

# Festival Programme (as of 20/10/20)



## Week one (2-6 Nov)

### Monday 2 November - Focus on young drivers

10am: Keynote presentation  
**Young drivers & GDL - an update on the current Transport Committee enquiry**  
Dr Neale Kinnear, Head of Behavioural Science, TRL

2pm: Fringe presentation  
**Drive Like Gran's in the Car: Motivating 'invincible' young drivers to drive more safely, with a brave new approach to road safety advertising**  
Claire Prentice, Head of Safer and Greener Marketing, Scottish Government

### Tuesday 3 November

10am: Fringe presentation  
**Project EDWARD: an update on 2020 and early plans and ideas for 2021**  
James Luckhurst, Founder, Project EDWARD  
2pm: Live discussion

### Cycling - how can we increase participation while ensuring/improving safety?

Chaired by: Nick Rawlings, Road Safety GB Web & Comms Team  
Panellists: Emily Cherry, Executive Director, Bikeability Trust; Duncan Dollimore, Head of Campaigns, Cycling UK; and Sonya Hurt, Road Safety Manager, Derbyshire County Council

### Wednesday 4 November

10am: Fringe presentation  
**People & Places: Using data to identify and promote active travel solutions**  
Steve Ferris, Programme Manager, Agilysis & Safer Roads Berkshire

2pm: Workshop  
**Introduction to road safety delivery - an introduction to a new course developed by the Road Safety GB Academy**  
Facilitated by Alan Kennedy, Executive Director, Road Safety GB

### Thursday 5 November - Roads policing & enforcement

10am: Keynote presentation  
**Government review into roads policing - an update**  
Assistant Chief Constable Steve Barry, Department for Transport

2pm: Fringe presentation  
**Why we are wasting our time with speed enforcement?**  
Tim Gibb, Founder & CEO, AutoSpeedWatch

### Friday 6 November - Motorcycle Friday

10am: Podcast  
**Motorcycles - the forgotten mode of transport?**  
Featuring Colin Brown, Director of Campaigns & Political Engagement, MAG

2pm: Fringe presentations (x3)  
**Changing motorcyclists' behaviour: Designing and trialing new road markings to help riders approaching bends**  
Professor Alex Stedmon, Science Witness Ltd

**The New Kid on the Block!**  
Heidi Duffy MBE, Facilitator, National Young Rider Forum

**A close shave with Dave: promoting PPE and other safety initiatives for young riders**  
South Yorkshire Safer Roads Partnership

## Week two (9-13 Nov)

### Monday 9 November - Focus on pre-drivers

10am: Keynote presentation  
**Pre-driver Theatre & Workshop Education Research: reviewing current practice and trialling a new approach**  
Elizabeth Box, Head of Research, RAC Foundation

2pm: Fringe presentation  
**Lessons learned from the Pathfinder pre-licence novice driver development programme**  
Professor John Beckford, Trustee, The Under 17 Car Club Charitable Trust & Co-designer of the Pathfinder Initiative

### Tuesday 10 November - Children & the school run

10am: Fringe presentation(s)  
**Children and the Roads: Who are the children most at risk of road traffic injury?**  
Dr Sarah O'Toole, Research Associate, Centre for Transport Studies, University College London

**Suffolk's 'Go back to school' videos**  
Iain Watson, Senior Road Safety Officer (Education), Suffolk County Council

2pm: Live discussion  
**The School Run - keeping pupils & parents safe while encouraging them to walk and cycle more often**  
Chaired by: Liz Brooker MBE, Road Safety and Sustainable Transport Manager, Lewisham Council  
Panellists: Carla Leowe, Road Safety Officer, Westminster Council; Dr Adrian Davis, Professor of Transport & Health, Edinburgh Napier University; and Jennifer Wiles, Regional Director (North), Living Streets.

### Wednesday 11 November - Behavioural change

10am: Fringe presentation  
**Enabling large scale road assessment programs using mass telematics user behaviour data**  
Dr Sam Chapman, Chief Innovation Officer, Co-Founder and Director, The Floor

2pm: Workshop  
**How to make your campaigns more meaningful and memorable by applying Behavioural Insights**  
Facilitated by Nicola Wass, CEO, So-Mo-Co Ltd

### Thursday 12 November

10am: Keynote presentation  
**Road Safety GB - meet the new chair!**  
Philippa Young, incoming Chair of Road Safety GB (as of 10 Nov 2020) & Group Manager for Traffic and Road Safety, Warwickshire County Council

2pm: Fringe presentation  
**What impact have Joint Strategic Needs Assessments (JSNAs) had on the delivery of local road safety programmes?**  
Becky Needham, Road Safety & Evaluation Officer, RoSPA

### Friday 13 November

10am: Podcast  
**Road Safety Week 2020 - what's happening around the country?**  
Featuring Josh Harris, Director of Campaigns, Brake

2pm: Fringe presentation  
**The Role of Driving Mobility Within the National Road Safety Framework**  
Annie Wallace-Stanley, Driving Advisor, Driving Mobility

