

# Mobility Camp 2024

An amazing day in an amazing place

The Guildhall, York



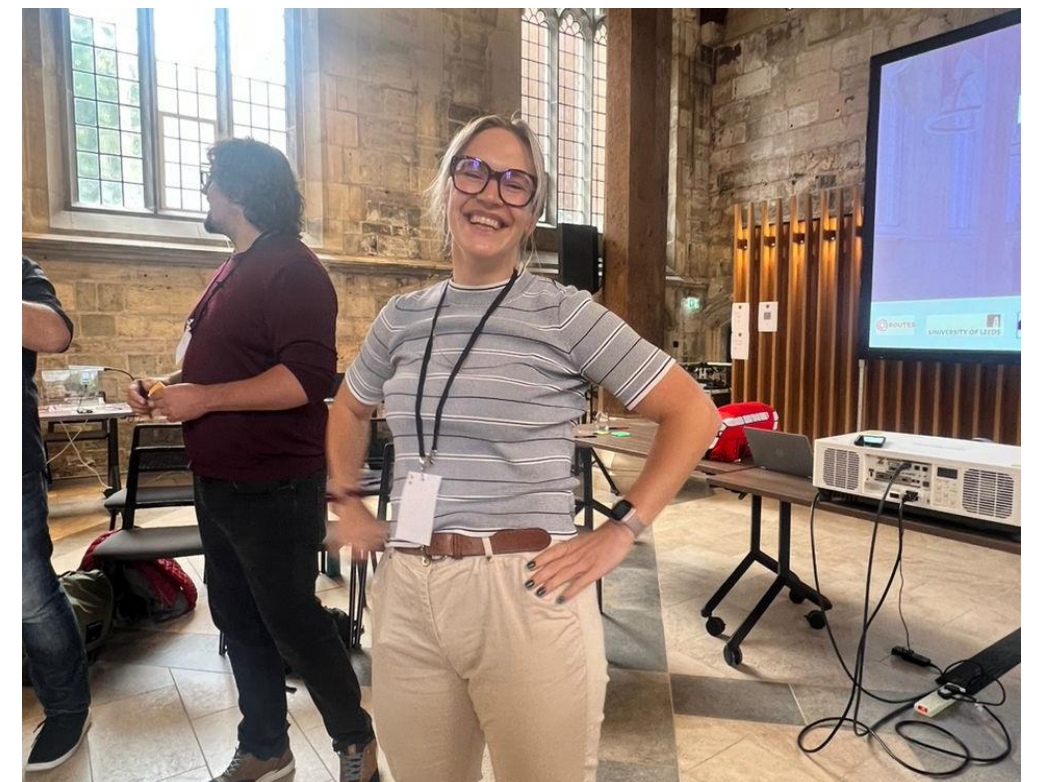


# Introduction

**Mobility Camp was back, and better than ever!**

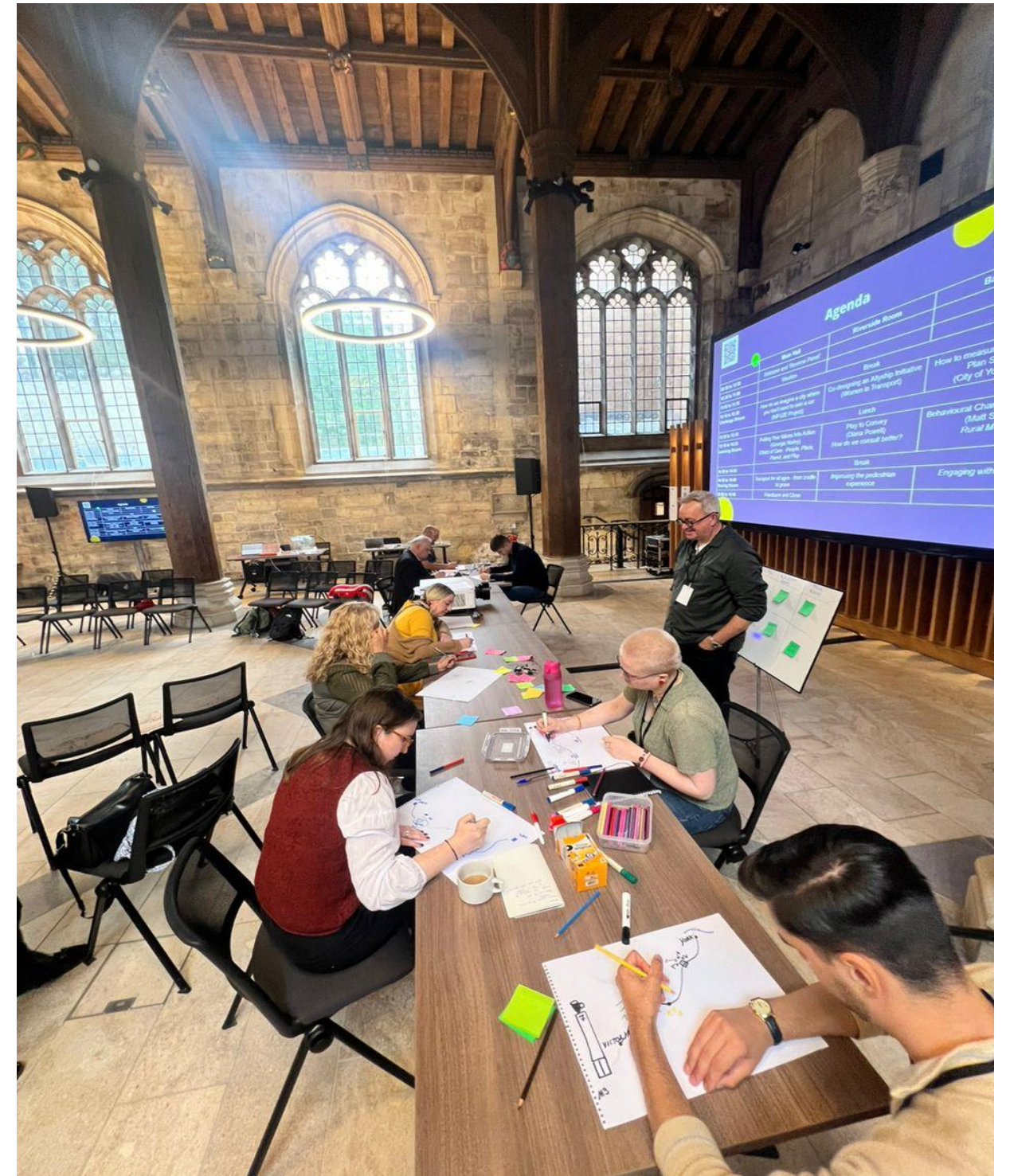
Now in its 7th year, Mobility Camp is now one of the premier events on the transport calendar. This year, we took the unconference to The Guildhall in York, where with 70 others we had a day of Positive Vibes and radical thinking.

Here is just a taste of what we got up to.



