

THE NORTHERN TRANSPORT SUMMIT

Connecting **people** and **places** -
building back better transport

10:00 - 15:00 THURSDAY 27TH MAY 2021



transportfocus 

 TRANSPORT FOR THE
NORTH

**SPONSORSHIP
OPPORTUNITIES**

ABOUT THE NORTHERN TRANSPORT SUMMIT

We know our relationship with transport and how we travel has changed as a result of Covid-19 but no one knows what the long-term impact of the pandemic will be.

As a necessity, Government urged people to avoid using public transport where possible during the periods of lockdown and passenger journeys virtually disappeared as a result. Transport operators and providers continue to see minimal demand for public transport and confidence in public transport remains at an all-time low despite social distancing measures and face masks being mandatory for the foreseeable future. As we emerge from the pandemic there will be long term lasting affects as more people ditch the daily commute and choose to continue working from home. We need to build back confidence in the transport system and make public transport the green, clean and affordable option for those people travelling for both work and leisure.

At the same time, the importance of the environment, climate change and carbon reduction has been heightened by the current Covid-19 crisis. There is a new demand for more sustainable and alternative greener, travel options and we have seen an increased uptake in more “active travel” which looks set to stay when the vaccine is rolled out and the UK transitions into recovery.

Long before the pandemic, transport in the North was failing passengers. Decades of under-investment left passengers and places in the North disconnected; stifling the North’s economic growth. The North knows what needs to be done to transform the way we connect people and places. A quick look at Transport for the North’s (TFN) Strategic Transport Plan demonstrates what is needed to deliver inclusive, sustainable economic growth across the North and a £100bn increase in GVA and 850,000 jobs by 2050.

Major projects such as HS2 and Northern Powerhouse Rail will help unlock the North’s future economic potential, but its full potential will only be reached through greater investment in connectivity and journeys which are made on roads, buses and trams too.

In a post-Covid-19-Brexit global marketplace the UK’s economic recovery depends on rebalancing the national economy. Government have been quick to commit to levelling-up and build, build, build to get the country moving again. Accelerating shovel-ready transport and infrastructure projects in the North will help reduce regional disparities and inequalities in the medium to long term but the scale of the task is huge. Hopefully, the Government’s new Northern Transport Accelerator Council may just help deliver better connectivity and a transport network that works.

It is critical that the Government delivers its promises for the hard-hit North. Build back better has to be a reality for the Northern passenger, if the North is to recover and rebuild to its full economic potential. This is an important time to get things right for all passengers. Perennial issues around fares, safety, capacity, value for money and reliability all need to be addressed if people in the North are going to feel confident enough to return to public transport.

THE NORTHERN TRANSPORT SUMMIT WILL BE THIS YEAR’S MUST ATTEND EVENT ON BUILDING BACK BETTER TRANSPORT IN THE NORTH

DON’T MISS THE OPPORTUNITY TO SHAPE THE DEBATE

Connecting **people** and **places** - **building back better transport**

The Northern Transport Summit will bring together business and political leaders across the North. It will:

- provide for a passenger focused event designed to hear what passengers in the North need to get back onto public transport and succeed in a post-pandemic-Brexit world
- look at how the North can build back better transport and accelerate a green recovery
- make the case that supporting jobs and improving connectivity must be at the heart of infrastructure investment to ‘level up’
- work to amplify the ‘voice’ of the Northern transport user, and in particular provide a platform to unify decision makers, influencers and stakeholders behind the North’s recovery and the vision for the future
- influence, shape and reset future plans for more affordable, efficient, safe, clean, sustainable, reliable and accessible transport across the North

