

# HACKNEY CYCLING CONFERENCE

Cycling as a catalyst for healthy  
neighbourhoods

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Thursday 27 April 2017

Hackney Town Hall, London

[#ibikehackney](#)



# 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: Cycle Confident and Cyclehoop*

### 8:45 Registration opens

#### SESSION 1

### 9:30 Dr Tom Cohen, UCL Transport Institute

*Welcome from the Chair*

### 9:35 Philip Glanville, Mayor of Hackney

*Welcome*

### 9:55 Dr Ben Goldacre, Senior Clinical Research Fellow, University of Oxford

*Divining truth from fiction in evidence based policy making*

### 10:25 Lucy Saunders, Public Health Specialist, GLA and TfL

*Using your clinical judgement in applying the Healthy Streets Approach*

### 10:40 Q&A

### 11:00 Refreshment break (20 minutes)

#### SESSION 2

### 11:20 Cllr Feryal Demirci, Cabinet Member for Neighbourhoods, Transport and Parks

*Cycling towards healthy neighbourhoods - lessons learned from London's only 'superquietway'*

### 11:55 Riccardo Bobisse, Associate, Steer Davies Gleave

*Place-making and the experience of cycling*

### 12:15 Q&A

### 12:30 Lunch

**STREAMED SESSIONS 13:20** Return to Assembly Rooms before streams (*reference listings at right*) >>

## AFTERNOON

### 15:00 Refreshment break (20 minutes)

### 15:20 Dr Jenny Mindell, UCL

*Assessing and valuing the impacts of busy roads on local people*

### 15:50 Peter Murray, New London Architecture

*Polycentric necessity of future cities*

### 16:10 Dr Will Norman, London Walking and Cycling Commissioner

### 16:30 Q&A

### 16:45 Dr Tom Cohen

*Closing words*

### 16:50 Networking

*Sponsored by Steer Davies Gleave*

### 17:30-20:30 Rollerpalooza debates

**Chair/ referee: Dr Tom Cohen, UCL**

*Debaters go head-to-head in a stationary bike race followed by a short debate in a test of physical and intellectual skill.*

### 18:00 Valet Cycle Parking closes

Please collect bikes and ride carefully as they will go faster and stop quicker, courtesy of Cyclehoop and Cycle Confident.

## STREAMED SESSIONS 13:20 Meet in Assembly Rooms

### Stream 1: Council Chamber

Complementary walking and cycling policy

**Chair:** Bruce McVean, TFL

**Matt Higgins**, TFL

*Mind the Mini-Holland: the potential for behavioural economics to improve the delivery of walking and cycling schemes*

**Simon Munk**, LCC and  
**Tom Platt**, Living Streets

*Healthy Streets: How Walking and Cycling Go Together, And Where They Don't*

**PK: Shaun Scholes**, UCL

*Casualty stats of those in control of vehicles v 3rd party*

**PK: Rory McMullan** City of London

*Policy and action to protect vulnerable road users in the City of London*

**PK: Prof Ruth Oldenziel**, Eindhoven University of Technology

*Learning from Policy Accidents: Cyclists, Pedestrians, Motorists and Public transit in the Modal Split since the 1920s*

### Stream 2: Assembly Rooms

Tools and research

**Chair:** Philipp Thiessen, DfT

**Dr Robert Davis**, Road Danger Reduction Forum

*Policing of close passing of cyclists by drivers: A summary of current initiatives in the UK*

**Roger Geffen**, CyclingUK

*The 'Space for Cycling' campaign toolkit*

**PK: Aled Davies**, Principal Transport Modeller, TFL

*Cycling Network Model for London (Cynemon)*

**PK: Chris Chinnock**, Principal Analyst, Transport for London, Strategic Analysis team

*The Analysis of Cycling Potential in London*

**PK: Dr Claudia Peñaranda**, Principal Technical Specialist, Transport for London, Strategy and Outcome Planning team

*Analysis for developing a Strategic Cycle Network for London*

**Dr James Woodcock**, Centre for Diet and Activity Research, University of Cambridge

*Impacts of Cycling Tool: health and more*

### Stream 3: Committee Room

Built environment and developments

**Chair:** Carl Pittam, Steer Davies Gleave

**Brian Deegan**, TfL

*Cycle facilities and air pollution*

**Zoe Spiliopoulou**, Lead Urban Designer, Sustrans

*Cycling and walking at the heart of an innovative community project in East London*

**PK: Nick Howdle-Smith**, Highway Design Engineer, ThinkStreet

*Creating neighbourhood walking/cycling links through repurposing of streets and destinations in the local area*

