate was on medieval roads and bridges which he subsequently published as a book. He became a House of Commons Clerk and as Clerk of the Environment and Transport Committee managed an inquiry into 'Walking in Towns and Cities' in 2001 the first ever inquiry by a select committee into the subject. The report stressed the importance of networks of walking routes. On retirement he joined Islington and London Living Streets and with others is developing the idea of a walking network in Central London.



Tom Bogdanowicz, Senior Policy and Development Officer, London Cycling Campaign

Tom Bogdanowicz is Senior Policy and Development Officer at the London Cycling Campaign. He covers road danger reduction issues and has written a series of articles about lorry safety construction logistics and work related road risk. Bogdanowicz is a member of the multi-organisation Action on Lorry Danger group and also reports on Construction Logistics and Community Safety (CLOCS) activities for London Cyclist magazine and the LCC website.



Hülya Ataoğlu, *Principal Workplace Travel Officer, London Borough of Redbridge*

Hülya started her career in the transport sector in Croydon Council as a Travel Planning Officer in 2012. After a year in Croydon she joined Redbridge Council's Smarter Travel Team and worked on School Travel Plan Development Control Travel Plan and Cycle Training programmes. She is currently working in Redbridge Council as the Principal Workplace Travel Officer looking into reducing grey fleet and increasing sustainable modes of travel within the organisation. She is also the lead officer for the Borough's dockless bike share scheme and car club scheme.



David Dansky, *Head of Training and Development, CTUK*

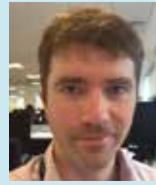
David Dansky a qualified teacher is Head of Training and Development for the worker's cooperative Cycle Training UK (CTUK). David would like to see many more people of all ages and abilities cycle bringing them all the benefits and fun from moving around actively. With this aim CTUK has run cycling projects for people over 60 with mobility difficulties and for people with Dementia and their families. David sees a solution to increasing urban cycling is thinking #beyondthebicycle



Josh Liu, *Founder, Honor Cycles*

Josh Liu is a serial entrepreneur and the founder of Honor Cycles a London based on-demand bicycle repair service startup. He used to be a director at Koobe Global a Foxconn associated manufacturing consultancy firm.

He is also a startup trainer and coach for the Royal Academy of Engineering's Leaders in Innovation programme. Working with hardware startups for 4 years he has seen the challenges startups in the cycling space are facing. Now he is doing his own startup in the this space and has some unique insight to share with the audience. Hopefully more entrepreneurs will innovate in the cycling space and avoid the mistakes other startups have made in the past.



Dominic Smith, *Cycling Infrastructure Manager, Transport for Greater Manchester*

Dominic Smith leads TfGM's Cycling Infrastructure team which is delivering some of the most significant and innovative cycling infrastructure schemes in the UK. He has a background of over 15 years' experience in transport planning traffic engineering and road safety and has previously held senior roles in district authorities within Greater Manchester and in consultancy. He believes cycling and walking are the answers to some of the world's more significant problems.



Steve Brooks, *National Director for Wales, Sustrans Wales*

Steve will discuss what Wales is doing to enable cycling how recent legislation is driving change and how Cardiff – the UK's fastest growing city after London – is responding. Steve previously held senior roles at the Sustainable Development Commission Oxfam and the Electoral Reform Society and joined Sustrans in 2016.



Dr Kevin Golding-Williams, *Head of Cycling and Walking Investment Strategy, Department for Transport*

Kevin led the development of the first statutory Cycling and Walking Investment Strategy and leads on cycling and walking policy and the delivery of the Strategy at the Department of Transport. Previously Kevin was Head of Public Affairs at Living Streets.



Laura Laker is a *freelance journalist specialising in cycling and urban transport.*

She has written for a variety of news and specialist publications, from the Guardian, to Good Housekeeping, to road.cc, bikebiz, and Total Women's Cycling, and others. She also appears on Sky News from time to time to discuss cycling issues, and occasionally chairs panel debates. Laura was nominated as one of Cycling UK's 100 Women in Cycling 2017 and shortlisted for BikeBiz award Cycling Woman of the Year 2018.



Supported by

