

CURRICULUM VITAE

Marion Gourlay

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Summary

Marion is a skilled communicator specializing in the field of transport and the built environment. Her 12-year career has led her from political researcher, consultant to transport public relations executive with a leading Transport Consultancy. She is a creative thinker and has a natural ability to see the bigger picture.

Marion has an expertise in transport policy and strategy development at national and local level in the UK. She has worked closely with and learned from several leading transport industry players. As a researcher for Professor David Begg she learned how the media worked and how to deliver the right message. Marion learned how Westminster and local government decision making operates from secondments to CfIT and Essex County Council. Most recently Marion worked with Jim Steer, Director of the high speed rail lobby - Greengauge21. Marion's has valuable experience of political campaigning. She has worked extensively for sustainable transport and helped create the Department for Transport's first national cycling strategy with then Transport Minister, Steven Norris.

Marion's skills lie in her creative ability of selling new ideas to politicians, transport professionals and targeted groups. She has a proven track record of work winning and can develop win-win outcomes between competing interests. Marion can draw upon her experience of transport research, data analysis, consultation, focus groups, interviewing and her knowledge of the decision making process to present meaningful results.

"Marion's abilities are an innate enthusiasm, her own ambitiousness, which she adapts into a shared understanding of corporate objectives, and a thorough knowledge of her subject area".

Jim Steer, November 2008

Education

Jan 2008 to Jan 2009 Diploma in Public Relations, PR Academy London
1991 - 1996 MA (Hons) Town Planning
 Edinburgh College of Art/ Heriot Watt University

Professional membership

Chartered Institute of Public Relations (CIPR)
Royal Town Planning Institute (RTPI)

Career history

Steer Davies Gleave (SDG) 2004 to date

SDG is a leading independent transport consultancy. I became an employee in 2004 and promoted from Principal Consultant to PR Manager in 2006. I currently work for SDG on a freelance basis.

Key achievements at SDG:

1. Implementation of SDG's global external communications programme involving developing business opportunities, press liaison, article writing and interviewing industry leaders for publication on the web and in print. Also providing PR support for individual project managers.
2. Co-authored 'Economic, Social & Environmental Key Facts Report' for FirstGroup Corporate Managing Director David Leeder & its Director of Communications Paul Moore (2006).
3. Project Team for Cambridge East Sustainable Transport Strategy – a site earmarked for 40,000 new homes at Cambridge Airport, Cambridgeshire County Council (2005)
4. Secondment to Essex County Council to prepare the Local Transport Plan, Transport Innovation Fund and Community Infrastructure bids (2004 – 2005).

Transport PR (previously MG Transport) 2001 to date (self employed)

Greengauge 21 is the high speed rail lobby group, directed by Jim Steer and Julie Mills.

Key achievements are: initial negotiation with potential funding partners and supporting organizations and promoting its work through the press (2008).

The Centre for Transport Policy, Director Professor David Begg

Key achievements: researching issues, writing articles, transport consultancy projects, devising conference and events ideas and sourcing speakers. Assisting the judging panel on the first National Transport Awards (2000 - 2003)

Steer Davies Gleave (2001 – 2004)

1. Evaluation of post-16 transport policy, Department for Education and Skills (2004)
2. Essex Cycling and Walking handbook, Essex County Council (2003)
3. Slough Annual Progress Review, Slough Borough Council (2002)
4. Canary Wharf Employee Travel Survey, Canary Wharf Group Plc (2001)
5. Local Transport Plan Monitoring, Department for Environment Transport & the Regions (2001)
6. A Good Practice Guide for Local Transport Plans & Annual Progress Reviews for Department for Transport Local Government and the Regions (2001)

University of East London, Professor Kerry Hamilton
Transport & Missed Hospital Appointments, Kings Fund (2001)

The Centre for Transport Policy, 2000 to 2001

Researcher/ Consultant

The Centre was set up Professor David Begg to raise the level of transport debate through consultancy, research, conferences and events. Projects worked on were:

1. CfIT secondment for a European Transport comparison study (Feb to Apr 2000)
2. Speaking engagements and writing articles for the press.
3. Project manager for a DTi Foresight project on the social implications of new transport and information technologies.
4. 'Aberdeen Hearts and Minds Campaign', aiming to introduce the concept of road user charging to finance an Integrated Transport Package for the city.

Peter Davidson Consultancy (PDC), 1998 - 2000

Transport Planner

PDC is a specialist Transport Planning Consultancy dealing mainly in rail planning, market research, modeling, and software development. Key achievements were:

1. Project manager of a county-wide travel diary and attitudes to transport survey for Essex County Council. This county-wide study consisted of 1800 household interviews 10 focus groups, questionnaire development, fieldwork co-ordination and data analysis.

CTC - the national cycling organization, 1996 – 1998

Transport Policy and Planning Officer

The campaign department at the CTC prioritized lobbying Westminster, Government officials on the rights of cycling. Key achievements were:

1. One-off campaigns including successfully lifting a cycling ban in Dartmoor National Park and a proposed fee for cycling on British Waterways tow paths using stunts to maximize national media attention.
2. Project managed National Bike Week/ Bike to Work Day 1997 & 1998 campaigns. Involved the negotiation of a sponsorship deal with Halfords and establishing links with then Health Education Authority, TravelWise and the National Asthma Campaign.
3. Managed research study on Transport & Health with specialist Dr Adrian Davis.
4. Policy development; Cycling & HGVs, Light Rapid Transit and Cyclists and Cycle Helmets.
5. Public speaking at conferences, events, radio and TV interviews.

Transport Research Centre, University of Melbourne, Dec 93 to Sept 94

Research Assistant (sandwich year experience)

The Transport Research Centre was run by Professor Tony Richardson and Liz Ampt. It specialized in the fields of transport, environmental management and land-use. Work involved the development and analysis of the Victoria Activities and Travel Survey (VATS) which collected state-wide data on travel behaviour. Other work involved a travel behaviour study for the Australian National Bus Company.

London Research Centre, Aug to Dec 1993

Research Assistant (sandwich year experience)

Worked as part of a small team on the analysis of the London Area Transport Survey (LATS'91). My work involved analyzing LATS data for a report on Transport Poverty, in London.

Other information

Working groups

National Transport Awards, judging panel member (2001-02).

Department for Environment, Transport and the Regions Gender Audit Steering Group, Chair
Professor Kerry Hamilton (1999).

National Cycling Strategy, Cyclists' & HGVs Working Group Chair Kevin Clinton, RoSPA (1997-98).

National Cycling Strategy Joint Cycling and Walking, Professional Training and Information Working
Group chaired by Derek Palmer, IHT (1998).

National Steering Group Don't Choke Britain Campaign chaired by Mike Parker, Nexus, (1996-98).

I enjoy mountain biking and yoga. I've been practicing yoga for over 15 years and also teach it. I
have two children and have lived in Glasgow since 2007. I've a clean driving license.

Referee

Jim Steer

Director Steer Davies Gleave

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