



Meera Rambissoon
Senior Consultant

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Qualifications:

MA Hons in Classics, Kings College, Cambridge University
Fellow of the Chartered Institute of Logistics & Transport (CILT)

Profile

A passionate advocate of public transport services with a well-respected reputation in the bus sector, Meera joined TAS in June 2013. Committed to encouraging more people onto bus service, she specialises in passenger surveys, stakeholder engagement and consultation and profile-raising within the passenger transport sphere. Meera has worked to raise the profile of public transport in the UK for 13 years through campaigning, journalism and consultancy roles.

Meera has contributed to the following projects:**Bus passenger surveys: student views of bus fares (2013)**

Meera explored the level of awareness amongst 16 to 19 year olds of a of new student discount by Cardiff City Transport, and their views on bus fares in general to gauge and inform the success of the discount. She designed and implemented a survey aimed at schools and colleges in Cardiff (carried out in person and via Survey Monkey), collated and analysed the outcomes and produced a summary of key results and recommendations on how best to target marketing and business development. Meera has also collected and analysed the views of bus users and non-bus users in areas such as Nottingham and Derby.

Stakeholder consultation: Stirling Taxi Survey & partnerships guidance (2015)

Meera's prowess in stakeholder engagement has informed a range of projects at the TAS Partnership such as consultation with bus and CT operators, PTEs/ITAs and local authorities as part of producing Bus Partnerships Best Practice Guidance for the DfT. Meera ensured the successful arrangement and completion of engaging key stakeholders and consultees both for workshops and individual interviews, and presented the findings in a sharp and vibrant form for publication. As part of a survey for Stirling Council, looking at unmet taxi demand, she consulted with taxi operators, the local authority taxi licensing head of department, the Police, NHS staff, Stirling University Student Union, nightclub owners and Visit Scotland, in person and over the phone.

National Fares Survey – analysis & report-writing (2013/14)

Meera collected fares from a variety of operators as part of producing TAS's biennial National Fares Survey – analysing three-mile single, day, weekly and monthly ticketing data and presenting headline trends and findings.

Profile-raising & Communications Manager: Nottingham CT (2016 to present)

Meera is acting as Press & Communications lead for Nottingham CT. Her core aim is to raise profile, build relationships with local journalists and improve communications to all stakeholders, including passengers and local politicians. Key recommendations/achievements include:

- Organising a successful depot visit from former Shadow Transport Secretary and Nottingham South MP, Lillian Greenwood, including a demonstration of Nottingham CT's services.
- Generating coverage in the trade and local media through writing and issuing press releases.
- Producing targeted briefings/information for stakeholders including a factsheet for MPs and councillors.

Five-Year Vision for the Bus Industry (2014)

Meera's extensive knowledge and background in transport policy was a key factor in instigating, project-managing and inputting into TAS's analysis of the various key factors which would influence the forward development of the bus industry in the medium term. Covering issues and trends such as demographics, car ownership, shopping and studying habits, stakeholder engagement and fares/ticketing, the report is likely to help to shape strategy for the industry in the next few years.