



The Big Society and Transport

What is the Big Society and how will it affect transport in the years to come? As further details emerge of the plans for the delivery of the Big Society, this Thought Leadership breakfast will look at the how the transport industry can use the opportunities available to deliver services that more closely meet the needs of customers. At the moment the Government is encouraging Big Society thinking and working practices, but will involving communities in transport services become obligatory in the years to come, and will those that embrace the Big Society in their business profit first?

The Big Society offers an opportunity for people across the country to engage with each other and take action and responsibility for improving the society in which we live. This presents a real opportunity for transport business to work with people outside of their normal field of business to improve the delivery of services for all. This could mean that in some cases local communities could take responsibility for running facilities and services where they would not normally be financial viable. Network Rail already have over 60 community projects, many initiated and run by volunteers, bringing stations back into service for the community. Similarly, Hackney Community Transport Group, who are a social enterprise and rapidly growing transport provider, operate mainstream bus routes, school bus services and a wide range of community transport services. Currently with six sites in London and others in Leeds, Wakefield and Hull, they are helping communities and local government across the UK establish a number of community transport services.

Our first speaker is Paul Twivy, CEO of the Big Society Network, an independently funded organisation that has been set up to encourage people to turn the Big Society into a reality. Paul will speak about ways in which people can be engaged to improve their neighbourhoods and communities in a practical way. He will look at what businesses can do to ensure that all of the opportunities that the Big Society can open are fully explored.

Our second speaker is Tony Burton, Director of Civic Voice who will look at how better public engagement and recognition of peoples local knowledge and expertise can contribute to better community solutions. Civic Voice has been described as an example of "the Big Society in action" by the Coalition Government and Tony will discuss how this new approach could benefit the transport sector.



Paul Twivy

CEO of the Big Society Network

Paul founded two seminal communications agencies and ran some of Europe's largest advertising agencies as well as helping to set up Marketing at the BBC.

Throughout this career Paul has used his communication skills to help create and shape many inclusive, unstuffy and practical charity and public service initiatives. These include a 20-year involvement with Comic Relief, the establishment of both Pilotlight and TimeBank, the co-founding of We Are What We Do, "Change the World for a Fiver" and The Big Lunch which he led in its initial year as CEO.

"Change the World for A Fiver" has now sold well over a million copies worldwide and the movement has generated almost 5 million recorded actions by the public. The Big Lunch happened for the second year in 2010 and resulted in over 10,500 events in every type of British community with 810,000 people meeting up with their neighbours.

Paul is a Fellow of the Institute of Practitioners in Advertising, a FastTrack Business Leader of The Marketing Society, an Advisor to Comic Relief and Pilotlight, and sits on the Boards of The Partners and We Are What We Do.



Tony Burton

Director, Civic Voice

Tony is Director of Civic Voice – the new national charity for the civic movement. He has over 20 years experience in voluntary conservation and environmental organisations and community campaigning.

He was previously the National Trust's Executive Board member responsible for Strategy and External Affairs for 8 years and left the Campaign to Protect Rural England after 13 years in 2001 as Deputy Director.

Tony has been Chair of Wildlife and Countryside Link and a founder trustee of Heritage Link – the two main voluntary sector liaison bodies – and was a member of Richard Rogers' Urban Task Force. He has a strong track record in national campaigning and lobbying. Tony is a Geographer, Town Planner and an Honorary Fellow of the Royal Institute of British Architects.

The breakfast will take place in London Transport Museum's Cubic Foyer from 08:00 to 10:00am on Wednesday 20 October.

The delicious breakfast, served in our Upper deck café, includes hot smoked Wiltshire bacon rolls, bagels with London smoked salmon, power shots such as cucumber, parsley and celery, pots of natural yoghurt with fruit & nuts, honey and muesli accompanied by freshly brewed coffee, tea and fresh orange juice.

Eversheds LLP is an international law firm, with specialist groups of lawyers from every discipline, experienced in advising across the transport sector - dealing with passenger and freight modes and including rail, road, aviation, airports, ports and shipping. Eversheds is delighted to be working in partnership with the London Transport Museum to establish the Thought Leadership Programme as part of the firm's engagement with and commitment to the sector and its future.

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