

**Lilli Matson**



**Head of Strategy and Outcome Planning  
Transport for London**

**What does your job involve?**

I am Head of Strategy and Outcome Planning for Surface Transport at Transport for London (TfL). My team works with all areas of TfL to help set the strategic direction for Surface Transport's operations and investment. We also deliver the Surface Transport Business Plan with finance colleagues, prioritising operational spend and future investment, and monitor the impacts of our delivery, constantly seeking improvements to performance and effectiveness. Day to day I spend a lot of time in meetings! These are often with TfL colleagues, for example to develop the Business Plan or management one-to-ones. However, I also have regular meetings with City Hall and key stakeholders who have an interest in our activities.

**How did you get into transport?**

I originally became involved in transport when working for the campaigning charity, the Campaign for the Protection of Rural England. There, I brought together a coalition of organisations concerned with the environmental impacts of major road building, to propose alternative transport solutions. Through my work on sustainable transport policy, I was appointed to the Government's Commission for Integrated Transport. I then moved to France and took my career forward as an independent consultant, working on a range of projects for clients including the Department for Transport, Energy Savings Trust, the Countryside Agency, County Councils and others. I got to know TfL through a project commission and became determined to join the organisation, which I did in 2006.

**What do you like about working in transport?**

I am passionate about sustainable transport and, as well as spending time actually walking, running and cycling, I've previously acted as an Executive Board member for charities Living Streets (which promotes the interests of pedestrians), and the Campaign for Better Transport. I love working in a job which enables me to be directly connected to the positive changes that are taking place in London through TfL's and the boroughs' transport improvements.

**What are you most proud of?**

Apart from my two lovely daughters, I am most proud of the ongoing amazing work my team does, which has included delivery of the Safer Lorry Scheme, development of the Mayor's Vision for Cycling, the Road Safety Action Plan for London, developing Street Types for London and much more.

**What would your advice be to someone interested in your role?**

This is a fascinating role with a tremendous scope, from rivers, roads and road safety through to freight policy, walking and electric vehicles. It's important to keep a broad understanding of what is happening in transport policy and to constantly think about the implications for London and TfL.