

Chris Lines

Curriculum Vitae

Professor Chris Lines

26 Larkswood Drive,
Crowthorne,
Berks, RG45 6RL
Home: +44 (0) 344 773978
Mob: +44 (0) 7989 518249
Email: chris@chrislines.org
Web: www.chrislines.org



Education	BSc Hons, Physics, University of Exeter 1970 MBA, Open University 1997
Professional	Visiting Professor, University College London (2007)
Current Position	Independent Transport Consultant – Chris Lines Consulting Ltd.

Summary

An independent transport consultant involved in a number of projects in the UK, Europe and the Middle East. Director of Chris Lines Consulting Ltd. Chris has over 30 years experience in transport research (at TRL), 7 years practical experience as head of road safety in London (at TfL) and over 4 years as an independent road safety professional. Projects include supported the Qatar Government in assessing the submissions for a major road safety contract, and working in EU projects helping Project Partners in Poland, Hungary and the Czech Republic to develop and implement local road safety strategies.

From February 2003 to April 2010 Chris was Head of TfL's London Road Safety Unit. The Unit had prime responsibility for producing and delivering the road safety strategy and programme for reducing casualties in London. There were 45 people in the team with an annual budget of £60M. By 2009 London had achieved a 52% reduction in all Killed and Seriously Injured (KSI), including a 71% decrease in child KSI. London was widely seen as one of the leaders for road safety in the UK and in Europe.

Chris started his career at the Transport Research Laboratory (TRL) in 1970, gaining technical skills in the traffic, safety and transportation areas, rising to Head of Traffic & Transport and then Head of Business Development for Transportation Division. Chris was a member of the successful privatisation team who negotiated the sale of TRL. Post privatisation in 1997 Chris managed the Traffic & Transport Department and the staff culture change in TRL.

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Current Position and Projects (since April 2010)

Independent transport consultant

2014 /2015 – working for the World Bank to develop a proposal for funding road safety in Poland.

2013 / 2014 – Supporting AADrivetech with the development of a road safety and marketing strategy.

2013 – supporting a technology company to develop a unit to implement Intelligent Speed Adaptation.

April 2010 to June 2013 - Contracted to an Italian Company (ALOT) to support the work of the European Union 'SOL' (Save Our Lives) project. Working particularly with the Polish, Czech Republic and Hungarian Partners helping them develop road safety strategies and action plans for their regions. This included supporting the implementation of road safety measures and monitoring plus a major contribution to running the project and producing the final reports.

March 2011 – Working for Parsons Brinkerhoff advising the Public Works Administration (Ashghal) on Contract 6 - a multi-million pound tender proposal for developing a road safety strategy and linked activities in Qatar. This involved developing an assessment framework and assessing the bids against agreed criteria.

March 2011 – Working for AECOM to peer review a report on 'point to point' safety cameras for the New Zealand Transit Agency.

July 2011 to Sept 2011 - Advisor to the Global Road Safety Partnership – working on the 'Save Our Lives' (SOL) project to transfer road safety knowledge and skills into Central European Countries.

July 2010 to April 2011 - Assessment of Barclays Cycle Superhighways in London with AECOM. This project measured the behaviour of cyclists and other road users at sites on 2 of the newly-launched Cycle Superhighways.

Sept 2010 to date - Supporting AADriveTech with their driver training and road safety strategy.

April 2010 to August 2010 - Advisor to the UK Department of Transport. BURSE – a project on the dissemination of roads safety evidence and guidance.

Feb 2010 to Sept 2012 - Chair of the Steering Group of the 'on the buses' project with the University of Leeds and the London School of Hygiene and Tropical Medicine. This project looked at the effect of giving children and young people free travel in London.

Previous Positions

Head of the London Road Safety Unit, Transport for London February 2003 to April 2010

Responsible to the Mayor of London for the delivery of the London Road Strategy and Safety Plan. This identified working with stakeholders to

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reduce casualties in London, in line with other Mayoral strategies, such as encouraging walking and cycling. The Strategy had a target reduction of 40% in casualties from the 1994-98 baseline, to be achieved by 2010. This was largely achieved by 2004 and a new target was set for a 50% reduction by 2010. By 2009 London had achieved a 52% reduction in all Killed and Seriously Injured (KSI), including a 71% decrease in child KSI. London is widely seen as one of the leaders for road safety in the UK and in Europe.

Responsible for budgets of £60M and year and head of a team of 45 staff working in 4 areas –

- Data Analysis and Research
- Road Safety Engineering
- Education, Training & Publicity
- Safety Camera Partnership

The data analysis section was the foundation stone of our activities, supplying accurate data and detailed analysis that allowed us to understand road safety problems. This was used to develop optimum interventions that gave best value for money. The Research Team had a budget of £900k a year and provided valuable answers to key road safety questions. This team also developed the Intelligent Speed Adaptation (ISA) project and delivered the infrastructure to allow vehicles to display the speed limit on the dashboard. Equipment was also developed that allows drivers to limit vehicle speeds to keep within the prevailing limit. There are 26 vehicles fitted with this technology in London and plans to equip many more, including fleets.

Road Safety engineering was the largest team, working with the London Boroughs and colleagues in London to introduce road safety features (engineering schemes such as signalled pedestrian crossings and 20mph zones).

The Education Training and Publicity team developed campaigns targeted at specific groups; such as the ‘don’t die before you’ve lived’ adverts aimed at teenagers. Our campaigns won lots of awards, including the **Prince Michael Premier award in 2007**. Between 2003 and 2009 we developed a ‘cradle to teen’ programme that starts with Children’s Traffic Club at age 3 and continually reinforces road safety messages every 3-4 years up to teenage years and the successful “don’t die before you’ve lived” campaigns.

