

Equality in Transport Safety

Conference Programme – Wednesday 19 October 2022
9.30-16.30 at the Royal College of Anaesthetists, London



Time	Topic	Speaker
9.00	Registration, refreshments, and networking	
<i>Session One – Kris Beuret OBE, Research Lead, Temple Group</i>		
9.30	<i>Welcome: Key themes for the conference</i>	Kris Beuret
9.40	<i>Morning Keynote: A Westminster view</i>	Ruth Cadbury MP, Member of Parliament for Brentford & Isleworth, and Co-Chair of the Transport Safety APPG
10.00	<i>Tackling Violence Against Women and Girls (VAWG) and the work of the Transport Champions</i>	Helen Davies, Principal Policy and Strategy Officer, Transport for West Midlands
10.20	<i>Equality across transport modes – vehicle design</i>	Matthew Avery, Chief Research Strategy Officer, Thatcham Research
10.40	Questions and discussion	
11.00	Coffee and networking	
<i>Session Two – Equality, Accessibility and Safety – Ian Greenwood, PACTS Trustee</i>		
11.30	<i>Walking for everyone</i>	Stephen Edwards CEO, Living Streets
11.50	<i>What equality means – for the visually impaired</i>	Chris Theobald, Senior Policy, Public Affairs and Campaigns Manager, Guide Dogs for the Blind Association
12.10	<i>Equity, accessibility and safety in active travel</i>	Kay Inckle, Campaigns & Policy Manager, Wheels for Wellbeing
12.30	Questions discussion, summing up	
12.50	Lunch and networking	
<i>Session Three – Chaired by Jennie Martin, Secretary General, ITS United Kingdom</i>		
13.40	<i>Afternoon Chair</i>	Jennie Martin
13.50	<i>Panel – other perspectives in equality in transport safety</i>	Emily Cherry, Bikeability Simon d’Vali, Principal Engineer, Bradford MDC Sarah Gayton, Street Access Campaigns Coordinator, National Federation of the Blind of the UK Dan Philips, Innovation Fellow, Royal College of Art Jerome Sewell, Head of Rollsafe, green transportation division of Unique Talent CIC
14.35	<i>What equality in transport safety means for different demographics and communities</i>	Zoë Cotton, Safety Strategy Manager – Road Risk, TfL
14.55	<i>Message not received - Research into seatbelt use amongst Birmingham’s South Asian communities</i>	Rebecca Hawthorne, Travel Demand Manager, Birmingham City Council and Nicola Wass, CEO, SoMo
15.20	Questions and summing up	
15.40	Tea and networking	
16.30	Close	

In partnership with -



Session 1

Welcome: Key themes for the conference



Kris Beuret OBE
Research Lead, Temple Group

Session 1: Chair

Kris Beuret OBE, MSc, FCILT, FCIHT, TPP is a sociologist specialising in social aspects of planning and transport. Kris directs and develops strategic approaches to stakeholder and public engagement which is so necessary for successful policy implementation and has a special interest in diversity and equality issues. To this end Kris has advised Government, the House of Commons Transport Committee and NGOs such as the Campaign for Better Transport as well as a wide range of professional and national support organizations such as the Disabled Persons Transport Committee and Refuge. Kris is a frequent contributor to transport related policy development for example as a Commissioner for the Independent Transport Commission, a member of the National Highways Research and Innovation Board and previously as member of the Disabled Persons Transport Advisory Committee. Kris has recently co-edited a book “Why Travel? <https://bristoluniversitypress.co.uk/why-travel> and is working on a TV documentary about the social history of walking.

Morning Keynote: A Westminster view



Ruth Cadbury MP
**Member of Parliament for
Brentford & Isleworth**

Ruth Cadbury has been the Labour MP for the west London seat of Brentford and Isleworth (which includes Chiswick, Osterley and Hounslow) since 2015. She is a member of Labour's Shadow International Trade Team and of the Transport Select Committee. She also co-Chairs the All Party Parliamentary Groups on Transport Safety, Cycling and Walking, and Women in Transport.

This presentation looks at the progress and ongoing challenges around equality in Transport Safety. The presentation starts by looking at progress in key areas such as recent revisions to the Highway code and reforms to the criminal justice system. The presentation then explores ongoing challenges such as public transport availability, road safety and vehicle regulations. While this is a broad topic the presentation is based around six key issues: pollution, vehicle safety, road incidents, personal safety, public transport and accessibility. After looking at these six issues the presentation finishes by looking at the possible solutions that the Government could take.

