

# STEPHEN JAMES TAYLOR

BA (HONS), MSc

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Date of Birth: 18<sup>th</sup> June 1968  
Nationality: British

## SUMMARY

I am currently a PhD candidate in the Department of Tourism at the University of Otago. The primary aim of my proposed research is to establish how destination decisions are made by adventure sports tourists, both international and domestic. Particular emphasis will be placed on the processes of the accumulation of mental images about destinations, modification by further information and the decision to travel to a particular destination. Understanding these elements is crucial in determining how a destination's image is key to visitors' decisions to travel to and experience them. As an established and expanding adventure sport in New Zealand, mountain biking will be used as the focus for this research.

I have until recently been employed as a principal transport consultant with over seven years' experience in project management and transport planning. I have a BA in Geography and an MSc in Rural and Regional Resources Planning. I am experienced in writing successful funding applications, including for European funds, management of projects, involving European partners, monitoring and evaluation and budget management.

I have strong management skills including line management, interdisciplinary team working, managing sub-contractors and liaison with project partners and beneficiaries. I am fully competent in researching and writing reports, giving presentations and facilitating meetings, and feel comfortable working with people from different backgrounds.

## EMPLOYMENT HISTORY

2004 – 2006 *Principal Transport Consultant, Capita Symonds, Carlisle*

My role includes the management of a team of eight consultants and support staff, the management of inter-disciplinary project teams, the development of tenders, the writing of applications for national and European funds, budget management, research for transport studies and client liaison.

My workload included researching suitable funding sources for projects for UK clients and developing a successful sustainable tourism destination project application for the Interreg IIIB North Sea programme for a Swedish client, with UK, Danish and Norwegian partners.

2002 – 2004 *Senior Strategy Officer, Aberdeenshire Council, Aberdeen*

The role included the development and monitoring of local transport strategy and policy, line management of three members of staff and day-to-day contact with businesses, economic development agencies and central and local government departments.

I was involved in the development of project funding applications and wrote the successful application for the Interreg IIIC *Concept* project, with partners in Greece, Italy, Norway, Sweden and Austria, and co-wrote the successful Interreg IIIB application for the *SustAccess* project. I was responsible for the management of the *Concept* project as lead partner and the Interreg IIIB *Northern Maritime Corridor* and *SustAccess* projects as the regional lead partner. I was also involved in the development of European transport strategy, writing papers for the North Sea Commission Transport Thematic Group.

1999 – 2002      *Transportation Strategy Analyst, Aberdeenshire Council, Aberdeen*

This post included the development and maintenance of the Council's local transport strategy, researching and interpreting legislation and policy, the preparation of funding applications and undertaking appropriate consultation with the general public, business sector and other organisations.

1998 – 1999      *Researcher, Cordah Research Limited, Aberdeen*

Part-time research was undertaken, while completing my Masters, on the nature of waste arisings in rural areas of Aberdeenshire, concluding with a client report that was published on the Internet.

## **EDUCATION**

1998 – 1999      University of Aberdeen, UK  
Master of Science (with Distinction) Rural and Regional Resources Planning  
Courses included Land Use Planning, Sustainable Tourism, Research and Planning Methods and Environment, Resources & Rural Development.

1993 – 1996      University of Leeds, UK  
Bachelor of Arts (2:1 with Honours) Geography  
Second Year International Exchange Student at the University of Waterloo, Canada  
Final Year Courses included Environmental Planning in Canada, Geography of Eastern Europe, Society and Space and Management of Wilderness Environments.

1984 – 1986      Stamford School, Stamford, UK  
Advanced Levels in Geography, Economics and French

1979 – 1984      Stamford School, Stamford, UK  
General Certificate of Education in English Language, Geography, Maths, Biology, History, French, English Literature and German

## **FURTHER TRAINING**

Presentation Skills	European Structural Funds
Project Management	Making Meetings Work

## **LANGUAGES**

Basic knowledge of Spanish and German (spoken) and intermediate French (spoken and written).

## **INTERESTS**

Overseas travel, mountain biking, hiking and skiing, literature and wine.

## **ADDITIONAL INFORMATION**

- Full British driving licence.
- Experience of a diverse range of temporary university jobs.
- Extensive international experience from having studied and worked abroad and involvement in pan-European projects.
- Qualified mountain bike leader and first aider.
- Freelance contributor to *New Zealand Mountain Biker*, *Wilderness* and *Adventure* magazines.

## **REFERENCES**

Available on request.