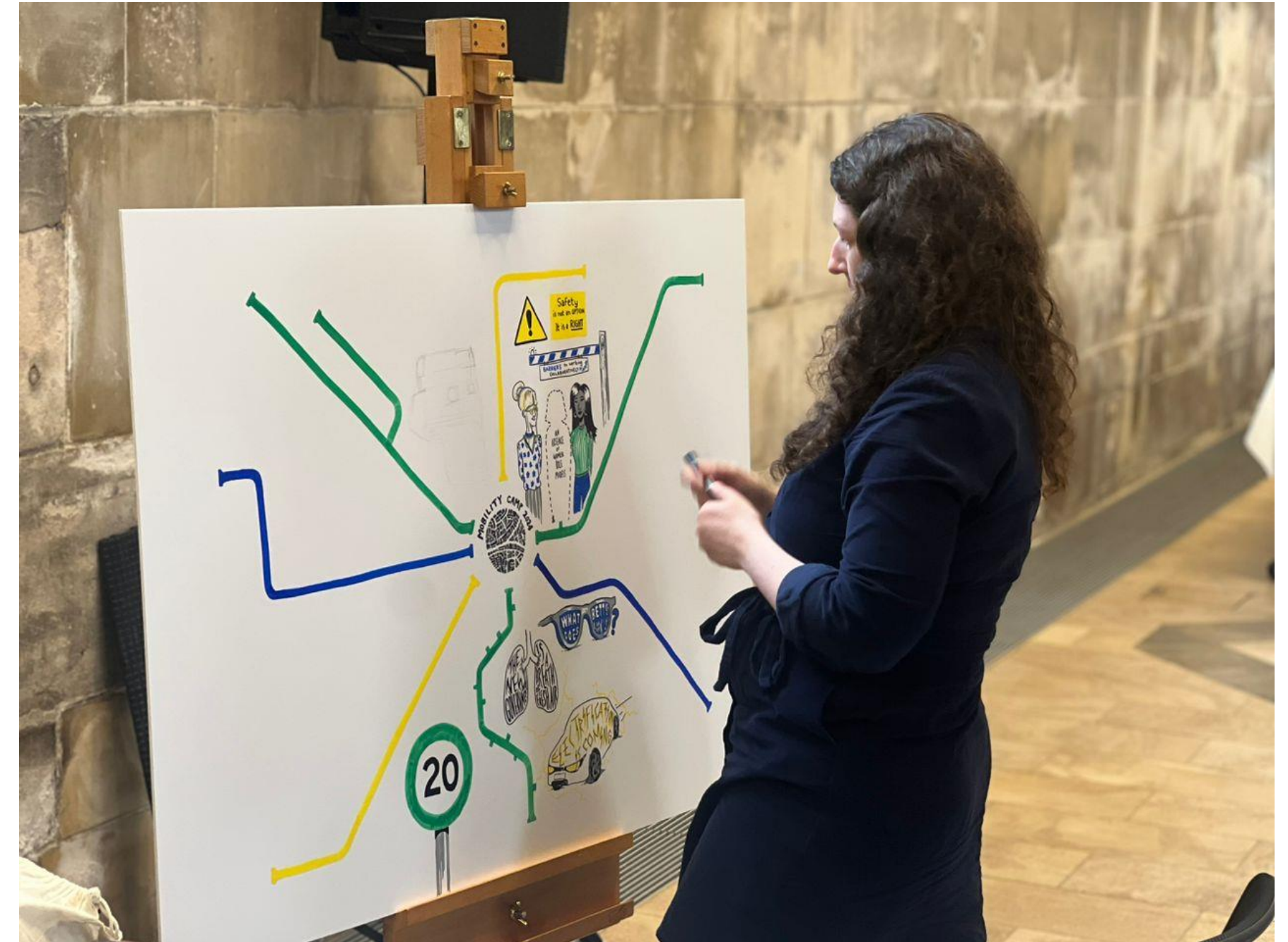
