

# RENAISSANCE AND NEW TRANSPORT SYSTEMS

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## *Dr. Laurie Pickup*

## Biographical Summary

Laurie Pickup has an international reputation in the field of travel behaviour research. He was one of the first social scientists in transport planning in the early 1970s. His early work was to assess the transport disadvantage of different social groups and pioneered work on transport and gender and transport and poverty. He is an expert on evaluation methods for understanding travel behaviour using both quantitative surveys and qualitative approaches. He is currently using psychological techniques to understand the 'mobility mind sets' of different market segments. Laurie Pickup has been working on European projects for 29 years – starting with research on the impact of transport on living and working conditions and physical and mental health status in 1981 to RENAISSANCE in 2010.

Since the mid-1990's, Laurie Pickup has worked in the area of transport awareness and marketing. In 1997, he completed the first report for the Department of transport to review the travel awareness-raising initiatives in Europe and assess the current campaigns in the UK. This work led to the setting up of the Travel-Wise initiative. Between 1999 and 2003, Laurie was the leader of the TAPESTRY consortium of 30 partners from 16 European countries – to assess and trial different types of travel awareness campaigns. The work has recent years, Laurie has been assessing the impacts of the sustainable transport trend on the attitudes and lifestyles of different market segments in Europe. He has worked in all 3 CIVITAS Programmes on cleaner urban transport in Europe, and is currently the Technical Co-ordinator of the RENAISSANCE consortium - working in 5 European cities on 42 demonstration projects of cleaner urban transport.

