

MICROMOBILITY UK 2021: AGENDA

Morning

	09:00	Registration opens	-
	09:00-10:00 Trial and exhibition session		
Opening session	10:00	Welcome & housekeeping	John Fox, Programme Director – Micromobility and MFM WMG, University of Warwick
	10:05	Opening remarks	Andy Street, Mayor of the West Midlands
	10:15	What is micromobility and why is it important?	Dave Greenwood, CEO, WMG HVMC, and Director for Industrial Eng.
Success from around the world	10:25	Introduction	Beth Morley, Mobility Project Manager, Cenex
	10:30	The retrofit of urban space for micromobility (pre-recorded)	Megan Sharkey, Urban Studies Research Scholar, University of Westminster
	10:45	Equitable, accessible and innovative e-scooters in New York	Victoria Adams, Head of UK&I Public Policy, Bird
	10:55	Success from around the world: Amsterdam	Pieter Dekker and Suzanne Dekker LEV Kenniscentrum (Light Electric Vehicle Knowledge Centre), Amsterdam
	11:05	Success from around the world: Portland, USA	Jacob Sherman, E-Scooter Pilot Project Manager & New Mobility Analyst at Portland Bureau of Transportation
	11:15	Success from around the world: Roundup	Beth Morley, Mobility Project Manager, Cenex
The commercial opportunity: e-scooters and beyond	11:20	Final mile is a huge challenge and opportunity	Adam Barmby, Founder and Technical Director, EAV
	11:35	Is the insurance industry ready for Micromobility?	Laurence Hunter, VP of Insurance, Laka
	11:50	Urban freedom	William Butler-Adams OBE CEng, Chief Executive Officer, Brompton Bicycle
	12:05	The commercial opportunity	Adam Norris, Founder, Pure Electric
	12:20-13:15 Lunch break - live trials and exhibition session		

Afternoon

Afternoon session	13:15	Welcome back and afternoon session opening	John Fox, Programme Director – Micromobility and MFM, WMG, University of Warwick
The infrastructure, the ecosystem and the behaviour	13:20	Human factors to consider when designing multi-modal transport solutions	Richard Dilks, Chief Executive, CoMoUK
	13:35	Social attitudes, safety and infrastructure	Lucy Yu, Senior Advisor - Global Policy & Research, Voi and CEO, Centre for Net Zero
	13:50	Integration with public transport is crucial – insights into how TfWM is exploring this opportunity	Mike Waters, Director of Policy, Strategy & Innovation, Transport for West Midlands (TfWM)
Policy and regulation	14:05	Policy and regulation: Early results of the UK e-scooter trials	James Padden, Head of Future Roads Technology at Department for Transport (DfT) Matthew Dillon, Associate Director, Arup
Roadmap	14:30	A roadmap for micromobility in the UK	John Fox, Programme Director – Micromobility and MFM, WMG, University of Warwick
Panel	14:45	Policy and regulation - panel session	Mike Waters, Director of Policy, Strategy & Innovation, Transport for West Midlands (TfWM) James Padden, Head of Future Roads Technology at Department for Transport (DfT) Lucy Yu, Senior Advisor - Global Policy & Research, Voi and CEO, Centre for Net Zero Richard Dilks, Chief Executive, CoMoUK
Session close	15:20	Closing remarks	John Fox, Programme Director – Micromobility, and MFM, WMG, University of Warwick
	15:25-16:30 Live trials and exhibition session		
	16:30	Event close	-