Safety cameras have provided big safety benefits and our programmes strongly supported more of these through the London Safety Camera Partnership. These activities required a lot of consultation and collaboration with other Partners, and careful handling of the press and public relations issues. The Partnership has led the way in getting new technology cameras Home Office Type approved and the first time-distance cameras enforcing 20mph zones and lengths of high-risk main roads are being installed in pilot projects in London.

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The London Road Safety Unit had a high reputation in London and has delivered casualty reductions, in spite of big increases in vulnerable cyclists in the capital. This was of great interest to the profession and I gave 4 to 5 talks every year at seminars and conferences. The reductions were achieved through a good understanding of the environment and political situation, good networking with stakeholders and good communications.

Previous Positions

Head of Business Development, Transportation Division and Head of Traffic Group TRL Limited (formerly the Transport Research Laboratory) April 2002 to February 2003

As Head of Business Development for the Division I had overall responsibility for business development for the Transportation Division (140 staff). The strategy was to target new clients outside central Government and to grow the business in new areas. I was responsible for introducing improved systems for managing clients and bidding, and for developing commercial skills in the staff.

I was also responsible for the operation of the Traffic Group. Traffic was one of four Groups in the Division and covered the work on traffic management and control, and software development. There were 22 staff in the Group, with a budgeted annual turnover of just under £2M.

Head of Traffic & Transport Department (T&T), TRL Limited - 1999 to April 2002

I was responsible for the strategic direction, operation and growth of the Traffic & Transport Department at TRL, including responsibility for profit and loss. T&T Department covered activities in the Transport Planning, Public Transport, Traffic and Software areas of TRL. Central to the role was the management and motivation of creative researchers. T&T had over 60 staff and a turnover in excess of £3.5M. I recruited over 100 staff over 10 years and led a programme of culture change that brought T&T from the civil service to become a successful and growing commercial Department. Major challenges included developing better project management skills that improved the profitability of the Department and the ability to deliver projects on time and to quality. We also improved our bidding and client management to allow overall growth, despite a decline in our programme with central government.

As the operation and efficiency of the Department improved, I foresaw continuing to grow the business as the biggest challenge. I therefore played an increasingly major role in developing new business with new customers, as well as ensuring that existing customers were retained. I managed the customer liaison and bidding for Government and public sector clients – primarily DfT and Transport for London (TfL).

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Project Manager for the Bid to set up TRL as a non-profit-distributing Foundation –1995/96

I worked with the Chief Executive and Directors in putting together the successful bid for TRL and setting up the Transport Research Foundation in 1997. I arranged and managed meetings, dealt with correspondence, Minutes, Board reports, etc. I dealt with third parties including our Consultants, Founder Members and the Department of Transport. I was involved with the business plan, contracts and agreements, and the corporate governance of the Transport Research Foundation. I set up and managed the staff 'web', which was the forerunner of the TRL employee Council, and I acted as Board Secretary. I was responsible for the publication of the TRL Annual Report (1995).

Resource Centre Manager, Traffic and Transport – 1992 to 1999

I was responsible for the budgets and management of over 170 staff and other resources in the Centre. In the matrix structure operating at this time, the Resource Centre supplied staff and teams to run projects, with clients managed by the Programme Directors. My main duties were to provide strategic direction and bring in a programme of change management based on understanding the culture. I instigated training and management development as part of a managed cultural change process, moving from an ex-civil service Agency to a successful and vibrant commercial operation. I managed and developed the virtual reality driving simulator and was responsible for software development.

Head of Urban Safety – 1990 to 2002 (as well as the other roles above)

I led the teams in TRL working on traffic safety projects, mainly for the UK Government – Department of Transport (DoT). These included projects on cycling, the effectiveness of engineering measures, traffic calming, 20mph Zones and the DoT 'safe town' study in Gloucester. For Gloucester I led the data sub-group and the analysis of accident data, formulation of strategies and production of local safety objectives. I was also heavily involved in consultations with stakeholders and the public. I worked closely with DoT staff and supported them in formulating policies and programmes of work.

I was bid writer, Project Manager and Programme Co-ordinator for the **DUMAS** (Developing Urban Management And Safety) project - a 2M ECU proposal accepted for funding by the EC IVth Framework programme under DGVII on Road Safety – 7.2/15 urban safety management. This project had 10 partners from 9 European countries and developed a framework for urban safety management studies. This project gave me a European-wide perspective on safety, during which I developed strong relationships with the partner organisations in the 9 countries.

Project Manager, Traffic Management and Control – 1980 to 1989

I managed a team developing traffic management and control software and systems, including research into networks and isolated traffic signals. Areas covered were:

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- TRANSYT - off-line co-ordination of traffic signals
- MOVA - real time control system for isolated traffic signals
- Software Suite
- OSCADY signal junction design software

I made a personal contribution to the development of traffic management software, principally TRANSYT and MOVA. I gained an in-depth understanding of the principles of traffic management and the dissemination of software products. I gave many of the core elements of the well-known TRL workshops, including TRANSYT, OSCADY, ARCADY, etc.

Researcher in the Highway Traffic Division – 1970 to 1979

- Responsible for the design, running and reporting of an experiment to measure the effectiveness of enhanced motorway matrix signals on the M1 in Bedfordshire.
- Design, development, building and testing of equipment for visual communication with drivers.
- Design, development and testing of road pricing equipment and strategies.

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