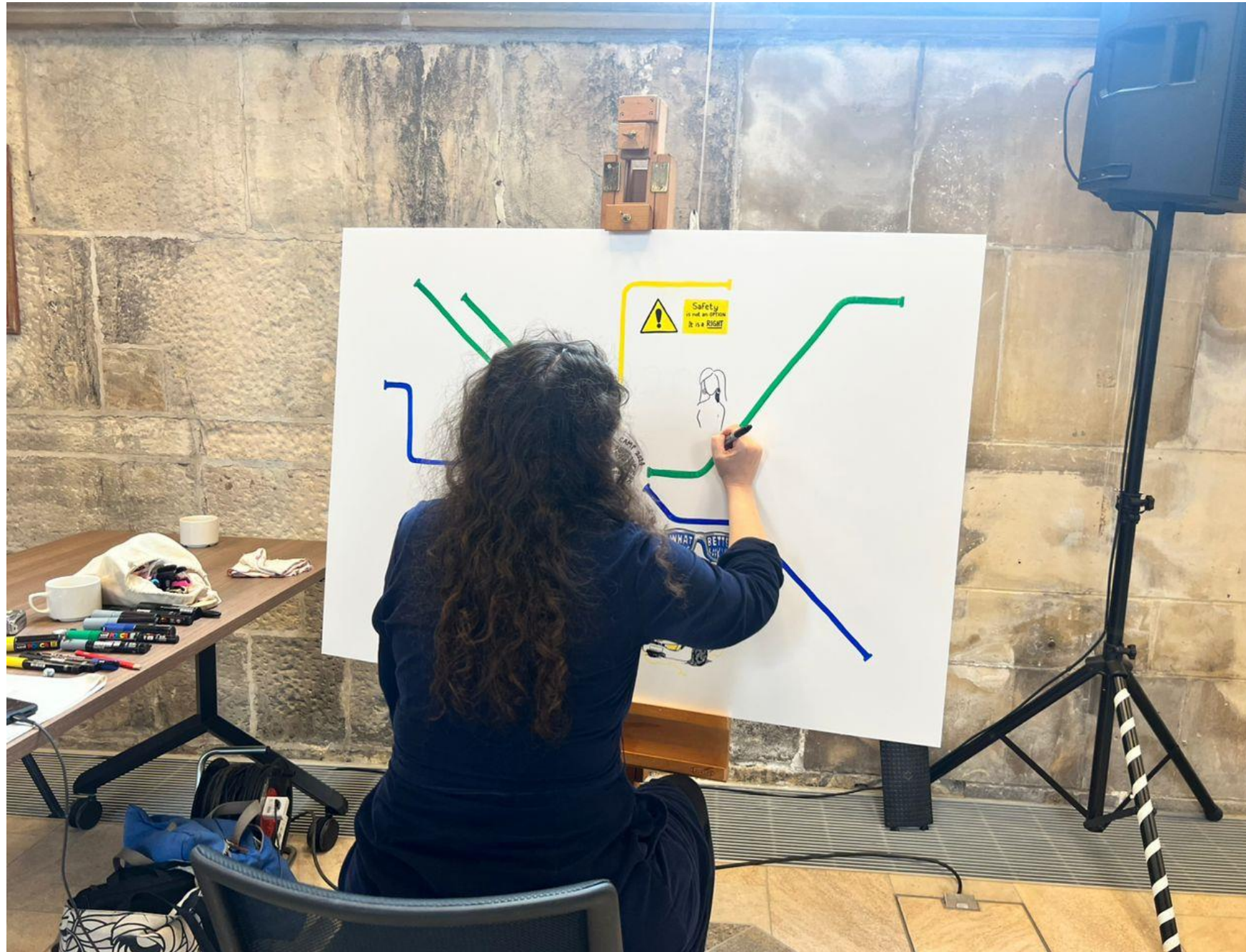


