Reframing the message:
Local campaigning conference

- **Saturday 14 November 2026, 09:30–17:00**
- **Reading Civic Centre, Bridge St, Reading, RG1 2LU.**

Agenda

Time	Session		
09.30	Registration with tea and coffee		
10.00	**Welcome** • **John Ennis** – Lead Councillor for Transport and Climate Strategy, Reading Borough Council • **Steve Brooks**, Cycling UK **Keynote speech from Chris Boardman** (via video) National Active Travel Commissioner and former professional racing cyclist		
10.15	**Session 1 – Why framing matters** • Introduction from **Duncan Dollimore**, Cycling UK		
10.35	**Session 2 – Interview with Lee Waters** Former Welsh Government Deputy Minister for Climate Change		
11.05	**Session 3 – Putting it into practice** Three parallel breakout activities. Each session runs twice, so you will do two of the three.		
	Breakout 1 Identifying mistakes and reframing content from active travel organisations	**Breakout 2** Framing an issue in different ways - pitch your ideas	**Breakout 3** 'The movable middle' - winning people over to your side
12.00	**Tea and coffee break**		
12.15	**Feedback from workshop facilitators plus opportunity for a few questions**		

12.30	**Session 4 – Panel discussion: How to have better conversations with people who disagree with you** • **Emma Street** – Associate Professor of Urban Policy and Governance at the University of Reading, Cycle Winchester volunteer and bike bus founder/leader • **Claire Stocks** – Senior Strategy Officer at Active Travel Commissioner's Office, Greater Manchester Combined Authority • **Adrian Betteridge** – Executive Councillor for Active Travel, Transport and Highways, Wokingham Borough Council • **Sarah Whitebread** – Head of Policy and Public Affairs, Cycling UK Chair: **Steve Brooks**, Cycling UK		
13.15	**Lunch**		
14.10	**Session 5 – Winning hearts and minds** Local campaign groups and panel share their framing tips and lessons learned. • **Simon Munk** – London Cycling Campaign • **Damien O'Tuoma** - Irish Cycling Campaign • **Andy Key** - Cycle Winchester • **Katie Collier** – Bike Worcester		
15.20	**Tea and coffee break**		
15.40	**Session 6 – Three parallel workshops** Choose one to attend		
	Workshop 1 Communicating effectively with your council	**Workshop 2** What are you doing differently – changing circumstances & devolution	**Workshop 3** How to engage with the media
16.35	**Final wrap-up session (25 mins)**		
17.00	**Event finishes** Please join us for a drink at the Rising Sun pub around the corner.		