**PK: Giulio Ferrini**, Systra

*Cycle Routes to Prosperity – Segregated Cycle Infrastructure and Property Value in London*

**PK: Emily Gould**, Principal Consultant, Steer Davies Gleave

*Mobility as a Service – what does it mean for cycling?*

**Dave Swindells**, Associate, JTP

*Promoting good deVELOpment*

# Biographies



**Dr Tom Cohen, *UCL Transport Institute***  
Tom is a Senior Research Associate at UCL's Centre for Transport Studies. One of several things he does to avoid real work is co-organise Cycling@Tea-time, a periodic gathering that has redefined the concept of tea-time, if not cycling.

Other two-wheeled facts about Tom: whilst a consultant, he worked quite a bit on encouraging people to cycle; he was once a member of Cycling England's now legendary Professional Support Team; he can mend a puncture but struggles with brake adjustment.



**Philip Glanville, *Mayor of Hackney***  
Philip Glanville was elected Mayor of Hackney in September 2016, becoming the borough's second directly elected Mayor. Philip was previously a councillor in Hoxton West for ten years, and spent six years as Cabinet Member for Housing before becoming Deputy Mayor in 2016.

As Cabinet member for Housing, Philip oversaw the delivery of genuinely affordable council homes, with 1,658 new homes for rent and shared ownership being delivered over the four years from 2014. As Mayor, Philip has committed the Council to doubling the number of council homes built from 2018, and for Hackney to become the first borough in London to build 500 Living Rent homes – where no-one pays more than a third of their income in rent.

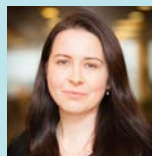
Philip has previously worked for an HIV charity in Old Street and in various roles in Parliament. He was born in Hillingdon, moving to Worcester in the Midlands aged 8, before moving back to London in 1999 to go to university, and moving to Hackney in 2003.



**Dr Ben Goldacre, *Senior Clinical Research Fellow, University of Oxford***  
Ben Goldacre is a doctor, best-selling author, academic and campaigner. His work focuses on uses and misuses of science and statistics by journalists, politicians, drug companies and quacks. His book *Bad Science* has sold over half a million copies worldwide.

In policy work, he is co-author of a 2012 Cabinet Office paper on getting more randomised controlled trials on policy questions; conducted an independent external review in 2012 for the Department for Education on how to improve the use of evidence in teaching; and is co-founder of a successful global campaign for research transparency. He engages with policy makers and has given evidence on numerous occasions to various parliamentary select committees including the Public Accounts, Science and Technology, Health, and Culture Media & Sport.

He currently works as an academic in the University of Oxford, where he runs the EBMdataLab building live data tools to make science and medicine better, like OpenPrescribing and OpenTrials. His blog is at [www.badscience.net](http://www.badscience.net) and he is @bengoldacre on twitter.



**Lucy Saunders, *Public Health Specialist, GLA and TfL***  
Lucy developed the Healthy Streets Approach and leads on embedding this in London. She works for the Greater London Authority and

Transport for London having previously worked across a wide range of organisations from local to international level including NHS, Department of Health, World Health Organisation, London School of Hygiene and Tropical Medicine, private and voluntary sector organisations. She is a Fellow of the UK Faculty of Public Health and has received several awards for her work implementing TfL's Health Action Plan including Transport Planner of the Year.



**Cllr Feryal Demirci, *Cabinet Member for Neighbourhoods, Transport and Parks***  
Cllr Feryal Demirci has been a Labour Councillor in the London Borough of Hackney since 2006 and a member of Cabinet since 2010. In this

role Cllr Demirci covers a wide range of issues including waste management, recycling, streetscene and highway infrastructure, parking, traffic management as well as overseeing Hackney's much loved parks and green spaces. Cllr Demirci has overseen Hackney's transition to London's best cycling borough and is London Councils' cycling champion.

Cllr Demirci is also proud to have enabled Hackney to become the first London borough to introduce Play Streets. As Vice-Chair of London Councils Transport and Environment committee, Cllr Demirci has also taken a lead on raising the profile of air quality and pollution in London.



**Riccardo Bobisse, *Associate, Steer Davies Gleave***  
A recognised Practitioner in Urban Design (UDG) and Design Council/CABE Built Environment Expert (BEE), Riccardo is an urbanist with a multidisciplinary background and over 12 years' of experience in urban design in both the public and private sectors.