# Having a great venue helps. Thank you to The Guildhall in York for hosting us!





# Our artist-in-residence, Beka, illustrated the entire day





This is the  
masterpiece  
she created





# We had an action-packed day!

	Main Hall	Riverside Room	Back Room
09:30 to 10:30	Welcome and 'Reverse Panel'		
10:30 to 11:00	Ideation		
11:00 to 11:15	Break		
11:15 to 12:30 Challenge Stream	How do we imagine a city where you don't need to own a car (INFUZE Project)	Co-designing an Allyship Initiative (Women in Transport)	How to measure Local Transport Plan Success? (City of York Council)
12:30 to 13:15	Lunch		
13:15 to 14:30 Learning Stream	Putting Your Values Into Action (Georgia Yexley) <i>Ethics of Care - People, Place, Planet, and Play</i>	Play to Convey (Diana Powell) <i>How do we consult better?</i>	Behavioural Change and Science (Matt Smith) <i>Rural Mobility</i>
14:30 to 14:45	Break		
14:45 to 16:00 Sharing Stream	<i>Transport for all ages - from cradle to grave</i>	<i>Improving the pedestrian experience</i>	<i>Engaging with children</i>
16:00 to 16:45	Feedback and Close		

# We started off the day with a “Reverse Panel”

A Reverse Panel is a conference panel - in reverse!

We set up the chairs in the main hall in a horse-shoe shape. Anna Rothnie and Kit Allwinter acted as facilitators. They kicked off the conversation by posing questions to the audience. Such as:

- What are you feeling good about?
- What are some quick wins for transport?
- What gives you bad vibes that we need to bring some good vibes to?

If someone wanted to respond, the cuddly bus or train was thrown to them. They had 2 minutes, before throwing it to another person. No one person speaks more than 3 times.

After 10 minutes, Anna and Kit summarised the discussion and pose a further question.

