



# The 10th Annual Conference

# School Transport

## Innovations, efficiencies and revenue streams in times of austerity

Tuesday 24th January 2012, Westminster Studio, London SW1

Speakers include:

**Ian Gwenlan**  
Chair, Association of Transport  
Co-ordination Officers

**Penny McCart**  
Transport Services Manager,  
Northamptonshire County Council

**Dan Blanchet**  
Director,  
Act Travelwise

**Susan Davies**  
School Travel Plans Co-ordinator,  
Caerphilly County Borough Council

**Andrew Combes**  
Sustainable Travel Co-ordinator,  
Dorset County Council

**Sarah Vize**  
Transport Strategy and Policy Manager,  
Hertfordshire County Council

Supported by:



### Why you must attend this event:

- **Get an insider's briefing** from Newcastle City Council on how to make a successful Local Sustainable Transport Fund bid
- **Learn how best to 'mine' pupil travel data** to highlight expensive routes, emerging trends and vehicle capacity
- **Discover real life success stories** – best practice examples from school transport managers in 8 local authorities on how they are reducing costs and sustaining services
- **Maximum learning value** – watch the conference again online! All delegates receive post-event access to watch speaker presentations via the Policy Review TV service, AND can download all conference papers

The school transport sector is continuing to face increased demand, increased costs and reduced budgets. The drive to cut costs has been on-going for a few years, and many authorities have already reviewed their operations and delivered significant savings. The perception is that further savings are going to be much harder to find.

As a delegate to the 10th annual School Transport conference, you'll explore truly innovative operational, technical and funding solutions that are helping your peers in local authorities to sustain school transport services for all.

For more information please visit:

[www.neilstewartassociates.com/st138](http://www.neilstewartassociates.com/st138)

Produced by:



**Can't get to London?**  
Watch online from  
as little as £65 per  
person



**Purchase a group  
licence to achieve  
significant savings**



**Attend one of our  
networking satellite  
conferences at**

- Bristol
- Leeds
- St Helens
- Wigan

See inside for details



# Agenda (subject to change)

09:00 Registration, refreshments and exhibition

## Session One:

 Available on [policyreview.tv](http://policyreview.tv)

### Setting the scene

- 09:45 Welcome and introduction from conference Chair  
**Ian Gwenlan**, Chair, Association of Transport Co-ordination Officers
- 09:50 The future of school transport and the Local Sustainable Transport Fund  
*Check website for speaker updates*
- 10:10 Safer, sustainable, affordable school transport: a Local Sustainable Transport Fund Bid  
*Representative from Newcastle City Council*
- 10:30 Performance monitoring and the removal of travel from the school census: utilising pupil travel data to identify trends, expensive routes and vehicle capacity  
**Dan Blanchet**, Director, Act Travelwise
- 10:45 Panel and questions:
- What lessons can be learnt so far from the Department for Education's Efficiency and Practice Review?
  - How can we keep sustainability high on the agenda without school travel advisors?
- Session speakers*

11:05 Refreshments, networking and exhibition

## Session Two:

 Available on [policyreview.tv](http://policyreview.tv)

### Efficiency, procurement and planning

- 11:30 Child Miles: understanding the motives behind parental choice of school and the inevitable cost to school transport  
**Andrew Combes**, Sustainable Travel Co-ordinator, Dorset County Council
- 11:50 Effective contract management: framework agreements, reverse auctions and contract compliance  
**Penny McCart**, Transport Services Manager, Northamptonshire County Council
- 12:10 Driving efficiency through technology: reducing the cost of school and special needs transport whilst improving overall service provision  
**Dale Howarth**, Business Development Director, Logical Transport
- 12:30 The future of sustainable school travel planning  
**Emma Sheridan**, Chair, Modeshift
- 12:45 Panel Debate:
- How might the introduction of academies impact on demand on school travel?
  - What is your organisation doing to increase efficiency and meet budget cuts?
- Session speakers*

13:10 Buffet lunch, networking and exhibition

Register online today:

[www.neilstewartassociates.com/st138](http://www.neilstewartassociates.com/st138)

Tel: 020 7324 4330 / Fax: 020 7490 8830

## Session Three: Seminars

- 14:00 Delegates should choose to attend one seminar from the list below. Seminars are designed to be interactive and participatory in nature. Places are allocated on a first-come, first-served basis and are subject to maximum capacities.

