

Jean Hopkin

Jean Hopkin Research Services

based in BRACKNELL, Berks.

Jean Hopkin is an experienced social scientist specialising in social and transport research, road safety, Intelligent Transport Systems and evaluation. She has extensive research experience in design, analysis and management of a wide range of transport and road safety projects. She is the author of over 40 research publications and a series of her road safety reports won a Prince Michael International Road Safety Award in 2010. Jean has worked freelance as an independent consultant since 1995, having previously been employed at the Transport Research Laboratory as a researcher, team leader and project manager. In addition to her consultancy work she is also a Senior Researcher at TRL on a part-time basis.

Services Provided

- Literature reviews
- Research projects
- Designing research and questionnaires
- Analysing surveys and data
- Technical editing
- Writing reports and proposals
- Providing technical advice
- Design and audit of QA systems

Selected Achievements

- Lead transport researcher in a qualitative study and literature review on drink driving in the UK. In 2010 project findings were quoted in the North Report on the government review of drink driving.
- Lead transport researcher in an evidence base review of the contribution of low cost schemes to meeting key government transport objectives in the UK.
- With Kris Beuret, another TAN member, provided a local authority with best practice guidance and case studies from around the world of evaluation of road safety education and publicity schemes.
- Member of team which developed an approach for establishing a National Technical Framework for Intelligent Transport Systems in the UK.
- Evaluation expert in TEMPO Secretariat project supporting the European Commission in providing evaluation guidance to large scale projects implementing Intelligent Transport Systems (ITS) on the Trans-European Road Network.
- Project manager for IBEC Secretariat 2003-2006, supporting the work of an international working group on benefits and costs of Intelligent Transport Systems.
- Author and contributor of case studies and text for evaluation chapter of PIARC ITS Handbook (2nd Edition), a key resource for ITS professionals around the world which has been published in English, French and Chinese.
- Author and editor of best practice case studies on traveller information services in Europe for the EC-funded ATLANTIC project.
- Contributor to work on evaluating the effects of Intelligent Transport Systems in several projects for the European Commission, including EUROSCOPE (demonstration of ITS in urban transport) and ENTRANCE (a project on energy and transport).
- Analysis of national road accident database to identify factors associated with the high proportion of casualties receiving fatal and serious injuries in accidents on rural roads in England, Wales and Scotland.
- A series of research projects using data from national accident records for Great Britain covering a seven year period to carry out detailed analysis of accidents involving specific road user groups and identify measures for improving the safety record of those involved. These

projects covered young drivers, motorcyclists, 16 year old moped riders and older drivers. The series of reports on these projects won a Prince Michael International Road Safety Award in 2010.

- Contributor to work on Validation Quality in CONVERGE (for the European Commission), provided guidance for projects to use in preparing Validation Plans, reviewed evaluation plans and project results for projects demonstrating transport telematics applications.
- Support for TAPESTRY project preparing Evaluation Plan for publicity measures in European case study areas encouraging modal shift towards sustainable transport.
- Co-author of Fact Sheets for CARISMA telematics project analysing and reporting case studies on factors behind the success of Intelligent Transport Systems implemented in a series of European cities.
- Editor and contributor to the first comprehensive study assessing the benefits of Road Transport Telematics in the UK.
- Member of team designing methodology for evaluating proposals and projects using Intelligent Transport Systems to manage traffic on the Trans- European Road Network.
- Secretary to Clear Zones Working Cities Group, working with local authorities, industry and consultancies to promote the develop Clear Zones in towns and cities of the UK.
- Project Manager for the development of two National Vocational Qualifications for road safety professionals, and three Transportation NVQs for all transport professionals in the UK.
- Project Manager for UK Department of Transport's research programme on the costs and consequences of road accidents. Developed values for the cost of road accidents and casualties to the nation.
- Qualitative research into public attitudes to parking and parking behaviour and editor for major review of research on parking policy and behaviour.