



## UK Bus & Coach Conference 2022: Sponsored by Backhouse Jones Conference Programme

Welcome to the UK Bus & Coach Conference 2022.

2021 was a momentous year for the bus industry with the publication of the UK Government's National Bus Strategy, which set out the plans for more reliable, frequent and cheaper services for passengers. We also saw the coach industry begin to bounce back from an incredibly difficult 2020 as leisure travel began to return.

This conference is a chance for operators to tackle current issues head on and be challenged to think about how they can do things differently to ensure they are playing their part to deliver better services for passengers and the UK's ambitious climate change targets. Across the two-day conference delegates will hear from industry experts and will have the chance to submit their own questions for discussion.

A full programme and information about the conference speakers is below.



### **Conference Chair: Robert Jack**

Robert is Managing Editor and Publisher of Passenger Transport, which he co-founded in 2011 to provide this vital sector with a first class source of news, analysis and comment. He has worked as a journalist, editor and publisher in the passenger transport sector for more than 20 years. He has also played a key role in organising and promoting many conferences and events.



## Day 1

### 9.30-10.30am Session 1: The future of bus and coach

With the bus and coach industries facing a crucially important year where demand needs to return, in this session delegates will hear first-hand the Government's vision for buses and coaches.



**Speaker: Baroness Vere**

Baroness Vere of Norbiton was appointed as a Parliamentary Under Secretary of State at the Department for Transport on 23 April 2019. She was previously a Government Whip from 21 December 2016 to 26 July 2019.



**Speaker: Graham Vidler**

Graham joined CPT as Chief Executive in May 2019. Prior to joining CPT Graham worked in a wide variety of roles in financial services, most recently as Director of External Affairs for the workplace pensions trade body, the Pensions and Lifetime Savings Association. He has also worked as a researcher in both the House of Commons and the Scottish Parliament, led the policy team at Which? and, as Director of Communications, was a member of the start-up team which created the UK's largest pension scheme, NEST.



## 10.45am-12pm Session 2: Improving bus services – are we getting it right?

Bus Service Improvement Plans (BSIPs) have been created across England with the aim of creating successful partnerships between operators and local authorities. Our expert panel looks at the emerging trends and will share their views on whether BSIPs are focusing on the right issues and what they want to see from bus services across Great Britain in the future.



**Speaker: Alison Edwards**

Alison is CPT's Head of Policy and is responsible for CPT's engagement with Government. She was previously a Civil Servant and has also worked in the charity sector.



**Speaker: Huw Merriman**

Huw is chair of the Transport Select Committee and has been MP for Bexhill and Battle since 2015. The Transport Select Committee under his chairmanship has held inquiries and evidence sessions on a wide range of issues including the National Bus Strategy, the impact of Covid-19 on public transport and decarbonisation.



**Speaker: Helena Bennett**

Helena is a senior policy adviser at Green Alliance, an environmental think tank and NGO. She works in the climate policy team and leads on decarbonising transport. Prior to working at Green Alliance, Helena was the sustainability lead in the innovation team at PwC and worked with the Climate Vulnerable Forum.



**Speaker: Henrietta Brealey**

Henrietta is CEO of the Greater Birmingham Chambers of Commerce. Prior to becoming CEO in 2021, Henrietta was Director of Policy & Strategic Relationships leading the GBCC's research, policy, stakeholder engagement and campaigns activity as well as management of the GBCC's top tier of membership: the Patronage group. In 2019 she was named as one of Birmingham Live's Brum 30 Under 30.



**Speaker: Martijn Gilbert**

Martijn is the Managing Director of Go North East plus the subsidiary company East Yorkshire. Prior to joining Go-Ahead in 2018, Martijn spent nearly four years as the Chief Executive of Reading Buses, an operation famed for a number of industry innovations and best practice. Prior to this, he spent seven years at Arriva in both bus and rail divisions, following six years in the independent sector running his own small bus and coach business. He is also a Fellow and Board Member of the Chartered Institute of Logistics and Transport.