1

### SEN Transport

Smart procurement and cross boundary arrangements to reduce the cost of SEN transport  
*Check website for speaker updates*

Funding independent travel training

**Marie Rooney**, Independent Travel Advisor, North Tyneside Council

2

### Post-16 transport

Reducing the cost of post-16 transport

**Lisa Boon**, Access Services Manager, Devon County Council

**Damien Jones**, Passenger Services Manager, Devon County Council

Implementing behaviour change techniques to get young people to walk to school or college

**Susan Davies**, School Travel Plans Co-ordinator, Caerphilly County Borough Council

3

### The health agenda

School travel, PCTs and better public health

**Dene Stevens**, Active Travel & Environmental Sustainability, Sandwell Primary Care Trust

Promotion of Active Travel and the provision of funding from the PCT

**Sheridan Piggott**, Founder, Choose Cycling

15:00 Questions and discussion

15:10 Refreshments, networking and exhibition

## Session Four:

 Available on [policyreview.tv](http://policyreview.tv)

### Best practice, innovation and revenue generation

- 15:30 Big Society, school empowerment and sustainability: Hertfordshire's school transport plan and efficiency savings  
**Sarah Vize**, Transport Strategy and Policy Manager, Hertfordshire County Council
- 15:50 West Berkshire's School Transport Behaviour Project  
**Steve Doel**, Transport Services Officer (Risk Management), West Berkshire Council  
**John Chapman**, Director, Jonnie Rocket Ltd
- 16:10 Panel discussion: How do we measure eligibility to ensure efficiency and will the withdrawal or exclusion of transport provision really reduce costs with the need to means test and the threat of appeals and litigation?  
*Session speakers*

16:40 Close of conference

Watch Speaker Presentations Online!  
As a delegate you can watch the speakers' presentations and download conference papers online post-show. This extra service is provided free via Policy Review TV

## Attend this conference and discover how your peers are continuing to fund school transport services for all:

- Hear from the Department for Transport on recent and future policy developments
- Explore the outcomes of the Department for Education's Efficiency and Practice Review of School Transport
- Hear how to achieve safer, sustainable, affordable school transport from a Local Sustainable Transport Fund bid
- Discuss how local authorities can keep sustainability high on the agenda without school travel advisors
- Utilise performance monitoring and pupil travel data to identify trends, expensive routes and vehicle capacity to source efficiencies
- Explore the impact of the removal of travel from the school census
- Examine best practice in contract management including framework agreements, reverse auctions and contract compliance
- Explore the use of technology to reduce fleet sizes and effectively allocate resources whilst still catering for specific needs
- Discuss how to address budgetary cuts and make efficiency savings in school transport
- Discuss how the introduction of academies might impact on the demand and cost of school transport
- Explore the benefits of school empowerment in school travel plans
- Address sustainable solutions to reduced school transport budgets
- Assess the role of the Big Society in delivering school transport
- Explore new revenue streams in school transport
- Discuss whether the withdrawal, or exclusion of transport provision, will reduce costs with the increased need to means test - and the threat of appeals and litigation
- Benefit from hearing best practice on regional successes, good news stories and gain practical information to implement in your day-to-day role through interactive partnership seminars examining key issues on:
  - > Reducing the cost of SEN transport
  - > Funding Independent Travel Training
  - > Reducing the cost of post-16 transport
  - > Implementing behaviour change techniques to get post-16's walking or biking to school
  - > The health agenda and the role of PCT's in promoting active travel and funding new initiatives
  - > Funding and implementing cycle schemes

## Who should attend:

### Local Government and Agencies:

- Heads of Transport
- Passenger Transport Managers
- Education Transport Managers
- 14-19 Partnership Co-ordinators
- 14-19 Transport and Access Managers
- Learning and Skills Council Councillors with Executive Responsibility for Transport, Environment and Education
- Project Managers – Passenger Transport
- Mainstream Transport Managers
- Principal Transport Officers
- SEN Co-ordinators
- Anti-Social Behaviour Co-ordinators
- Travelwise Officers
- Passenger Transport Executives
- Passenger Transport Authorities
- Parent Partnership Managers
- School Transport Managers
- School Travel Plan Co-ordinators
- School Travel Advisers
- School Travel Directors
- Access to Learning Managers
- Systems Development Managers