He has previously worked on the production of the masterplan for the Old Oak Park development in West London, an 18 ha site strategic to unlocking the opportunity of the wider Old Oak and Park Royal Opportunity Area, as well as other masterplanning, urban design strategies and streetscape projects, with a specific focus on mixed urban schemes and town centre revitalisation strategies in the UK and Europe.

Riccardo applies a rigorously contextual approach to urban design, which explores the role of culture and community participation in placemaking and he has developed a clear understanding of the practical implications of design choices and the potential for integrating good urban design and innovative infrastructural solutions.

At Steer Davies Gleave he has a leading role in our city shaping agenda as being set out by the Mayor of London; mixing urban design and masterplanning with our infrastructure and smart cities capabilities, to help deliver a City for All Londoners.



**Bruce McVean**, *Principal Strategy Planner, Transport for 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 that enable active travel. Over this time Bruce has developed a deep understanding of the transport needs of cities and the relationships between the way people travel and the quality of urban life.

Bruce is currently the strategic lead for walking at Transport for London. Previous roles include Associate Director at Beyond Green, an innovative urban sustainability consultancy that worked on some of UK's largest development and regeneration projects, and Senior Policy Advisor at the Commission for Architecture and the Built Environment (CABE).

Bruce is a Trustee of Living Streets, the UK's national charity for everyday walking, and a member of the Sustrans London Advisory Board. He has previously advised the London Health Commission and the National Institute for Health and Clinical Excellence (NICE). In 2011 he established Movement for Liveable London to promote debate about how changing the way people travel around London and improving the quality of the Capital's streets and public realm can help create a more liveable city.



**Matt Higgins**, *Transport for London*

Matt Higgins currently works for Transport for London (TfL) in the cycling strategy team. He joined TfL in 2013 and leads on Quietways network development, cycle parking and cycling

in the new Mayor's Transport Strategy. Before joining TfL, Matt worked at the London Borough of Hackney on the Zero Emissions Network air quality project, encouraging businesses to adopt cleaner, more sustainable practices. He recently completed the Transport & City Planning MSc at UCL, where he researched the potential for behavioural economics to improve the effectiveness of delivering cycling schemes; winning the 2016 Hounsfeld Prize for his thesis on the topic.



**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 groups, 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.



**Tom Platt**, *Living Streets*

Tom leads on policy, campaigns, and communications for Living Streets, the national charity for everyday walking. He has a background in urban design and an wide-ranging knowledge of walking and the public realm. For the last seven years Tom has campaigned across the UK to improve places for people walking and was recently elected onto the Board of the International Federation of Pedestrians. @Tompson

**Shaun Scholes**, *Research Associate, University College London*

Shaun Scholes is a social statistician working as part of the Health and Social Surveys Research Group at University College London (UCL). I contribute to the annual Health Survey for England reports and have written academic papers on topics such as CHD modelling, airway obstruction, physical activity, fractures and hearing. I was also a Co-Investigator on the Street Mobility Project led by Jenny Mindell here at UCL.



**Rory McMullan**, *City of London*

Rory manages the City of London's Road Danger Reduction and Behaviour Change teams. Rory joined the City in 2016 and comes with over 20 years of experience of promotion of walking and cycling, travel behaviour change, event management and communications. Prior to joining the City, Rory worked for publishing and communications company Landor LINKS, managing the communications programme contract with the Department for Transport for the Local Sustainable Transport Fund and organising Road Safety events for Vision Zero UK, 20s Plenty for Us and the Parliamentary Council for Transport Safety.

Before this he worked for the Institute of Transport and Development Policy in China as their Communications specialist. He was able to perform this role after learning Mandarin Chinese while working in the bicycle industry in Taiwan in the 1990s / early 2000s.



**Prof Ruth Oldenziel**, *professor at the History Division of the Technology Innovation, Society Group at Eindhoven University of Technology*

Ruth Oldenziel (Yale University PhD history 1992) has been an internationally recognized research leader for many years as well as a prolific writer of books and articles, bringing scholars together from many countries and disciplines. Her coauthored book with Mikael Hard, Consumers, Tinkerers, Rebels (2013) was awarded Freeman Prize as part of the Making Europe series. As project leader, her most recent work mobilizes historical research for sustainable urban mobility by examining modal split of cycling, walking, public transit, and automobility in long-term perspective since 1880s. She is PI of the 3-year NWO International Humanities Research Network The Cultural Politics of Sustainable Urban Mobility, 1890-Present (CPSUM) (2015-2018), in which 8 European, 3 Chinese, and 2 U.S. research groups collaborate on cycling, walking, and public transit. Supported by the Foundation for the History of Technology (SHT), she is PI for the research and public outreach program of 100 years cycling policy and practice comparing 14 Cycling Cities in 10 countries, taking Dutch cities as its baseline. She participates in the NWO-SURF Smart Cycling Futures Research consortium (2016-2021); is founding Member of the Dutch Cycling Academy; and received numerous research fellowships, most recently at the LMU Rachel Carson Center for the Environment and Society in Munich (2013-2016) for her project entitled, "Century of Cycling: Pathways towards Sustainability;" and supervises several PhD projects.



