

Sophie Tyler Associate – The Means LLP
 Date of Birth:
 Qualifications: BA Hons Trans-national Integrated European Studies, University of Hull
 Magister Rerum Europae (M.A.) - Universität Osnabrück, Germany
 Expertise: Travel Planning
 Travel Behaviour

Experience with Transport Studies Group

Client	Project Description
Transport for London/Smarter Travel Sutton	Project manager for independent evaluation of innovative joint active travel and health promotion campaign.
Joseph Rowntree Foundation	Project manager for research focusing on qualitative methods to review the impacts of transport schemes in four case study areas.
EU INTERREG IIIB OPTIMUM ² project	European project focusing new strategies to promote sustainable travel in businesses and hospitals. Three roles: <ul style="list-style-type: none"> • Manager of team of three to establish and run two business focused travel plan groups in London Borough of Southwark • Advisor on monitoring and evaluation to two project partners • Coordinator of two thematic groups of project partners.
FIA Foundation for the Automobile and Society	International project based on case study research. Sole researcher for the UK element of the project and coordinated the work of other French and US academic partners.
EU 5 th RTD Framework TAPESTRY project	Research coordinator for a major EU funded project, involving 24 partners from 12 European countries. TAPESTRY focused on developing effective methods to design, implement and assess sustainable transport marketing and educational campaigns.

Conferences

Setting up Local Travel Plan Groups: the future of workplace travel planning in urban conurbations? Examples from London, UK. Sophie Tyler, Dr Marcus Enoch and Lian Zhang. Transportation Research Board 86th Annual Meeting, Washington DC, 21-25 January 2007.

‘What are Travel Plan Networks? Research from the OPTIMUM² Project’ Marcus Enoch and Sophie Tyler, The Association for Commuter Transport 10th Annual Conference, London, 21 February 2006

‘Evaluating The Contribution of Transport Projects to Welfare To Work: An International Study’ Karen Lucas and Sophie Tyler. Transportation Research Board 85th Annual Meeting, Washington DC, 22-26 January 2006

Marketing and Campaigns: Do they work? Lessons from Europe. (Werken marketing en campagnes? Lessen uit Europa). Nationaal Congres Mobiliteitsmanagement, Hilversum, The Netherlands, 19 May 2005 (nominated for conference prize)

‘Improving job access in the US, France and the UK: Examining the role of transport initiatives.’ Sophie Tyler and Karen Lucas, European Transport Conference, Strasbourg, 4-6 October 2004

‘Value for Money? How can I prove it?’ National Wheels to Work Conference, Birmingham, 9-10 June 2004

‘Measuring the effectiveness of campaigns: Lessons for mobility managers from the EU TAPESTRY project.’ Sophie Tyler and Dr Andrew Cook, 8th European Conference on Mobility Management (ECOMM) Lyon, 5-7 May 2004

‘Promoting Sustainable Travel to Pupils and their Parents: Examples from the EU TAPESTRY Project’ SUSTRANS National Conference: “Championing Safe Routes To School: Citizenship In Action”, Leicester, 23-24 September 2003.

‘Marketing alternatives to the car: Learning From The EU TAPESTRY Project.’ Understanding The Transport User: Methods And Experiences In Researching And Influencing Travel Behaviour (Landor Conferences), London 8 July 2003.

‘TAPESTRY – Changing travel behaviour through information, education and marketing.’ Universities Transport Studies Groups Conference (UTSG) 2003. Loughborough, 6-8 January 2003.



'Marketing alternatives to the car: Examples from the TAPESTRY project.' ACCESS Annual Conference - Policy Into Action: Creating The Link Between Local Actions And European Mobility Policy, Barcelona, 26-27 November 2002.

'The TAPESTRY project: Changing behaviour through awareness, information and marketing.' Developing strategies to encourage site-specific car free travel (Landor Conferences) London, 21 September 2001.

Publications

'Local Travel Plan Groups: A practical guide to setting up an effective group' Sophie Tyler, Lian Zhang and Marcus Enoch, Transport for London, 2007.

Employment:

2000-
1995-2000 Research Fellow, Transport Studies Group, University of Westminster
Prepared publications, organised events and responsible for communication with members of European local authority network. Drafted research reports on East European security issues for NATO parliament. Produced briefings and drafted amendments on EU fishing and regional policy for Member of the European Parliament.