## What did we learn?



The transport sector is doing good things, and is ahead of many sectors



There are lots of quick wins, using positive language



More people are walking



Clean vehicle technology is advancing



# Some of our Reverse Panellists





# Then we generated some ideas

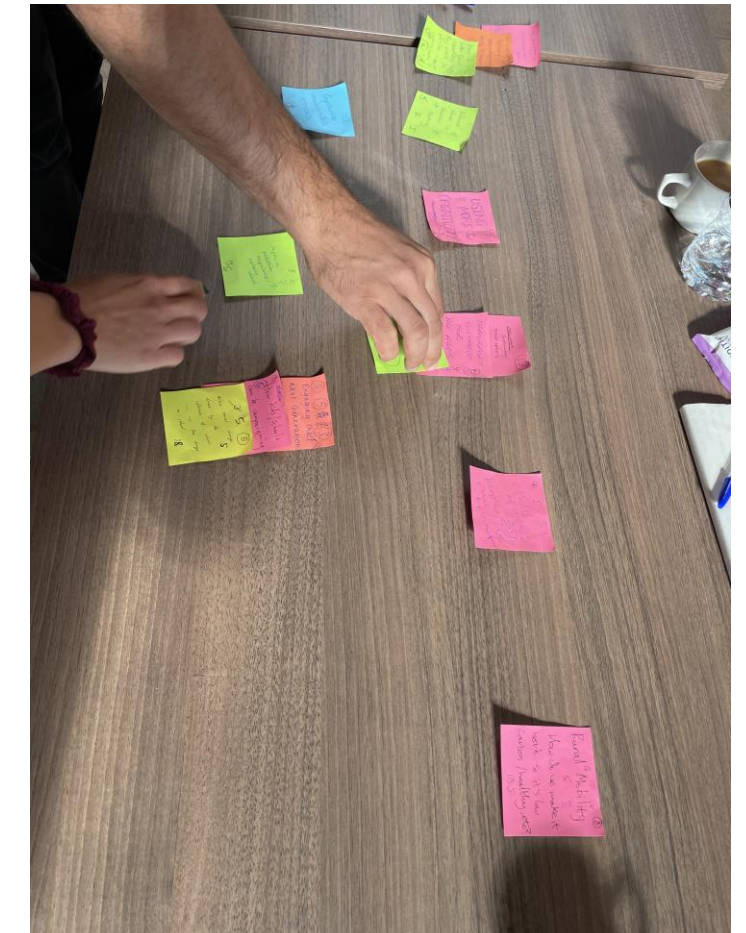
Each person was given a card, where they write their idea for a session. They are given 30 seconds to do this.

They then have 30 seconds to mingle with others, constantly passing cards as they go.

They then stop and spend 2 minutes speaking to the person next to them about the idea on the card that they have. At the end of those two minutes, they give the score on their card a mark out of 5 (1 being not interested, 5 being very interested).

They then spend 30 seconds mixing with others again, passing the cards as they go. This is done a total of 5 times.

After the 5<sup>th</sup> turn, the ideas are prioritised according to the highest total score on the card.





# The Challenge Stream

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# About the Challenge Stream

We invited some willing collaborators who had challenges in delivering positive change.

Using the collective wisdom and enthusiasm of everyone at Mobility Camp, we set out providing some solutions to these challenges. And there were plenty of ideas!

Note that we do not have the notes for the How to measure Local Transport Plan success session.





# Imagining a City where you don't need to own a car



In this session, the INFUZE project was introduced. The group split into two and each took part in 2 activities:

1. To reflect on the positives and negatives of having/not having a car from their own lives and to think about the language we use
2. To reflect on their journey to the event using design tools to identify the qualities of journeys that matter (good and bad)

## What we learned



Talking about not owning a car involves a very clumsy language – the car is seen as normal



Design tools draw out factors which discussion might not and allows some mindful reflection





# Co-designing an allyship initiative

We focused the session on actions that the attendees could take to improve diversity and wanted them to leave feeling 'empowered' to take action.

There were many topics covered in the discussion. This included:

- The use of co-design and role models as key enablers to being allies
- How employers can help people become allies to women through boosting their skills, better education and positive workplace policies
- Maybe transport planning could be rebranded. It's not an inspiring title for a profession, and that may discourage diversity!

All attendees were asked to think of a tangible action that they could take away.

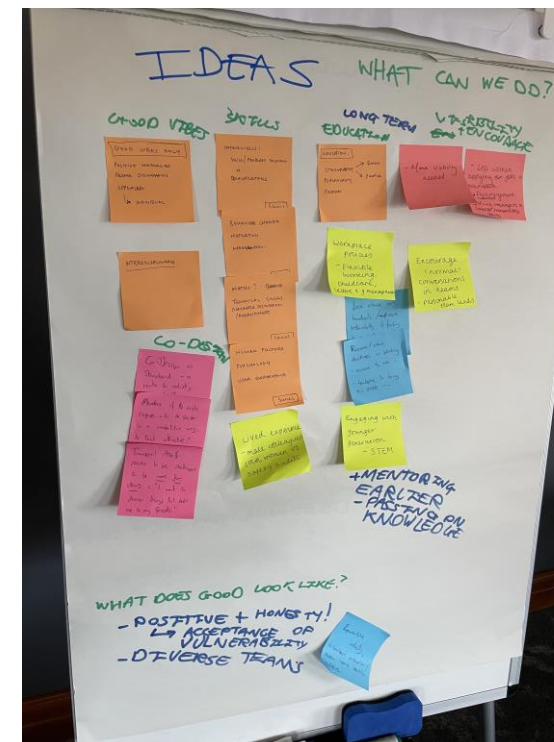
## What we learned



You need to provide a safe environment to challenge existing norms in a positive way.



