



This seminar is presented by **Chichester District Council**, **West Sussex County Council** and **Sussex Air Quality Partnership** funded by **Department for Environment, Food and Rural Affairs (DEFRA)** Air Quality Grant monies and West Sussex County Council

Transport and public health seminar
A roadmap for better public health
The Assembly Rooms, North Street, Chichester
5th March 2012
10:00 - 14:00

Who should attend?

This conference seeks to describe and celebrate the ways in which active travel and alternative modes can contribute to both the transport and health agendas. As such our target audience is:

- local councillors,
- transport planners and strategic land use planners,
- health and wellbeing professionals,
- Smarter Choices officers and
- air quality and climate change officers.

Why should I attend?

The speakers are the leaders in this field. They point towards a significant evidence base to support such work, show us what has worked across the UK and outline how we can best bring our professional skills together to deliver practicable and successful interventions.

Our Chair for the event is Councillor Pieter Montyn (West Sussex County Council, Cabinet Member for Highways and Transport).

Our speakers are:

Judith Wright

Director of Public Health, Wellbeing and Safeguarding, NHS West Sussex and West Sussex County Council

Phillip Darnton OBE

ex Chairman of Cycling England, awarded an OBE for his services to cycling in 2010

Dr Adrian Davis,

Health and transport expert

Dr Daire Casey

Community champion

Sarah Sharp

Cycling and road safety campaigner

Transport and Public Health Seminar

‘A roadmap for better public health’

This short seminar brings together some of the UK’s foremost thinkers involved in moving our society towards more active ways of travelling and to celebrate and better understand the cross-cutting benefits. We intend that our speakers’ narrative will make a convincing ‘roadmap’ for change, outlining the evidence, pointing at previous successes and making the case for more effective partnership working. We finish by showcasing some local success stories where the local authorities and members of the community are working together to deliver cultural change.

- Embedding public health in Local Government brings with it the opportunity of more closely aligning the policy areas of transport and health. Many active travel related interventions deliver wins for both. Judith Wright (Director of Public Health (PH), Wellbeing and Safeguarding, WSSC) has spent her PH career working across the NHS and local government with a particular interest in partnership and joint working. She effectively describes the ways in which the synergies between the policy areas of transport and health can be capitalised upon.
 - It is clear that modal shift towards cycling, walking, public transport and car sharing can ‘tick’ many policy boxes and have highly attractive cost benefit ratios. Dr Adrian Davis has spent 27 years studying the impacts of different travel modes and shines a bright light on the evidence supporting modal shift.
 - Encouraging behavioural change successfully is a complex business. In a wide ranging career Phillip Darnton, OBE, is recognised as one of the UK’s foremost thinkers and influencers in the world of cycling. He previously chaired Cycling England and presided over the Cycling Demonstration Towns projects. He shares his acquired wisdom to evangelise the cause for effective interventions and behavioural change.
 - Dr Daire Casey is a highly energised local community champion. He chairs his local residents group and more recently has chaired a community group which is bringing to reality the Chichester Community Car Club (CCCC) using DEFRA Air Quality Grant money. Here he describes the process of working towards the CCCC and working with the local authority.
 - Over the past two years Sarah Sharp has established herself as a highly effective campaigner for cycling and road safety in Chichester. She has created huge momentum in a local 20’s Plenty Campaign and relentlessly promotes safe cycling. She will describe her work over the past two years.
 - Our Chairman for the morning is Councillor Pieter Montyn who is the West Sussex County Council’s (WSSC) Cabinet Member for Highways and Transport and a ward level District Councillor. Amongst many roles Councillor Montyn sits on the pan-WSSC-Chichester District Council, Air Quality Working Group which has organised the seminar.
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**Transport and public health seminar:
A roadmap for better public health**

10:00	Introduction and welcome	Pieter Montyn (West Sussex County Council, Cabinet Member for Highways and Transport)
10:15	Health and Wellbeing and links to active travel	Judith Wright (Director of Public Health, Wellbeing and Safeguarding, West Sussex County Council)
10:40	Moving forward on Transport and health: knowledge transfer and action	Dr Adrian Davis
11:10	Coffee break	
11:40	Successful behavioural change programmes in practice	Phillip Darnton OBE
12:05	Working towards Chichester Community Car Club (CCCC)	Dr Daire Casey (Chair CCCC)
12:15	Community partnerships for cultural change initiatives	Sarah Sharp (20's Plenty campaign lead and Chairperson of ChiCycle)
12:25	Speaker discussion / plenary session	Pieter Montyn (Chair)
13:00	Lunch	
14:00	Close	