Tackling Violence Against Women and Girls (VAWG) and the work of the Transport Champions



Helen Davies
**Principal Policy and Strategy
Officer, Transport for West
Midlands**

Helen is a Principal Policy and Strategy Officer working at Transport for West Midlands (TfWM). She has been working with Anne Shaw and Laura Shoaf, the Government's chosen Transport Champions, leading on the efforts to tackle violence against women and girls on our transport networks. Through this extensive work, which has involved speaking to a wide variety of stakeholders, we have identified key areas for safety improvements and put forward recommendations to the Department for Transport for making our transport networks safer for all, across the country. This work, has then allowed the West Midlands to deliver on a safe and accessible public transport Commonwealth Games, and has further shaped the recently drafted West Midlands Local Transport Plan, where Helen has been involved in delivering wider social and equality transport policy in this field of work.

The Government appointed Laura Shoaf (Chief Executive of the West Midlands Combined Authority) and Anne Shaw (Executive Director for Transport for West Midlands) in July 2021, as the first Transport Champions and to lead on the efforts to tackle violence against women and girls on the UK's transport networks. Under their role, they have worked with the Department for Transport, as well as passenger groups and the transport industry to identify areas for improvement across the country's transport networks and produced 13 recommendations to bring about real change in this space. This presentation will draw upon the 13 recommendations put forward to government, the methodology undertaken and highlights ways this area has influenced Transport for West Midlands in its own agenda and delivered on a safe public transport Commonwealth Games.

Equality across transport modes – vehicle design



Matthew Avery
Chief Research Strategy Officer,
Thatcham Research

Matthew's current role involves liaison with insurers, vehicle manufacturers, legislators and global NCAP initiatives in all aspects of vehicle safety, with a view to encouraging safer designs and more cost-effective vehicle repair. Matthew is a Euro NCAP Board member and also a key technical advisor for UK insurers working with the Association of British Insurers to advise on new assisted and automated driving technology and its future implications, feeding into new UK Government Legislation around self-driving cars.

Concerns have been raised around gender bias in crash dummies with fears that predominantly male dummies will not protect females in car crashes. This presentation will explain the background of dummy design, how we have the dummies of today and where designs will go into the future. Outcomes using real-world data will be explained and shows that whilst dummies appear more male orientated they're actually gender neutral. And they do a good job at driving vehicle design that protect both genders. However, there are crashes where gender differences do lead to different outcomes and so the presentation will address where the crash dummy goes next.

Session 2

Equality, accessibility and safety



Ian Greenwood
PACTS Trustee

Ian is a road safety campaigner and is undertaking research into the politics of road death for his PhD at the Institute for Transport Studies at the University of Leeds. He brings what is probably a unique set of experiences to road safety in Britain.

Professionally, as a children's nurse, Ian cared for children and young people following trauma from road traffic injuries. In NHS leadership roles he spent more than 30 years running hospitals including trauma services; developing policy, and leading England wide health programmes. So, he saw first-hand the pressure that road crashes place on the NHS.

In 2008, his two daughters were involved in a serious car crash, when the lead car in a racing group of five young people crashed into the oncoming car where his daughters were passengers. Three people died that night; his daughter Alice who was 12 and two young lads in the lead racing car. His other daughter, Clara and their mum were seriously injured.

He left the health service to try to understand why road death and serious injury in Britain seems to be an acceptable risk of mobility, eventually enrolling as a PhD candidate.

His experience of caring for trauma patients, running trauma services, studying public policy, and now researching road safety policy, plus being the dad to two daughters classified as KSI statistics (killed or seriously injured) enables a unique insight into the problems and consequences of not taking road safety seriously.

Walking for everyone



Stephen Edwards
CEO, Living Streets

Stephen Edwards joined Living Streets in December 2018, bringing a wealth of public affairs experience having spent 18 years advising charities, companies and trade associations on their public relations and communications strategies. He has a wealth of education experience as Chair of Governors in a North London Primary School and has been trustee of a number of small charities.

Living Streets, Sustrans and Arup worked together to understand behaviours surrounding walking and explore the factors that impact people's experience of walking. Our joint report – Walking for Everyone – is designed to support national and local governments to improve the lives of people who may be marginalised and make walking and wheeling more inclusive. Stephen Edwards, CEO of Living Streets, will talk through the report's conclusions.