Having a positive energy and diverse people is critical to developing allyship programmes





# The Learning Stream

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# About the Learning Stream

We wanted participants to come away from the day having learned a new skill. Or something they can apply in their jobs.

So we brought some willing collaborators on board to help. Participants had the chance to learn about putting their values into action, learn about the value of play, and about behavioural science.

Note that we do not have the notes for the Behaviour Change and Science session.



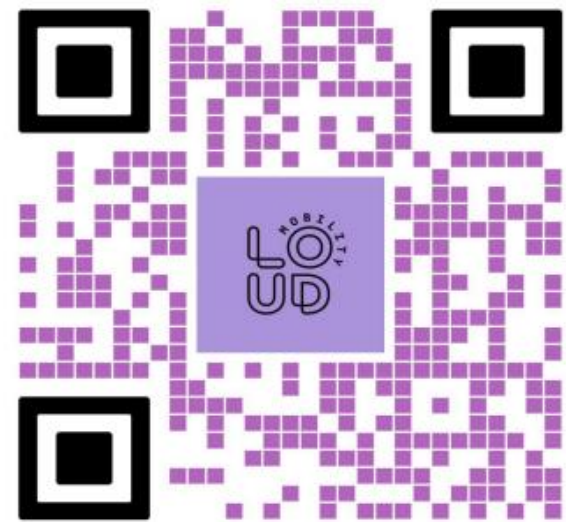


# Putting your values into action



Georgia Yexley took us through an exercise where participants sought to identify their values, and discussed how to put them into action.

This included doing an activity called “telephone” to explore clear communications, discussing strengths, and discussing values.



Take the 10-minute survey to identify your values!

## What we learned



People like to understand how their values connect to a wider mission.



Creating action plans is really valuable to explore how to apply your values.





# Play to Convey



In this session, participants got to learn the value of using play as part of their work in transport

After playing UK Unplugged's educational games on geography, chemistry, avionics and architecture, participants communicated what they learned from the game content as well as the intangible benefits, such as changed attitude toward the subject, cooperation, motivation.

They then collaborated to design their games around transport issues and explained them to the group.

## What we learned



Play is a great way to break down barriers to engagement.



Creating a game helped participants pause to consider how we communicate and learn





# The Sharing Stream

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# About the Sharing Stream

The Sharing Stream was an opportunity for participants to share their own experiences in bringing about positive change.

This was the opportunity for participants to be open and come to solutions through discussion and sharing experiences.

Note that we only have the notes for the engaging with children session in this stream.





# Engaging with Children

In this session Anna and Ejiro facilitated a technique called Thinking Rounds.

We started off by introducing the topic of “Engaging with Children.” Anna and Ejiro demonstrated actively listening to each other, whilst the other spoke about what the topic means to themselves for 2 minutes.

Then it was over to the participants to pair up and spend 3 minutes actively listen to each other (this means no interrupting, listening intently, offering appreciation to the other person you have been listening to).

After the Thinking Rounds everyone was brought back together to offer their “freshest thinking” on the topic.

## What we learned



Engage actively and playfully! We heard of role playing as traffic wardens, fake speed cameras and many other ideas



Pay attention to children’s interests and find simple, tangible ways to engage.



Encourage big thinking, go out, notice issues and reimagine things!





# And finally...

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# We asked people what they learned from the day

In the final session of the day, we gave people the chance to give their feedback on what they learned from the day, and importantly what they were going to do to change the world!

Here is some of what they said.

There is a lot that we can do already. We just have to be inspired enough to go out and do it!

Transport Planning is not doing enough to tackle the climate emergency. But it is doing more than others, and that's something!

What an inspiring group of people! We should remain in contact.