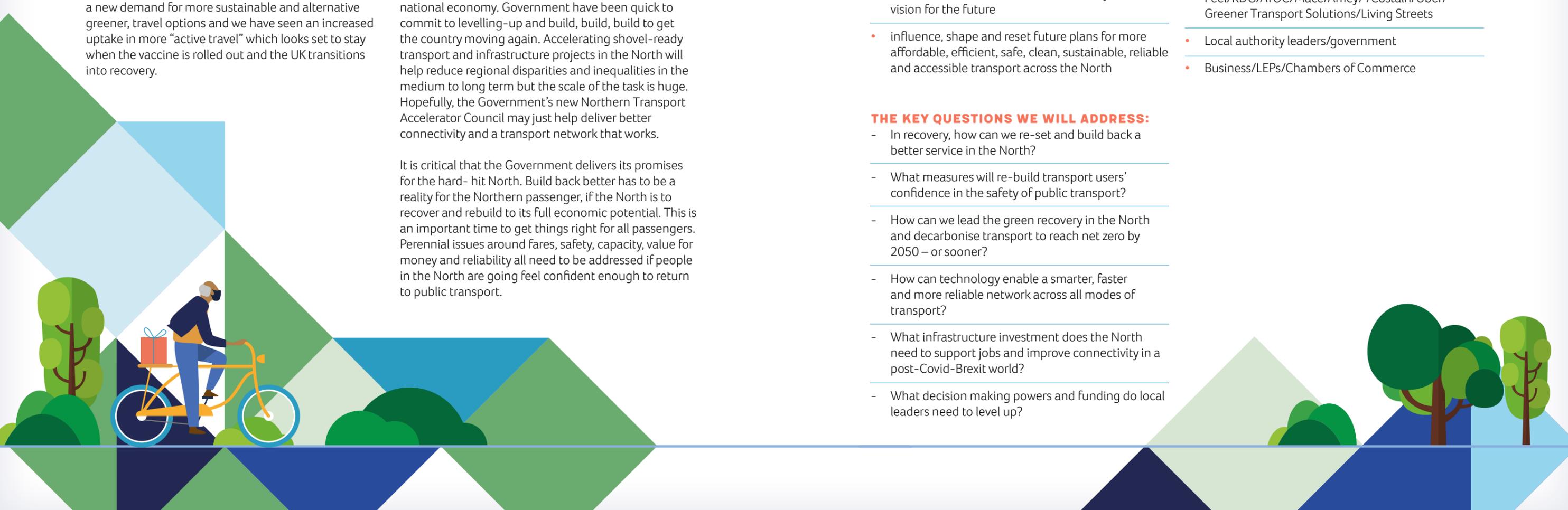
WHO SHOULD ATTEND

Stakeholders in transport from across the North and nationally including:

- Transport Focus stakeholders/representing the passenger voice
- Transport providers/bus, rail, tram, road – multi modal
- Universities HE/FE across the North
- Trade unions, local authority leaders
- TFN, TFGM, MerseyTravel, Transport for the North East, WYCA, SYCA, other local transport authorities and combined authorities
- Infrastructure/Innovation/Low CVP/JCDecaux
- Peel/RDG/ATOC/Mace/Amey/ /Costain/Uber/ Greener Transport Solutions/Living Streets
- Local authority leaders/government
- Business/LEPs/Chambers of Commerce

THE KEY QUESTIONS WE WILL ADDRESS:

- In recovery, how can we re-set and build back a better service in the North?
- What measures will re-build transport users’ confidence in the safety of public transport?
- How can we lead the green recovery in the North and decarbonise transport to reach net zero by 2050 – or sooner?
- How can technology enable a smarter, faster and more reliable network across all modes of transport?
- What infrastructure investment does the North need to support jobs and improve connectivity in a post-Covid-Brexit world?
- What decision making powers and funding do local leaders need to level up?



ON OUR AGENDA

The Northern Transport Summit will be held virtually Zoom Webinar including two opening plenary sessions with keynote speakers and panel discussion, followed by 4 mini summits which will run concurrently and be more interactive, and a closing plenary session with reports from the mini summits, keynote speakers and a call to action.

10:00 PLENARY AND PANEL SESSION 1

Connecting people and places – how can we build back better transport in the North?

Transport Focus State of the North Report

Keynote Address
Panel Discussion & Q&A

11:10 CHANGE OF PANEL

11:15 PLENARY AND PANEL SESSION 2

How can we re-set transport in the North and truly level up?

Keynote Address
Panel Discussion & Q&A

12:25 LUNCH BREAK

13:00 MINI SUMMITS

MS1: BUSES & LIGHT RAIL FORUM: Building back better greener buses and getting light rail on track

MS2: RAIL & ROAD FORUM: Building back infrastructure investment to create greener journeys by road and rail

MS3: ACTIVE TRAVEL & NET ZERO FORUM: Building back better health and wellbeing in our towns and cities on the road to net zero

MS4: PORTS & AIRPORTS FORUM: Building back confidence and connectivity in domestic and international travel

14:05 DELIVERING A WORLD CLASS TRANSPORT SYSTEM FOR THE NORTH

- What infrastructure investment does the North need to support jobs and improve connectivity in a post-Covid-Brexit world?
- What decision making powers and funding do local leaders need to level up?
 - o Outputs from the Mini Summits
 - o Pledges for the future