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## Week three (16-20 Nov)

### Monday 16 November

10am: Keynote presentation

#### **Automated Lane Keeping - a ground-breaking moment in the history of driving**

Duncan Kay, Head of Vehicle Engineering, International Vehicle Standards Division, Department for Transport

2pm: Fringe presentation

#### **A Nudge in the Right Direction; Embedding Physical Nudges in some of the UK's Most Dangerous Pedestrian Crossings**

Tanya Fosdick, Head of Research, Agilysis & Nicola Wass, CEO, So-Mo-Co Ltd

### Tuesday 17 November

10am: Fringe presentation

#### **'Yeah, but...': The inconvenient truth about mobile phone distraction and what we can do about it**

Dr Gemma Briggs (Open University) & Dr Helen Wells (Keele University)

2pm: Live discussion

#### **Connected & Autonomous Vehicles - what are the road safety challenges?**

Panellists: Dr Huw Davies, Assistant Professor, Institute for Future Transport and Cities, Coventry University; Michael Talbot, Head of Strategy, Zenic (on secondment from the Centre for Connected and Autonomous Vehicles (CCAV)); and Ruth Anderson MCIHT, Data & Digital Lead, IHUB Future Mobility Team, Innovation & Research, Oxfordshire County Council

### Wednesday 18 November

10am: Fringe presentation

#### **The Gig Economy - driving and riding for work: how much do you know about this growing sector?**

Dr Karen McDonnell, RoSPA Policy Adviser and Head of RoSPA Scotland and Carolyn Reid of the Scottish Occupational Road Safety Alliance

2pm: Workshop

#### **Designing effective messaging - an introduction to a new course developed by the Road Safety GB Academy**

Facilitated by Ian Edwards, New View Consultants

### Thursday 19 November

10am: Keynote presentation

#### **COVID-19: how has it impacted on road safety, and what are the implications going forward?**

Richard Owen, CEO, Agilysis

2pm: Fringe presentation

#### **Real Time Air Quality Monitoring Linked to Electronic Signage**

Olly Samways, Head of Sales and Marketing, Westcotec

2pm: Fringe presentation

#### **NTTA: Towing and trailers - tips and hints to improve safety**

Sarah Smithurst MBE, Business Development Manager, National Trailer and Towing Association Ltd

### Friday 20 November

10am: Podcast

#### **Drug driving - the real extent of the problem**

Featuring Ean Lewin, Managing Director & Founder, d.Tec International

2pm: Fringe presentation

#### **Carrot not stick: The role of rewards and nudge theory in improving driver safety**

Dougie Watt, Operations Director, Carrot Insurance

## Week four (23-27 Nov)

### Monday 23 November

10am: Keynote presentation

#### **The Future of Road Safety in Scotland**

George Henry, National Operations Manager for Road Safety Policy and Education, Roads Directorate, Transport Scotland

2pm: Fringe presentation

#### **Grant Spotlight: Presenting a selection of projects funded by the Road Safety Trust of relevance to local authorities**

Louise Palomino, Grants Director & Tanya Qadir, Grants Officer, Road Safety Trust

### Tuesday 24 November

10am: Fringe presentation

#### **Road Collision Investigation Project (RCIP): the investigation process & emerging project findings**

Matthew Dale, Roads Collision Investigation Analyst, Humberside Police

2pm: Live discussion

#### **E-scooters - are they safe or do they pose a threat to users and other road users?**

Panellists: David Davies, Executive Director, PACTS; Graeme Sherriff, Research Fellow, University of Salford; and Jinel Fourie, Head of Central Public Policy, TIER Mobility

### Wednesday 25 November

10am: Fringe presentation

#### **'Don't limit your challenges: Challenge your limits!'**

A panel of five RSO stakeholders (tbc) on fulfilling the new London Road Safety Council President's Challenge

2pm: Workshop

#### **Mates Matter - using social media to change behaviour on the road**

Facilitated by the THINK! campaign team

### Thursday 26 November

10am: Keynote presentation

#### **Raising the Game: a new enforcement strategy for speed cameras**

Emma Kelly, Development, PR & Advocacy Manager, Road Safety Support

2pm: Fringe presentation

#### **RouteGuard for local authorities**

Cheryl Evans, Senior Road Safety Officer, West Berkshire Council

2pm: Fringe presentation

#### **Road safety champions: The Conies are keeping children safe through a new learning platform**

Fay Goodman, Creator and Director, The Conies

### Friday 27 November

10am: Podcast

#### **E-scooters: safety-driven technology?**

Featuring Jo Bullock, Executive Head of Awareness and Education, RoSPA; & Collette Dunkley, External Relations Director, Neuron Mobility

2pm: Fringe presentation

#### **The Honest Truth: involving instructors**

James Evans, Founder, FirstCar

2pm: Fringe presentation

#### **Ending the senseless and unnecessary deaths of our children on the roads**

Bill Carmichael, Founder, ROADMATE