What equality means – for the visually impaired



Chris Theobald
**Senior Policy, Public Affairs and
Campaigns Manager,
Guide Dogs for the Blind Association**

Chris has worked at Guide Dogs since 2014 and works across Guide Dogs' campaigns on inclusive and accessible streets and public transport. Before joining Guide Dogs, Chris studied politics at the University of Exeter and worked at a number of organisations in public affairs, campaigns and communications roles.

Chris will present the results of a survey of visually impaired showing that transport safety is their priority concern. He will also speak on Guide Dogs extensive campaigns relating to transport.

Equity, accessibility and safety in active Travel



Kay Inckle
Campaigns & Policy Manager,
Wheels for Wellbeing

Dr Kay Inckle is Campaigns and Policy Manager for Wheels for Wellbeing, a disabled people's cycling organisation that campaigns for and provides access to cycling through an ethos of mobility justice. Her background is in social science with research interests in intersectional and social justice aspects of mental health and disability. She has published widely in these fields including research with disabled cyclists ([Inckle 2020](#); [2019](#)). She is also a hand cyclist, swimmer, Pilates instructor, writer, environmentalist and vegan.

This presentation highlights the ways in which measures that are used to promote safety in active travel commonly impede Disabled people's access and put them at greater risk than the non-disabled population. These include access barriers that are designed to prevent anti-social behaviour, secure cycle parking, some types of protected cycle infrastructure, public transport design, and threats from public harassment and abuse. These risks and barriers are particularly significant given the health and mobility gaps that Disabled people already endure, alongside that for many Disabled people their cycle is their primary mobility aid.

Panel discussion

Chaired by Jennie Martin, Secretary General, ITS United Kingdom



Jennie Martin
Secretary General, ITS United Kingdom

**Panel discussion
and Session 3: Chair**

Jennie joined ITS United Kingdom, the Intelligent Transport Society for the UK, in 1998. Prior to that, she worked in the City Engineer's Department at the Corporation of London, the local authority for the "Square Mile" financial district of London. Jennie began her working life with the then British Rail in 1986.

Jennie has a BA (Hons) in History from Kings College London, and an MA from the UK's Open University. She wrote her MA thesis on the institutional framework of the introduction of camera technology for traffic applications in London.

She started with ITS (UK) as Membership Secretary, and was promoted to Secretary General in 2004. Jennie is a past Chair of the Network of National ITS Associations, an organisation of 28 European ITS associations. She serves on the UK ITS Standards Committee BSI EPL278, and leads PIARC working group 2.4.3. She is also a Trustee of Bus Users UK and of PACTS.

Jennie is originally from Sweden, but is now a happily naturalised Londoner.

Panel – other perspectives in equality in transport safety



Emily Cherry
Chief Executive
Bikeability

Emily Cherry is the Chief Executive of the Bikeability Trust, whose mission is to get more people cycling, more safely and more often, through Bikeability training; a high-quality cycle training programme for children in schools, funded by the Department for Transport. The Trust strategy to 2025 is to reach 5 million children.

Emily has spent over 25 years in the children's sector, largely at the NSPCC, but also at the Children's Society and Barnardo's. She has experience of running safeguarding services, policy, communications and is a well-known media voice on children especially in the field of online safety. She has worked in practice in a Young Offenders Institute, New Traveller sites and with children in care. She is also strategic advisor to the United Nations Peace One Day campaign, Trustee of My Black Dog (peer to peer mental health charity) and Chair of the Breck Foundation (online safety education). Emily lives in Cambridge with her primary teaching husband and two children.

Panel – other perspectives in equality in transport safety



Simon D'Vali
Principal Engineer,
Bradford MDC

Simon has worked in a highways capacity for 28 years and is currently the Principal Engineer for Traffic at Bradford Metropolitan District Council which covers Traffic Safety scheme installation, Road Safety Education Training and Publicity and Active Travel Measures. He is the current Chair of the West Yorkshire Safer Roads Steering Group and has previously given evidence at Transport Select Committees.

Panel - other perspectives in equality in transport safety



Sarah Gayton
**Street Access Campaigns
Coordinator,
National Federation of the
Blind of the UK**

Sarah has worked with the National Federation of the Blind of the UK for the past nine years raising safety and accessibility concerns on street designs for blind, deaf blind and visually impaired pedestrians. She has used film and media to give blind and visually impaired people a voice to highlight the dangers of street designs that ignore accessibility features required for safe and independent accessibility for blind and visually impaired pedestrians and bus passengers.

Her background is in environmental protection and she has worked in the UK and overseas in this field, as well as having gained experience in running her own artisan bakery business.