**Speaker: Tobyn Hughes**

Tobyn is Managing Director of Transport North East which develops and delivers shared transport policy for the area's councils, including a new £6.8bn North East Transport Plan to move the region towards a green, healthy, dynamic and thriving transport system. He plays leading roles in Transport for the North and the Urban Transport Group.





**Speaker: Will Soloman**

Will is the representative for the Youth Work Unit Yorkshire and the Humber, which is a regional infrastructure organisation working directly with young people, through a range of regional youth voice platforms, overseen and facilitated by a regional Youth Voice Steering Group. The Steering Group identify issues that impact negatively on young people and co-create solutions with their peers and organisations or individuals who are in a position to make positive change.

## 12.15-1.30pm Session 3: Changing behaviours

The Committee on Climate Change has said that to be on track for net zero by 2050 we need to see one in ten car journeys made today made by bus by the end of this decade. This will require a fundamental change in behaviour, but how do we get there and what are the trigger points for car users to reconsider their travel choices?



**Speaker: Jane Davidson**

Jane is the author of *#futuregen: Lessons from a Small Country*. From 2000 - 2011, she was Cabinet Minister for Education, then Environment and Sustainability in Wales where she proposed legislation to make sustainability the central organising principle of government: the Wellbeing of Future Generations (Wales) Act came into law in 2015.



**Speaker: Will Sandbrook**

Will is the Managing Director of Nest Insight, the research arm of the Nest pension scheme. He's worked for 18 years in strategy, public policy, research and communications roles in the personal finance and pensions fields, including working for the UK government on financial inclusion policy and the design and implementation of their landmark automatic enrolment programme.



**Speaker: Andrew Schein**

Andrew oversees projects in The Behavioural Insight Team's work in energy, transport, and circular economy policy. Before joining BIT, Andrew worked as an Energy Specialist at Bulb and, before that, as a project manager at Feedback, an anti-food-waste environmental campaigning organisation.

## 1.45-2.45pm Headline sponsor session with CPT monthly Operations update

James Backhouse from Backhouse Jones takes a medium term look at the huge regulatory challenges facing the bus sector. This talk will focus on the Bus Back Better policy document and its impact, Enhanced Partnerships, franchising, the green-agenda and data-led regulation and what these mean for operators.



**Speaker: James Backhouse**

James qualified as a solicitor in 1992 and began specialising in road transport law in 1994 when he joined the family practice which has specialised in transport law since 1930. James is recognised as being an expert in all aspects of road transport regulation and is widely respected as an authority on drivers' hours, driver training and Working Time issues.



### **3-4pm Session 4: Delivering for left behind communities**

While levelling up are buzzwords in the UK government and brought the Conservatives unprecedented electoral success what do they mean in practice and do they have a meaning beyond England?



**Speaker: Andrew Jones, MP**

Andrew has been MP for Harrogate and Knaresborough since 2010 and was previously Transport Minister under Theresa May. During his political career Andrew has also served as the Parliamentary Private Secretary to Transport Secretary Justine Greening, and then to Chief Whip Andrew Mitchell.

### **4pm Young Bus Managers Network event**

## **Day 2**

### **9.30-10.15am Session 5: Sam Tarry, Shadow Transport Minister**

With a General Election on the horizon, we speak to Shadow Transport Minister on what we can expect from a Labour government for bus and coach.



**Speaker: Sam Tarry**

Sam is the Shadow Transport Minister and has been the Member of Parliament for Ilford South since he was elected in 2019. After this election, Sam was appointed to the Transport Select Committee in March 2020, where he served until 22 February 2021. Sam was appointed as the Shadow Transport Minister in January 2021



## 10.30-11.45am Session 6: Growing Domestic Tourism

Tourism was hard hit during the first year of the pandemic but in 2021 was fuelled by a strong domestic market as international travel remains restricted. How can the bus and coach industry help keep some of these people at home for their holidays as the pandemic eases?