- Public Transport Managers
- Quality Monitoring Managers
- Education Officers
- Transport and Procurement Managers
- Awards and Benefits Managers
- Sustainable Travel Managers
- Children's Services Transport Policy Managers

### Schools and Colleges:

- School Business Managers
- Heads and Deputy Head Teachers
- City Technology Colleges and FE Colleges
- Other 14-19 Diploma Managers

### Transport sector:

- Bus Operators
- Transport Police
- Transport Consultants
- Community Transport Services
- Rural Transport Groups
- Road Safety Managers
- Business Managers
- Engineering Managers
- PR and Marketing Managers
- Sustainable Travel Managers

## Sponsorship and Exhibition Opportunities

To find out more about the bespoke packages on offer please contact **Andy Josephides** on **020 7960 6853** or e-mail **andy.josephides@neilstewartassociates.co.uk**



## Can't attend? Time poor? Diary clash?

### Attend a regional satellite conference near you

**Can't get away, can't afford the time or full cost? Need network feedback? Attend a regional satellite conference!**

- See and hear all the speakers and interact remotely
- Receive all the back-up papers and research
- Network with your peers, benchmark your own work and make contacts for follow up
- Environmentally friendly option

Attending a satellite conference costs just **£195.00 + VAT** (£234.00). See the conference website for locations near you or complete the booking form.

For further information email

**[paul.rushworth@policyreview.tv](mailto:paul.rushworth@policyreview.tv)**

### Watch online

**Keep up to date with the policy insight you need**

- Broadcast exclusively on Policy Review TV - watch the conference live or later on-demand
- Fully interactive - watch live and submit questions, just like a delegate
- Ultimate conference reporting, watch the full online presentations after the event
- Your own expert video library to keep – ideal for management and staff briefing
- Unique insight into the choices and dilemmas faced by policy makers and managers
- Find out how your peers are solving the policy challenges you face
- You save on travel, cost and time

The costs of the live broadcast and access to the video archive are:

### Individual licences

**£99 + VAT (£118.80)**

### Group licences - per person

**1-2 viewers £99.00 + VAT (£118.80)**

**3-9 viewers £89.00 + VAT (£106.80)**

**10-19 viewers £79.00 + VAT (£94.80)**

**20-29 viewers £65.00 + VAT (£78.00)**

# The 10th Annual Conference School Transport


Innovations, efficiencies and revenue streams in times of austerity

Tuesday 24th January 2012, Westminster Studio, London SW1

## To Register

Please photocopy this booking form for additional delegates.

Complete all relevant sections of this form and either:

 **Fax:** 020 7490 8830

 **Online:** [www.neilstewartassociates.com/st138](http://www.neilstewartassociates.com/st138)

 **Post:** Neil Stewart Associates Ltd, 10 Greycoat Place, Westminster, London SW1P 1SB

Alternatively call us on **020 7324 4330** or email us at **customer.services@neilstewartassociates.co.uk**

## Delegate Information

st138

Brochure no.

WEB

Title (Mr/Ms/Dr/Prof/Other)

Full Name

Position

Organisation

Sector:  Health  Social Care  Central/Regional Government  Local Government  Education and Skills  Commercial  
 Non Departmental Public Body / Association or Membership Organisation  3rd Sector Organisation  Criminal Justice

Email

Address

Postcode

Tel No.

Direct Line? (Yes/No)

Fax No.

