

**Wendy Neville**



**Head of Communications and Marketing  
London Transport Museum**



**How did you enter the industry?**

My career began in the tourism sector rather than the transport industry. I started off working for a London visitor attraction as an Office Administrator and quickly got promoted to PR. From there I went to a marketing position for a coach tour operator and then managed tourism and arts in the London Boroughs of Greenwich and Camden before joining what is now Visit London as Director of Development. I went freelance in 2003 and have worked at the Museum for over eight years. I originally started as a freelance covering the Museum's press office in the lead up to the re-opening of the Museum in 2007 following a massive redesign project.

**What does your job involve?**

I manage the Museum's marketing activity which covers press office, marketing, online and social media and corporate venue hire. I also chair the Museum's Public Programmes and Events Group where representatives from different Museum departments discuss ideas for events and exhibitions and ensure plans are in place to deliver amazing events such as Friday Lates, talks, heritage vehicle outings, family fun activities and Open Weekends at our Depot in Acton.

**Why do you like working in transport?**

I love the design heritage of Transport for London and its predecessor organisations; the posters, graphic art, architecture and vehicle design are all just fabulous. I also love the fact that we are continuing the legacy of design excellence through our new design commissions.

**What achievement are you most proud of?**

Generally speaking I am very proud that we continually exceed our targets for the number of visitors to the Museum and the fact that we are successful in attracting audiences with diverse interests, from people interested in design and London, to the more obvious and traditional family and transport enthusiast markets. I'm also very proud of the work we did with TfL colleagues on the Tube 150 and Year of the Bus campaigns. I'm looking forward to repeating this on our Transported by Design campaign which will run during 2015 and 2016.

**How can we attract more young people into the industry?**

Make transport an interesting subject. In London we're fortunate in that transport really has shaped the cultural identity of the city which means we can reach out to many young people as well as adults. A great example of the work we do with school-age children is the Museum's Inspire Engineering programme which is supported by TfL and Siemens. This programme enables young Londoners to learn about the vital role engineers play in keeping London moving from the best possible source, the engineers themselves.

**What advice would you give to someone interested in your role?**

Be hungry, enthusiastic and see every challenge as an opportunity.