**Philipp Thiessen, Head of Appraisal Scrutiny, Economics of Regional and Local Transport, Department for Transport**

Philipp Thiessen is an economic advisor in the Local Economics division of the Department for Transport and is the Department's lead economists for sustainable transport.

Over a ten years career as an economist in Government Philipp has held posts in Defra, HM Treasury, HS2 Ltd. and DECC as well as DfT. He has worked on economic topics in food industry and transport, road haulage and taxation, bioenergy, transport modelling and transport appraisal.

Philipp holds an MPhil in Economics from Oxford University, for his thesis he applied the theory of optimal taxation and investment to the case of transport infrastructure.



**Dr Robert Davis, Road Danger Reduction Forum**

Dr Robert Davis is Chair and a founder-member of the Road Danger Reduction Forum which works with practitioners and campaigners for "real road safety" – Safer Roads for All.

The RDRF ([www.rdrf.org.uk](http://www.rdrf.org.uk)) was set up following publication of his "Death on the Streets: cars and the mythology of road safety" in 1993. He has worked as a transport planner in local government in London, campaigned for danger reduction and broadcast and written on transport policy and safety since the mid-1980s.



**Roger Geffen, CyclingUK**

I first became involved in cycling as a volunteer with the London Cycling Campaign in the late 1980s. I then went on to take active roles in various transport and environment groups including the UK's anti-road movement of the early 1990s.

While working in local government, I gained a master's degree in Transport, focusing on walking, cycling and Local Transport Plan policies. I subsequently worked for a while in transport consultancy, specialising in cycling and sustainable transport projects.

I joined CTC in 2002 and have the challenge of persuading the UK's politicians, the media and the wider public of the need for action to improve cycling conditions, while positively encouraging more people to cycle, whether for day-to-day journeys or for recreation. I also support CTC's network of local volunteer campaigners and am a trustee of the Cyclists' Defence Fund.



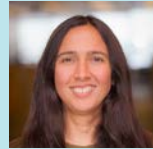
**Aled Davies, Principal Transport Modeller, Transport for London**

Aled Davies is a Principal Transport Modeller in the Policy Appraisal and Sub-regional Modelling team within TfL Planning. He has ten years' experience in transport planning in the public sector and private sector consultancy focussing mainly on strategic modelling both in the UK and Europe. He lead the calibration and validation of the Cynemon model, an innovative new tool representing the routes that cyclists choose across London.



**Chris Chinnock, Principal Analyst, Transport for London, Strategic Analysis team**

Chris is a Principal Analyst within TfL's Planning team, with seven years public and private sector experience in transport planning, analysis and research. He has been responsible for developing the new Analysis of Walking and Cycling potential, designed to understand the potential for sustainable mode shift across London.



**Dr Claudia Peñaranda, Principal Technical Specialist, Transport for London, Strategy and Outcome Planning team**

Dr Claudia Peñaranda is an architect passionate about city planning. She has over fifteen years' experience in the public and private sectors in Caracas (Venezuela), Barcelona (Spain), and London – where she joined the Cycling Strategy Team of TfL in 2014.



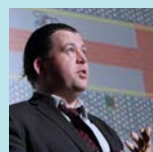
**Dr James Woodcock, Centre for Diet and Activity Research, University of Cambridge**

Dr James Woodcock leads the Public Health Modelling Programme at CEDAR (Centre for Diet and Activity Research). James has led on the development of policy relevant transport health impact models (ITHIM), cycling specific impact models (Impacts of Cycling Tool, [www.pct.bike/ict](http://www.pct.bike/ict)) and spatially detailed behaviour change potential models (Propensity to Cycle Tool, [www.pct.bike](http://www.pct.bike)).



