

**Wednesday 13 November ~ NEC Birmingham
(Masterclass Theatre - Euro Bus Expo 2024 - Halls 17-19)**

11:15-12:00 The Accessibility Challenge

The last five years have seen enormous change for the bus and coach sector on the accessibility front, with much more to come. Many operators have embraced the opportunity that change can bring, while others may be missing the chance to grow their businesses and change lives in the process. This session will not only review what operators are required to do but will go beyond the regulations and explore what can be done to attract new users and make buses & coaches happier modes of travel.



KEITH MCNALLY, OPERATIONS DIRECTOR, CPT

In his role as CPT Operations Director, Keith has responsibility for engaging with a range of Government and industry stakeholders and for representing CPT on a wide variety of strategic operational matters, as well as leading the Operations Team in providing operational & technical support to CPT members.

Prior to joining CPT, Keith worked for two multinational travel and transport organisations in a variety of roles that included managing bus operations, strategic planning and managing major projects. His experience covers European and Australian, as well as UK transport operations.

Keith is an Economics & Geography graduate of Trinity College Dublin.

ADAM RIDEOUT, HEAD OF CUSTOMER EXPERIENCE, NATIONAL EXPRESS

Adam began his career in the bus industry in 2001, joining Stagecoach Midlands as a Marketing Assistant straight out of university. He quickly mastered the essentials of promoting local bus services along with The Oxford Tube, and the launch of Megabus in the UK. After overseeing marketing across several Stagecoach regions, Adam moved to National Express West Midlands, where he relaunched the bus brand and introduced Platinum buses, driving consistent annual increases in patronage. Shifting his focus from marketing to customer experience, he has since been dedicated to championing the voice of passengers across the West Midlands.





CHRIS EDWARDS-THORNE, MARKETING MANAGER GLOBAL TRANSPORT, ALTRO

Chris is an established writer, editor and marketer with experience of working across a range of industries, including interior design. A frequent user of public transport he is passionate about improving passenger experience and accessibility. In recent years Chris used his role at Altro to raise awareness of the benefits of considered design to the bus industry and is a frequent commentator on evolving trends in vehicle interiors.

ROLAND EGLINTON, MANAGING DIRECTOR, CHALKWELL COACH HIRE

Managing Director of Chalkwell Coach Hire, with 55 vehicles based in Sittingbourne, Kent. Chalkwell is diverse business providing local bus services, special educational needs transport and coach hire for private groups and organisations.

Roland is the third generation to run the family business, which was established in 1931 by his grandfather, Harry Eglinton. Whilst taking a break from the family business, Roland spent four years in Australia, mainly planning bus services for Queensland Government, covering an area seven times the size of the UK. In recent years Chalkwell has invested in accessible transport, and expanded considerably.



BARCLAY DAVIES, DIRECTOR FOR WALES, BUS USERS UK

Barclay became Bus Users UK Director for Wales in 2018 having joined as Deputy Officer in 2004. Barclay has a background in the banking and cooperative sectors where diversity and engagement with communities was a key focus. A passionate advocate of passenger rights, Barclay works closely with Welsh Government and operators to ensure the needs of passengers and communities are properly considered when developing services. Barclay was awarded an OBE in 2022 for services to Public Transport.