**Speaker: Rob Dickson**

Rob joined VisitScotland in August 2021 and is the Director of Industry and Destination Development. He has over thirty years' experience in senior public sector roles. Responsible for delivering a wide range of services and projects involving economic development, tourism and environmental issues.



**Speaker: Phil Smith**

Phil is CPT's Coaching Manager, joining the team in May 2021. Phil started his career in the coach sector working with National Travel East and has experience of the whole spectrum of coaching including private hire, excursions and international operations working with operators from Plymouth to Cumbria. In his later career, he has had extensive experience of lobbying local authority and government stakeholders.



**Speaker: Heledd Owen**

Heledd is Director of Marketing – Business and Tourism, Visit Wales. Heledd has worked in a variety of private and public sector communications roles.

Most recently Heledd was Head of Communications for Climate Change at the Welsh Government advising Ministers on marketing, stakeholder, crisis, media and digital communications.





**Speaker: Emma Peters**

Emma is Stonehenge and National Travel Trade Senior Marketing Manager for English Heritage. She joined the Travel Trade team in 2013 from the Philharmonia Orchestra at London's Southbank Centre and was previously part of the National Trust's marketing team.

## 12-1.15pm Session 7: Recruiting and retaining excellence within the bus and coach sector

In a competitive labour market and some warning of a turnover tsunami or a war for talent how can the bus and coach sector recruit and retain its workforce?



**Speaker: Karen Cooper**

Karen is Head of Stakeholders at Blackpool Transport. Joining Blackpool Transport in 2015, more recently, steering the business with over 600 staff through one of its most challenging periods to date, the organisation recognises the need for sustainable organisational development and Karen is leading on a programme of change to upskill, engage and empower its workforce for decades to come.



**Speaker: Candice Mason**

Candice is from Masons Coaches, a family operated business running for over 35 years, based in Tring Hertfordshire. Candice's successful career outside of coaching has enabled her to bring a fresh set of eyes and a different perspective to how Masons Coaches approach challenges.

Masons Coaches employ 35 staff, 4 of which are apprentices, and have successfully put through 4 people on their purpose designed training programme.



**Speaker: Claire McCartney**

Claire is the Resourcing and Inclusion Policy Adviser at the CIPD. Claire specialises in the areas of diversity & inclusion, flexible working, resourcing and talent management. She has also conducted research into meaning and trust at work, age diversity, workplace carers and enterprise and has worked on a number of international projects. She is the author of several reports and articles and regularly presents at seminars and conferences.

## 1.30-2pm Headline sponsor session

Join Jonathon Backhouse from Backhouse Jones as he highlights the era of digitalisation from an operator's perspective. From filing cabinets and folders bursting with paperwork to digital systems managing maintenance records and forward planning. Jonathon will discuss tips and provide a whistle stop tour of what works and what doesn't.



**Speaker: Jonathon Backhouse**

Jonathon is the seventh generation of solicitor in a continuous lineage that can be traced back to his ultimate grandfather who first practised law in 1819. Jonathon acts for logistics and passenger carrying clients throughout the UK and specialises in Public Inquiries, Health and Safety investigations, Crown Court matters representing operators in serious criminal cases

such as prosecutions for causing death by dangerous driving, corporate manslaughter and serious Health and Safety offences.



## **2.30-3.45pm Session 8: Getting heard on modal shift**

With increasing focus on electrification of vehicles as the way to deliver decarbonisation, Roger Harrabin, BBC's Energy and Environment Analyst looks at what the industry needs to do to get decision makers and the media to pay more attention to modal shift.



### **Speaker: Roger Harrabin**

Roger has cemented his place as one of the media's most influential voices on environment, transport, energy, and all things green after reporting on these issues for over two decades. His current role is the BBC's Environment Analyst, working across all media from the Today Programme to the Ten O'Clock News, Newsnight and BBC World. The environmentalist has been highly skilled in influencing public opinion and policy in his role with the BBC.

## **3.45pm Closing remarks from CPT President Jane Cole**