

Siwan Hayward



**Deputy Director - Enforcement and On-Street Operations
Transport for London**

What does your job involve?

My team works in partnership with teams from across Transport for London (TfL), the Metropolitan Police and the British Transport Police. We set strategic priorities at the start of each year to make travelling in London safer, more reliable and secure, identifying the problems which need tackling. We gather intelligence, use it to identify where problems lie, determine solutions and deliver them. We ensure that all the actions we take are evaluated so that we can see what has been effective and what hasn't.

How did you get into transport?

My career developed in the area of policing, community and women's safety but I studied urban geography at college. Previously, I have primarily held campaigning roles as I am passionate about promoting and implementing change. It was a brilliant moment for me when the opportunity arose to join the policing department at TfL, combining my interests and loves. I started in 2007.

What do you like about working in transport?

My job gives me the opportunity to influence change as I'm involved in strategy, policy and leading operational teams. Strategy, policy, operations and delivery are inextricably linked here which makes it a really vibrant place to be and makes my work much more tangible.

What are you most proud of?

At this point in time, I have to say that I'm really proud of Project Guardian. I'm proud to work for an organisation that recognised the problem of unwanted sexual behaviour towards women on public transport is important, and bigger than the figures were telling us. We made our public commitment to eradicate sexual harassment and sex offences from London's transport through the Report it to Stop it campaign, and we've worked hard to change the attitudes of staff and police officers to understand what acceptable behaviour is and what isn't. We undertook two years of work, stepping up enforcement and challenging behaviour on public transport. In this I am incredibly proud of our operational staff – for laying down the bedrock for Guardian, setting the standards of behaviour on public transport and for their persistence in challenging attitudes.

Why should people join our industry?

My perspective is that transport is the life- blood of any city and is essential to every element of making London successful and a great place to live. I worry that the notion persists that transport is only about operations and engineering rather than about making life better. I want people to know that's not the case and that wherever your interests lie, there's a job for you in transport.