**Carl Pittam, Associate, Steer Davies Gleave**

Carl specialises in behaviour change, cycling, walking and urban realm planning. Carl joined Steer Davies Gleave in 2015 from Sustrans where he was England Director. In this role he was responsible for strategic planning and resourcing of Sustrans' English regional teams delivering a multi-million pound programme of infrastructure and behaviour change projects. Carl played an influential role in the development of walking and cycling infrastructure for the London 2012 Olympic Games; initiating development of a new River Thames Bridge from Canary Wharf to Rotherhithe. In recognition of his contribution Carl was awarded the London 2012 Sustainability Ambassador Award by LOCOG.



**Brian Deegan, Principal Technical Specialist - Cycling Borough Projects and Programmes, Transport for London**

Brian Deegan is a technical specialist in cycling at Transport for London. He was one of the main authors of the London Cycling Design Standards and helps assure design quality on the £1Billion Mayors Vision for Cycling programme. He provides technical advice via the pseudonym @bricycle on twitter (feel free to test him throughout the conference). Brian describes himself as being world famous but only in the world of cycling focussed highway engineering.



**Zoe Spiliopoulou, *Lead Urban Designer, Sustrans***

Zoe Spiliopoulou is Lead Urban Designer at Sustrans, walking and cycling charity. She is the leader of the London Design Team and manages our urban realm schemes across London. She studied Architecture at the National Technical University of Athens, and completed her Master of Architecture on Urban Design at the Bartlett, University College London. Zoe led on the public realm design of Millwall Path on Quietway 1 which was commended at the New London Architecture Awards 2016.

Furthermore, she has led on the design of various Community Street Design projects including Marks Gate that she will be presenting at the Hackney Cycling Conference. Participatory design is one of her greatest interests, and has affected the way she perceives architecture and urban design.



**Giulio Ferrini, *Systra***

Giulio Ferrini is a transport planner and engineer working in the consultancy sector of SYSTRA Ltd. He's not a cyclist, he just cycles. Since obtaining a first class Masters of Engineering (MEng) in Environmental Engineering from the University College of London (UCL), Giulio has worked on a wide range of transport planning and civil engineering projects at JMP and SYSTRA. Key examples include the Bedford Town Centre Transport Strategy, Hinkley Point C Walking and Cycling Improvements and the design of eight Cycle Enfield Greenways.



**Emily Gould, *Principal Consultant, Steer Davies Gleave***

Emily has recently joined Steer Davies Gleave as a Principal Consultant in the Intelligent Mobility team, having a specialism in mobility-as-a-service and alternative fuelled vehicles. Prior to joining Steer Davies Gleave, Emily worked at Schneider Electric in the Electric Vehicle team whilst completing an Engineering Doctorate in Sustainability for Engineering and Energy Systems.



**Dave Swindells, *Associate, JTP***

Dave is an architect at JTP, who undertake placemaking projects at every scale, from cities and towns, to neighbourhoods, streets and the design of individual buildings. With over 13 years of architecture and urban design experience, he has particular expertise in high density residential developments. In these urban locations, proximity to employment and amenities provide excellent opportunities for cycling and active travel.

He will be speaking about how we can create cycle-friendly residential buildings and how the humble bike store could be re-imagined as both a marketing opportunity for developers and a meeting place for residents; encouraging cycling, and helping to create a sense of community.

[www.jtp.co.uk/about-us/people/dave-swindells](http://www.jtp.co.uk/about-us/people/dave-swindells)



**Dr Jennifer Mindell, *Reader in Public Health, UCL***

Dr Jennifer Mindell is Reader in Public Health at UCL, where she leads the Street Mobility project and also the Health Survey for England team. A public health doctor, she is based in the Health and Social Surveys Research Group in the Department of Epidemiology & Public Health and is also the Health lead for UCL's Transport Institute. She is Editor-in-Chief of the Journal of Transport and Health; former Co-chair (Science) of the Transport and Health Study Group; and leads for transport and health on the Faculty of Public Health's Health Improvement Committee, which she also chairs.



**Peter Murray, *Chairman New London Architecture***

Peter is Chairman of New London Architecture (NLA). He trained as an architect and has been involved in the environmental debate and the creation of better cities for most of his career. He was editor of the RIBA Journal and founder of Blueprint magazine. He has curated a number of major architectural exhibitions and is President of the global communications consultancy Wordsearch. He is founder of the London Festival of Architecture, a visiting professor at IE University in Madrid, Chairman of The London Society and, as a member of Boris Johnson's Design Advisory Group, was closely involved with the Mini-Holland programme. He is a director of the Center for Active Design in New York, of the Construction Industry Cycling Commission and the Ealing Cycling Commission. In 2013 he cycled from Portland Oregon to New York City studying en route what US cities are doing to improve cycling infrastructure.



**Dr Will Norman, *London Walking and 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.

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