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 followed by three breakout activities – each runs twice, so you will do two of the three options.		
	Breakout 1 Identifying mistakes and reframing content from active travel organisations	Breakout 2 'The movable middle' - winning people over to your side	Breakout 3 Framing an issue in different ways - pitch your ideas
11.30	**Session 2 – Interview with Lee Waters** Former Welsh Government Deputy Minister for Climate Change		
12.00	**Tea and coffee break**		
12.15	**Feedback from workshop facilitators plus opportunity for a few questions**		
12.30	**Session 3 – Panel discussion: How to have better conversations with people who disagree with you**		

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- **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
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<tr><td>13.15</td><td colspan="3">Lunch</td></tr>
<tr><td>14.10</td><td colspan="3">Session 4 – Winning hearts and minds

Local campaign groups and panel share their framing tips and lessons learned.

• Rob Collier – Bike Worcester
• Simon Munk – London Cycling Campaign
• Damien O'Tuoma - Irish Cycling Campaign
• Emma Street - Cycle Winchester</td></tr>
<tr><td>15.20</td><td colspan="3">Tea and coffee break</td></tr>
<tr><td>15.40</td><td colspan="3">Session 5 – Three parallel workshops

Choose one to attend</td></tr>
<tr><td></td><td>Workshop 1

How to engage with the media</td><td>Workshop 2

Communicating effectively with your council</td><td>Workshop 3

What are you doing differently – changing circumstances & devolution</td></tr>
<tr><td>16.35</td><td colspan="3">Final wrap-up session (25 mins)</td></tr>
<tr><td>17.00</td><td colspan="3">Event finishes
Please join us for a drink at the Rising Sun pub around the corner.</td></tr>
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