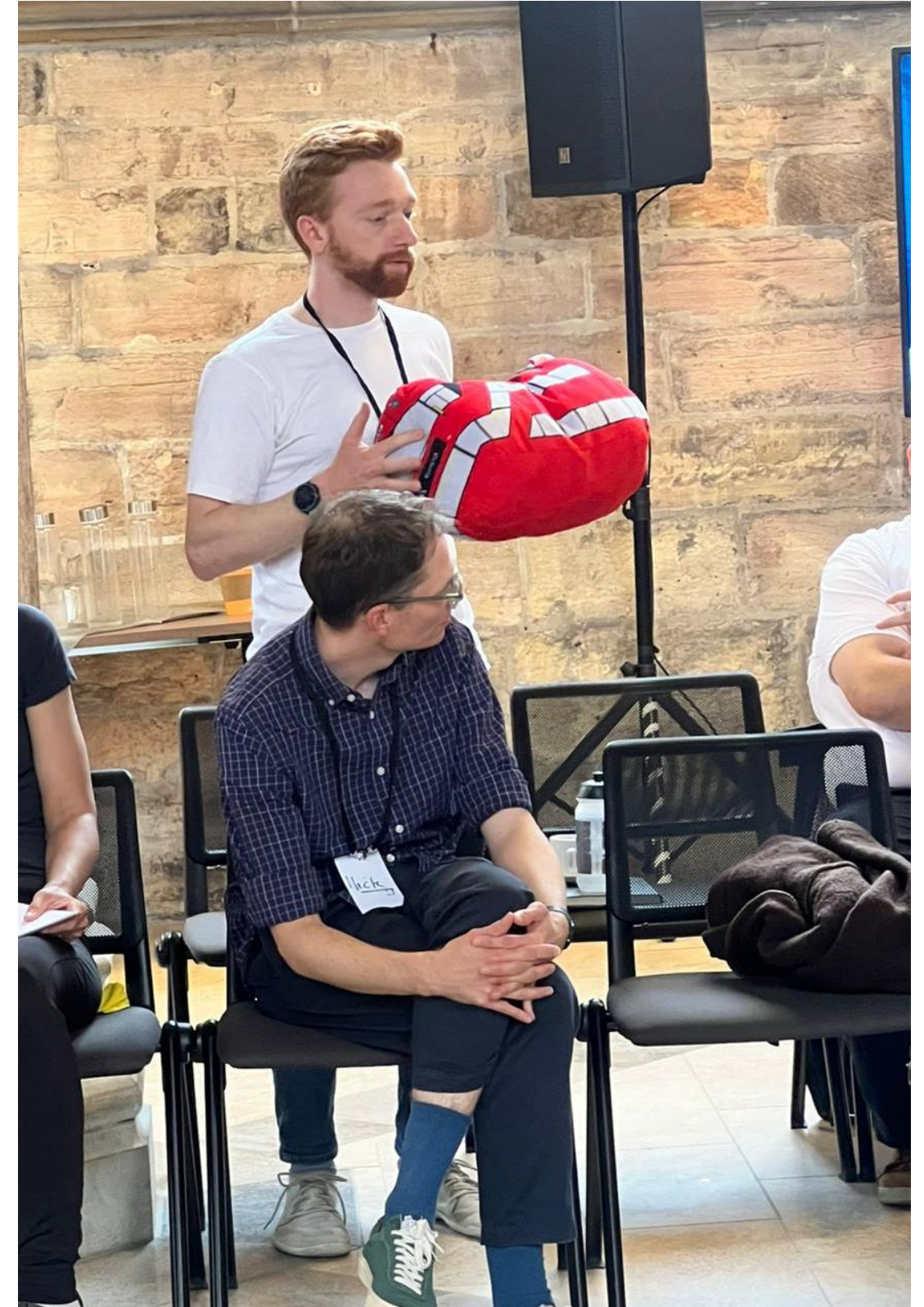
I learned loads about myself today. I can use my own strengths to do things better.

Use plain and simple language to help get others on side!

Less talking, more doing!