14:50 CLOSING CALL TO ACTION

15:00 SUMMIT ENDS

BE SEEN TO BE PART OF THE SOLUTION

MAXIMISE YOUR PROFILE AT THE NORTHERN TRANSPORT SUMMIT

We know our relationship with transport and how we travel will change as a result of Covid-19 but no one knows what the long-term impact of the pandemic will be. As a necessity, passenger journeys virtually disappeared in lockdown and confidence in public transport remains at an all-time low. Transport operators and providers continue to see minimal demand for public transport despite social distancing measures and face masks being mandatory for the foreseeable future.

It is critical that the Government delivers its promises for the hard-hit North. Build back better has to be a reality for the Northern passenger, if the North is to recover and rebuild to its full economic potential. This is an important time to get things right for all passengers. Perennial issues around fares, safety, capacity, value for money and reliability all need to be addressed if people in the North are going to feel confident enough to return to public transport.

SPONSORSHIP OPTIONS:

HEADLINE SPONSOR

As the headline sponsor of THE NORTHERN TRANSPORT SUMMIT, you will benefit from:

- Keynote speaker slot during the main plenary
- Panellist during the discussion and Q&A
- Exclusive headline branding on promotional content and on-the-day multi-media
- Prominent branding on all marketing communications sent to over 5,000 contacts
- Report/research promoted on event website and circulated
- Up to 10 guest places for the Summit including free admission to the Mini Summits and the opportunity to pre-submit questions to the panel during the main plenary
- Exclusive article and blogs featured in DevoConnect's, DevoIntelligence newsletter

RATE: £5,000 + VAT

NB: The principal sponsor does not prevent other organisations from taking up the secondary sponsorship options. As principal sponsor yours will be the most prominent logo on all branding and Summit promotions.

MINI SUMMIT SPONSOR PACKAGE

As a sponsor a mini summit at THE NORTHERN TRANSPORT SUMMIT, you will benefit from:

- Branded session with speaking slot during the Mini Summit
- Speaker/Panellist during the Mini Summit discussion and Q&A
- Exclusive branding on all mini summit briefings, promotional content and on-the-day multi-media
- Branding on all marketing materials and communications to be sent to over 5,000 contacts
- Report/research distributed and featured on website
- Three guest places for the Summit including the opportunity to pre-submit questions to the panel during the main plenary

RATE: £2,000 + VAT

CO-SPONSOR PACKAGE

As a co-sponsor of THE NORTHERN TRANSPORT SUMMIT, you will benefit from:

- Panellist during the discussion and Q&A
- Prominent branding on all briefings, promotional content and on-the-day multi-media
- Branding on all marketing materials and communications to be sent to over 5,000 contacts
- Five guest places for the Summit including free admission to the Mini Summits and the opportunity to pre-submit questions to the panel during the main plenary

RATE: £3,000 + VAT

NB: As a co-sponsor yours and one other organisation's logo will be the most prominent on all branding and Summit materials.

LUNCH "IN CONVERSATION WITH ..." SPONSOR PACKAGE

As a sponsor of the 'In conversation with ...' at THE NORTHERN TRANSPORT SUMMIT session, you will benefit from:

- 15 minute 'In conversation with...' interview conducted by the Summit chair with high level speaker
- Opportunity to discuss your organisation's contribution to the North's recovery i.e. promotion of a recent report/ research project/ toolkit for employers/ apprenticeship opportunity
- Circulation of key report to all attendees
- Branding on all on-the-day multi-media materials
- Branding on all marketing materials to be distributed to over 5,000 contacts
- Two guest places for the Summit including free admission to the Mini Summits and the opportunity to pre-submit questions to the panel during the main plenary

RATE: £1,000 + VAT

TICKET PRICES:

MAIN PLENARY = £30.00 + VAT

MINI SUMMIT = £15.00 + VAT

Please get in touch with us to find out how you can get involved:

GILL MORRIS: GILL@DEVOCONNECT.CO.UK

EMILY CARTER: EMILY@DEVOCONNECT.CO.UK

TELEPHONE: 07495 364 892

**WE LOOK FORWARD TO SEEING YOU AT
THE NORTHERN TRANSPORT SUMMIT.**



transportfocus 

 TRANSPORT FOR THE
NORTH