Speaker Biographies

Adrian Davis BA (Hons) PhD FFPH

Adrian Davis has devoted much of his 27 years of work to developing a better understanding as to the importance of health within transport planning and the need for behaviour change away from motorised travel. This work has been punctuated by periods in academia in public health, and transport research departments. His PhD thesis was a comparative study of intersectoral collaboration on transport and health in three European cities.

He has worked internationally with the WHO, nationally, and now locally funded by NHS Bristol, embedded into Bristol City Council's transport department. He is currently England's only transport and health specialist funded by a PCT. He has

- contributed to active travel guidance for NICE as lead investigator for the Oxford University Collaborating centre PHG 8 and 17, (and current PDG on walking and cycling)
- drafted the BMA's road transport policy statement
- drafted the transport section for Sir Donald Acheson's 1998 report on Inequalities in Health
- been made a Fellow through Distinction of the Faculty of Public Health, in recognition of his work.

Phillip Darnton OBE

Phillip Darnton spent 30 years with Unilever plc in senior marketing and global management positions in the UK and in Europe; from 1987 he was President of Lever Bros. Canada, moving in 1990 to Chief Executive of Unilever Brazil.

Returning to the UK in 1995, he advised the Unilever Board on global strategy; subsequently he joined the main Board of Reckitt and Colman as Global Director with responsibility for marketing, advertising and promotions internationally.

From 2000 to 2003 he was Chairman and Managing Director of Raleigh UK and became Chair of the National Cycling Strategy Board. In 2005 Phillip was appointed Chairman of Cycling England, set up by the Secretary of State for Transport, continuing in this role until its abolition in March 2011.

He was awarded an OBE for his services to cycling in the New Year's Honours List of 2010.

Judith Wright - Director of Public Health, Wellbeing and Safeguarding for West Sussex

Judith started her career in public health over 20 years ago in St Helen's and Knowsley working with young people and communities. She then spent several years in a joint post as HIV and AIDS co-ordinator with Shropshire Health Authority and County Council. Her career continued to focus on partnership and joint working, particularly between the NHS and local government, as Health of the Nation Co-ordinator, regional Associate Director for the Health

Development Agency and then joint Director of Public Health for Cannock Primary Care Trust and Cannock District Council in 2004. As an Executive Director for Cannock Council, Judith directly managed environmental health, waste and green spaces, with the council achieving Beacon status for improving the health of its residents. With further NHS re-organisation, Judith became the joint Director of Public Health across the newly merged South Staffordshire PCTs before taking up her joint role in West Sussex in 2009.

Sarah Sharp

Sarah Sharp graduated from Reading University in 1987 with a degree in French and German. She worked for 7 years in Germany, at a time when cotton bags and recycling were catching on - a good 20 years before they did in the UK.

She returned to the UK and worked for several years as a PA, before moving to West Sussex to bring up her family. She works for St George's Church and is active in the community, for example running Whyke Residents' Association's Golden Jubilee Street Party in 2002.

In 2010 she set up ChiCycle, a cycle campaign for Chichester which launched in the summer of that year. In collaboration with WSCC she also set up the Chichester and District Cycle Forum in July 2010.

Starting in the spring of 2012, she campaigned for 20's Plenty for Chichester and, backed by a 3,000 strong petition, successfully persuaded Chichester City Council and West Sussex County Council of the benefits of the scheme (votes in December 2010 and November 2011 respectively).

In the summer of 2011 she worked with WSCC and CDC to run events for Bike Week, in particular a Cycle2School Competition to encourage children to cycle to school.

This year she is working on a new scheme for Chichester – In Town without My Car Day Events taking place throughout the year on the 22nd of each month.

Dr Daire Casey

Dr Daire Casey is the chair of his local residents' association. More recently Daire has ably chaired and steered a community and local authority partnership group towards the delivery of a Chichester Community Car Club. Daire works locally as an environmental professional and lives in Chichester with his wife and children.