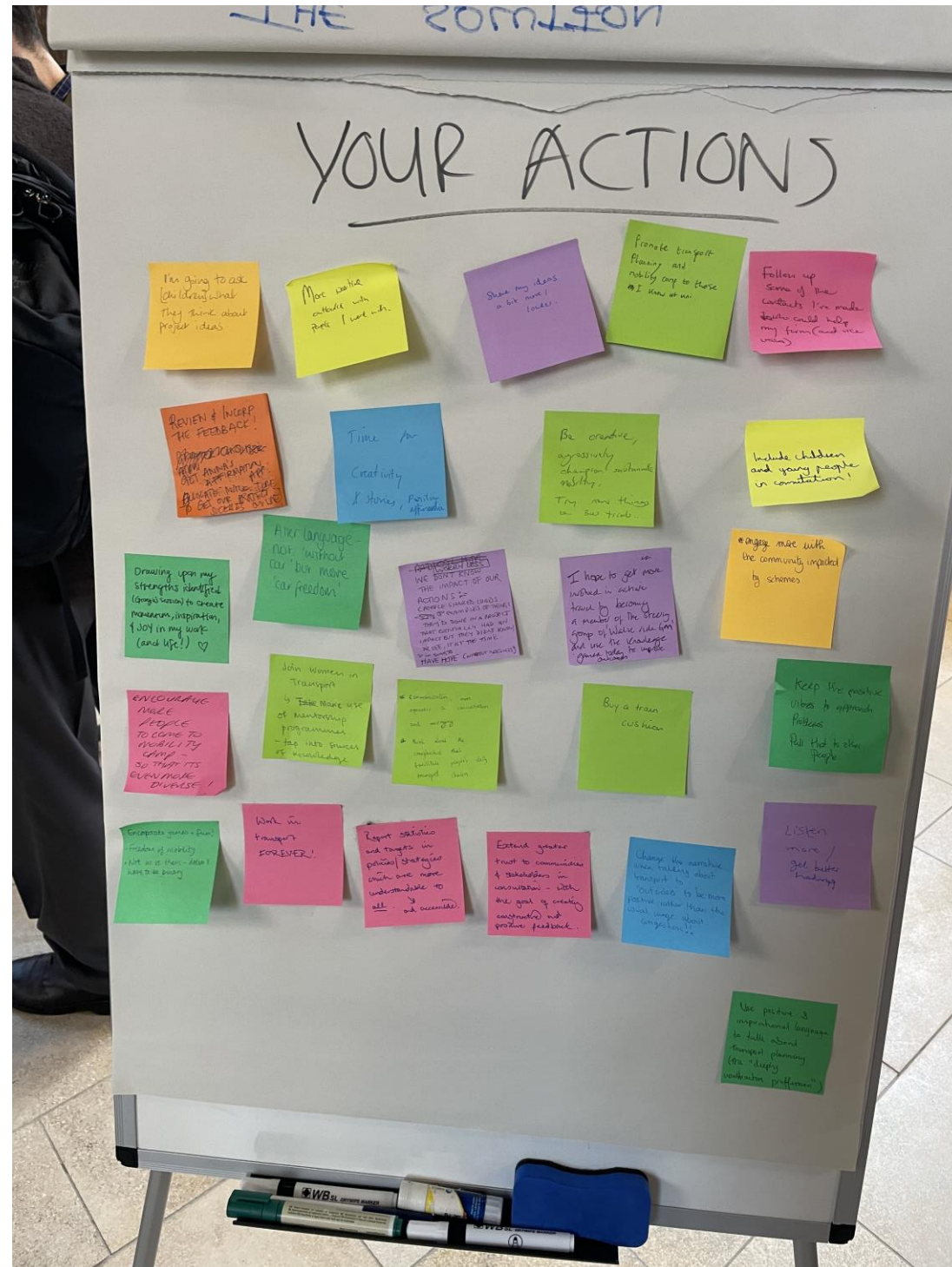
# The bus and the train made a final appearance!





# Before leaving people committed themselves to an action

Some of our favourites are:



Keep the positive vibes approach to problems

Join Women in Transport and make use of their mentorship program

Make time for creativity and stories

I'm going to ask children what they think about project ideas

Listen more

Extend greater trust to communities and stakeholders in consultation

Not us v. them – not everything is binary

Report statistics and targets in policies / strategies which are more understandable to all

Buy a train cushion!

Drawing upon my strengths identified to create momentum, inspiration, and joy in my work

Change the narrative about transport when talking to outsiders

More positive attitudes with people I work with



# Everyone had a great time





# It's a big thank you from us!

**Kit**

**James**

**Amber**

**Cat**

**Alistair**

**Stephen**

**Omar**

**Anna**


**Not in shot:**

Ejiro

Jenny





The background of the slide is a photograph of the interior of a large, historic cathedral. The architecture features high vaulted ceilings with exposed wooden beams, tall stone columns, and large stained-glass windows. The lighting is soft and even. A semi-transparent blue overlay is applied to the entire image to ensure the white text is legible.

**We will see you next  
year!**

**Cardiff, September 2025**