Panel – other perspectives in equality in transport safety



Dan Phillips

**Innovation Fellow,
Royal College of Art**

Dan Phillips is a designer and engineer with 30 years' experience in the development of innovative environments, products and services. Dan studied at Imperial College and the University of Cambridge and is an innovation fellow and studio leader at the Intelligent Mobility Design Centre (IMDC) at the Royal College of Art and an associate director at Design Science. He is a Fellow of the Royal Society of Arts and has been a member of a number of institutional advisory groups on cities, sustainability and the built environment.

Panel – other perspectives in equality in transport safety



Jerome Sewell

**Head of Rollsafe,
green transportation division of
Unique Talent CIC**

Jerome Sewell heads Rollsafe, a green transport initiative led by the youth organisation Unique Talent CIC. For two years he has led the development of one London's first micromobility training courses, sat on advisory panels for Transport for London during the launch of the e-scooter rental trial schemes in London in 2021 and has worked with TfL on information campaigns. Jerome also established one of London's first green transportation councils for underrepresented communities that has submitted research to the Transport Select Committee, London Road Safety Council and the Department of Transport.

Session 3

What equality in transport safety means for different demographics and communities



Zoë Cotton

Safety Strategy Manager – Road Risk, TfL

Zoë is a Safety Strategy Manager for Road Risk at Transport for London (TfL). She has worked in Road Safety for over 15 years both in delivery teams and now within a strategy role. Over the last four years Zoe has been working on London's Vision Zero ambition, the aim to eliminate death and serious injury on London's transport system by 2041.

The Vision Zero Action Plan progress report (2021) details that we will investigate how unequal road outcomes manifest among different demographics and communities. The aims of this work are to inform investment in schemes and communications, contributing to a better understanding of road danger. Using Stats19 casualty data from 2017-2021 we sought to investigate inequalities further. We looked at two aspects of inequality in road risk: WHERE people are injured, and WHO was injured. Methodology: We looked at casualties per km of road and per head of population in order to understand the relative risk rate. We found that deprivation, gender, age and mode have a significant impact on risk rate. Combining deprivation, gender, age and mode highlights which populations are most vulnerable to death and serious injury in London. Summary inequalities factsheet will be published in 2022. Core elements of this analysis will then be included in our annual casualty reporting from 2023. Stakeholder workshops will run in 2022 and 2023

Message not received - Research into seatbelt use amongst Birmingham's South Asian communities
(joint presentation)



Rebecca Hawthorne
Travel Demand Manager,
Birmingham City Council

Rebecca has worked in transport for Birmingham City Council for 16 years, most recently specialising in behaviour change and travel demand management. She has a particular interest in communication, consultation and engagement linked to transport schemes.



Nicola Wass
CEO
SoMo

Never afraid to follow paths that seem counter-intuitive, Nicola is valued for her ability to challenge conventional thinking; often engaging clients, and contributors as willing partners on the journey.

Her company, So-Mo, use Behavioural Science to help people make different choices and build better habits. Collectively, these small changes have achieved a big impact. Over the years. So-Mo's ground-breaking work has helped 100s of organisations improve the health, safety, and happiness of the populations they serve and the people they employ.

A regular contributor to the national media, Nicola has been featured in: BBC News with Victoria Derbyshire, Good Morning Britain, Radio 4, Times Radio, Wright Stuff, The One Show and in national press including The Times and The Telegraph.

National safety campaigns, design to promote seatbelt use, have achieved wearing rates of 92%. So, why are Birmingham City Council (BCC) seeing non-wearing rates of 38% (a staggering 5 times higher) in areas of the city populated by predominantly South Asian populations? So-Mo teamed up with BCC and local communities to uncover the truth behind these startling statistics. In doing so, they uncovered a health inequality that had remained hidden and unaddressed for many years.

The Road Safety Trust found this work to be of wider national interest and subsequently funded Birmingham City Council and So-Mo to design a solution based on the integration of Behavioural Science and co-design.

This presentation will provide an understanding of how working in partnership with communities helps to better understand the root causes of road safety risk and by using emerging technologies in digital ethnography, to deliver a programme of work that transforms data into actionable insights that allow you to design meaningful road safety interventions.



Thank you for attending the PACTS Autumn conference - *Equality in Transport Safety*.

For further details kindly visit the event page on the PACTS website using the link below –

[PACTS autumn conference 2022 : Equality in transport safety - PACTS](#)