

**Friday 31 March (Day 2) – Session 4 – 11:15hrs**

**All change? New markets for coach and bus**

Travel habits have changed since the pandemic and we can't rely solely on yesterday's passengers making yesterday's journeys. Our speakers look at how we can explore new markets and work together to attract more people out of their cars.



**Speaker: Alison Edwards, Chair, Director of Policy, CPT UK**

Alison Edwards is Director of Policy at CPT, the trade association for the bus and coach sector in the UK. Alison joined CPT in May 2019 after over a decade in the Civil Service as well as time spent working on policy in the charity sector, including for the Consumers Association Which?



**Speaker: Andrew Bradley, Senior Delivery Lead – Net Zero Travel & Transport Team, NHS England**

Andrew has worked in transport for twenty years. Initially working in the London bus industry, he made the leap into the world of local government, working for Surrey, then for City of York and latterly for WYCA.

Andrew joined the newly formed Net Zero Travel & Transport team in April 2022, working to shape the delivery of NHS zero emission travel and transport.

Leading on modal shift, Andrew is working collaboratively to identify and deliver high impact measures to reduce the NHS's Carbon emissions at pace.



**Speaker: Tom Morgan, Managing Director, Trentbarton**

Tom joined the industry in 2009 as a graduate trainee with Norfolk Green following which he joined trentbarton on a management training programme. After spending time in all areas of the business he landed his first management role as a service delivery manager at their Derby depot, before progressing through the ranks to his current role as Managing Director, which he started in March 2023.

Tom has a passion for understanding customer priorities, consistently delivering exceptional customer service, and using innovation and technology to make using the bus a viable, attractive and preferential alternative to the private car.



**Speaker: Matt Clayson, Readygroup**

Matt is a vastly experienced coach and bus executive, having worked in the industry for almost 20 years.

He currently owns one of the biggest SME coach operators in the UK, Readybus Group, providing transport for schools, days out, holidays, sport clubs and adhoc support to business for staff transportation.

Matt began his career in the bus and coach industry after graduating, working in management roles for First Group, before joining Arriva, first as a bus driver, then moving into planning routes and route management.



## Speaker: Jack Quick, Policy Manager, UKHospitality

Jack Quick is Policy Manager at UKHospitality, the voice of over 740 hospitality businesses across the UK. In his role, he focuses on helping businesses stay abreast of key legislative issues and representing the sector to Government, to ensure the voice of the industry is heard throughout the policy making process.

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