Training Manager

Email

I have read and agree to the terms and conditions below





Signature

**HOW TO PAY** Please tick the relevant box below

Invoice Please send an invoice to:

Purchase order number (if relevant)

Cheque I enclose a cheque for £ \_\_\_\_\_ made payable to Neil Stewart Associates Ltd

Credit Card We can accept the following credit cards:    

Please debit: £ \_\_\_\_\_ from Mastercard/Eurocard/Visa/Maestro/Delta

Card No: \_\_\_\_\_ Expiry date of card: \_\_\_\_\_

Maestro Issue No: \_\_\_\_\_

Name (as on card): \_\_\_\_\_

Issuing Bank: \_\_\_\_\_

Cardholder's address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Signature: \_\_\_\_\_

**ADDITIONAL REQUIREMENTS** Please indicate any additional requirements below

## Delegate Rates

Please select the relevant rate from the list below

### Full Rate -

Commercial Sector

**£499.00 + VAT (£598.80) Register by 30 November**

**£549.00 + VAT (£658.80) Register by 31 December**

**£599.00 + VAT (£718.80) From 1 January 2012**

### Reduced Rate -

Central Government Departments and Agencies, Non Departmental Public Bodies, Local Authorities, Colleges and other Public Sector Organisations

**£289.00 + VAT (£346.80) Register by 30 November**

**£339.00 + VAT (£406.80) Register by 31 December**

**£389.00 + VAT (£466.80) From 1 January 2012**

### Supported Rate -

Schools voluntary Organisations, Trade Unions

**£140.00 + VAT (£168.00) Register by 30 November**

**£190.00 + VAT (£228.00) Register by 31 December**

**£240.00 + VAT (£288.00) From 1 January 2012**

The above fees include all day access to the event, available conference papers, buffet lunch and refreshments, for registered delegates only. Fees do not include travel costs or accommodation.

**Shared places are not permitted.**

## Seminar Selection

You may attend one seminar in Session Three. Places are allocated on a first-come, first-served basis. Please circle your choice below:

### Session Three:

1                      2                      3

### Live viewing and on-demand access

Book online at [www.policyreview.tv](http://www.policyreview.tv) or register below

### Individual and Group Licences

1-2 viewers @ **£99 + VAT (£118.80)** per person

3-9 viewers @ **£89 + VAT (£106.80)** per person

10-19 viewers @ **£79 + VAT (£94.80)** per person

20-29 viewers @ **£65 + VAT (£78.00)** per person

I would like to register \_\_\_\_\_ online viewers

@ £ \_\_\_\_\_ per person:

**TOTAL £ \_\_\_\_\_ + VAT = £ \_\_\_\_\_**

Please complete the delegate information section of this form for each viewer when registering your licence(s). You can do this by photocopying this form or sending a full list to [customer.services@policyreview.tv](mailto:customer.services@policyreview.tv)

### Satellite conference

**£195.00 + VAT (£234.00)**

Bristol  Leeds  St Helens  Wigan

### Terms and Conditions

This booking form constitutes a legally binding agreement. Payment must be received in full before the event. We are not responsible for the non-arrival of confirmation documents: if, by 7 days prior to the conference, you have not heard from us, contact us using the phone number on the brochure. All available conference material including documents, podcasts and in some case films are made available to delegates after the event therefore we do not accept cancellations, whole or in part. Substitutions will be accepted if notified in writing prior to the event, non-arrivals will be liable for the full fee.

All our conferences are recorded and the content is made available on [www.policyreview.tv](http://www.policyreview.tv). If you do not wish to be filmed, your voice recorded or your photograph taken please email [customer.services@neilstewartassociates.co.uk](mailto:customer.services@neilstewartassociates.co.uk) giving your name and the conference you will be attending.

### Data Protection

The personal information you provide will be held on a database by Neil Stewart Associates Ltd. By registering for a conference, Neil Stewart Associates and its subsidiary companies can provide you with information relating to your booking and other services via email, direct mail, telephone or fax. If you do not want to receive this information please write to the Database Manager at Neil Stewart Associates. Your details may also be made available to other carefully selected companies.  Please tick here if you do not wish to receive information from third parties.

### Overseas delegates

Delegates from outside the UK who book to attend an NSA conference must send their remittance in time to clear funds no later than 2 weeks before a one day conference. Bookings from overseas delegates will be subject to the cancellation policy specified on the booking form.



**nsa**  
neil stewart associates

10 Greycoat Place,  
Westminster,  
London SW1P 1SB  
tel: 020 7324 4330 fax: 020 7490 8830  
email: [info@neilstewartassociates.co.uk](mailto:info@neilstewartassociates.co.uk)  
[www.neilstewartassociates.com](http://www.neilstewartassociates.com)

**CPD**  
MEMBER  
The CPD Certification Service