An **Urban Freight Conference** is being held by the Tyne and Wear Freight Partnership on the **22nd February 2011**.

Bringing together transport operators, industry experts, trade associations and other stakeholders from across Europe, to share **best practice** and innovations in Urban Freight Transportation.

**Venue:** Council Chambers, The Civic Centre
Newcastle upon Tyne

Entry is **free** and you can register at [www.tyneandwearfreight.info](http://www.tyneandwearfreight.info)
Agenda

09:30 -10:00 Registration with coffee and tea

10:00 - 10:15 Introduction and welcome by Councillor Wendy Taylor, Environment, Sustainability and Transport Portfolio Holder, Newcastle City Council

10:15 - 10:35 Key Note Speech by MEP and Chair of the European Parliament Transport Committee Brian Simpson

10:35 - 10:55 Freight Operators Recognition Scheme (FORS): How can Transport for London’s successful model be applied to other cities John Hix, AECOM

10:55 - 11:15 Bremen’s perspective on urban freight Thomas Kirpal, city of Bremen, Germany

11:15 - 11:30 COFFEE BREAK

11:30 - 11:50 Involvement of the Local Freight Network in urban planning Magnus Jaderberg, city of Gothenburg, Sweden

11:50 - 12:10 Best Practice, Good Practice and Myths Prof. Tom Zunder, Newcastle University

12:10 - 12:30 Electric vehicle infrastructure and innovation in Tyne and Wear Sally Herbert, Newcastle Council

12:30 - 13:00 Questions from industry and answers from experts During this session delegates will have the opportunity to field questions to the panel of industry experts on a range of related topics

13:00 - 14:00 LUNCH BREAK

14:00 - 15:15 Workshop Session
The four parallel workshop sessions will provide the opportunity to exploring issues relating to urban freight transportation. In-depth discussions will take place and knowledge will be shared to deliver valuable insights on the four themes

14:00 - 15:15 Parallel workshop 1: Access Restrictions
- Low Emission Zones
- Delivery and loading restrictions

14:00 - 15:15 Parallel workshop 2: Recognition Schemes

14:00 - 15:15 Parallel workshop 3: Consolidation Centres

14:00 - 15:15 Parallel workshop 4: Routing and Mapping

15:15 - 15:30 COFFEE BREAK

15:30 - 16:00 Summary of conclusions from the Workshop Session

16:00 - 18:00 Site Visits
Delegates are invited to join one of the two organised trips to either Smith Electric Vehicles or the John Lewis warehouse
Brian Simpson – MEP for Transport and Tourism
Brian was first elected to the European Parliament in June 1989 and is currently the Chair of the European Parliament Transport Committee. Before becoming a Member of the European Parliament, Brian was a County Councillor for Merseyside County Council, a Member of the Merseyside Police Authority and Deputy Chair of Liverpool Airport.

John Hix – AECOM
John has 20 years experience of transport planning. In his role as Regional Director, he draws upon his wealth of operational and policy experience to coordinate a number of transport sustainability projects.

Thomas Kirpal – City of Bremen, Germany
As EU Project coordinator for City of Bremen, Thomas is responsible for promoting Sustainable Urban Transport solutions in the context of CIVITAS “Catalist” and “Presto”. Thomas has actively worked on projects promoting public transport integration, mobility management and behavioural change. Notably in 2006 Thomas lead the national “Vision Zero” campaign of the major German “Green Transport” NGO (VCD) demanding a clearly stated, goal oriented traffic safety strategy for Germany.

Magnus Jaderburg – Gothenburg, Sweden
Magnus has over 13 years experience in the logistics and freight industry working for both public and private companies, most notably IKEA and Tetra Pak. Magnus has been at the municipality of Gothenburg for three years as Freight Traffic Manager for the Traffic and Public Transport Authority.

Tom Zunder – Newcastle University
Tom has over 24 years experience in supply chain management. He has worked in heavy and medium engineering and been involved in analysing and implementing solutions in road, rail and sea freight. As a Senior Research Associate he manages NewRail deliverables and has an active role in a range of EC projects including: CITYFREIGHT, BESTUFS, BESTUFS II, RETRACK, FREIGHTWISE and eFreight.

Sally Herbert – Newcastle City Council
As Sustainable Travel Officer for Newcastle City Council since 2007, Sally has championed the sustainable travel agenda both locally and nationally. Recently, she has taken a leading role in the low carbon vehicle agenda in the region; coordinating the delivery of the electric vehicle infrastructure and securing capital investment to support the roll out of a city wide programme.