

UK Bus & Coach Conference 2022
Conference Programme

Day 1

Chair: Robert Jack, Editor of Passenger Transport

9:30 – 10:15 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.

- Graham Vidler, CPT Chief Executive
- Baroness Vere, Transport Minister

10:45 – 12:00 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.

- Alison Edwards, CPT Head of Policy
- Huw Merriman MP, Chair of Transport Select Committee
- Yorkshire & Humber Regional Youth Work Unit Representatives
- Helena Bennett, Senior Policy Adviser Green Alliance
- Henrietta Brealey, CEO Greater Birmingham Chamber of Commerce
- Martijn Gilbert, Managing Director Go North East
- Toby Hughes, Managing Director Transport North East

12:15 – 13:30 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?

- Jane Davidson, Former Welsh Government Minister and author of *#futuregen: Lessons from a Small Country*
- Jake Reynolds, The Behavioural Insights Team
- Will Sandbrook, Managing Director, Nest Insight

13:45 – 14:45 CPT operations update alongside a presentation from Backhouse Jones

15:00 – 16:00 **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?

- Andy Carter MP

16:00 **Young Bus Managers Network event**

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09:30 – 10:15 **Session 5: Louise Haigh, Shadow Secretary of State for Transport - invited**

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

10:30 – 11:45 **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?

- Rob Dickson, Visit Scotland
- Heledd Owen, Deputy Director, Marketing for Visit Wales
- Emma Peters, Senior Marketing Manager Stonehenge and National Travel Trade, English Heritage
- Amanda Harrington, Bakers Dolphin
- Phil Smith, CPT Coaching Manager

12:00 – 13:00 **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?

- Karen Cooper, Head of Stakeholder and People Engagement Blackpool Transport
- Candice Mason, Director of Business, Masons Minibus & Coach Hire
- Claire McCartney, Senior Policy Adviser, Resourcing and Inclusion, CIPD

14:30 – 15:45 **Session 8: Getting heard on modal shift**

With increasing focus on electrification of vehicles as the way to deliver decarbonisation, what does the industry need to do to get decision makers and the media to pay more attention to modal shift?

- Roger Harrabin, BBC's Energy and Environment Analyst

15:45 **Conference closing remarks from CPT President Jane Cole**