

THOMAS LLOYD

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PROFILE

An Economics graduate with a 2:1 degree, currently working within a Transport Economist capacity. Possesses relevant professional Economist experience gained during current role as a Transport Economist at Steer and Atkins alongside an internship at the Department for Transport within the Rail Analysis Division. Transferable skills include the ability to work on multiple projects simultaneously, within a team, and to communicate clearly and effectively to both external and internal stakeholders.

Now seeking a career change to the golf industry with a handicap of 4.6, with current ambitions to become a PGA Head Professional or Director of Golf at one of the leading golf courses worldwide. Previous experience obtained earlier on in career in terms of work experience at Stonebridge Golf Club, customer service facing roles, including at Birmingham New Street as one of the busiest train stations in the country, alongside within the hospitality industry.

EDUCATION

2014-2018	BA (Hons) Economics	Coventry University
	Upper Second Class Honors (2:1)	
2012-2014	A Levels	The Sixth Form College Solihull
	Economics (A), Business Studies (A), History (B), English (B)	
2007-2012	GCSE's	City Technology College Kingshurst Academy
	10 GCSE's A*-C including Mathematics (C), English (B)	

EXPERIENCE

August 2025 – Present **Senior Consultant** **Steer**

Working within the Rail Advisory Team as a Senior Consultant, supporting a wide range of consultancy areas including economic appraisal, demand forecasting and data analysis. My projects include: My key project includes:

- Lead analyst on East West Rail; a nationally significant railway project that aims to deliver improved transport connections for communities between Oxford and Cambridge through improving existing and delivering new infrastructure. Required to work collaboratively across various stakeholders to deliver analysis at pace whilst also meeting assurance requirements.

November 2019 – Present **Transport Economist** **Atkins**

Working within the Transport Planning Economics and Business Case network. My projects include:

- Supported the production of the Outline and Full Business Cases for submission to

the West Midlands Combined Authority for the development of a new public transport interchange in Dudley Town Centre. Developed an economic model that quantified the schemes costs and benefits using TAG and Green Book guidance and reviewed local, regional, and national policies to strategically assess the scheme within a policy context. The funding application was successful in receiving £24.1million from the Combined Authority.

- Produced a wider economic impacts model to determine the Gross Value Added of the Dudley Interchange scheme during construction and upon operation and communicated this information to a non-technical audience in the form of a two-page summary note.
- Supported the development of the Economic Case for the Fleetwood to Poulton Rail Reinstatement Strategic Outline Business Case. This included the development of high-level demand forecasts for new heavy rail and light rail station to ascertain the level of benefits required for each of the preferred options to provide high value for money.
- Developed a cost benefit analysis model that assessed the feasibility of delivering a Traffic Management solution on the East Midlands Railway route. This involved assessing the non-delay and delay minute benefits from the intervention using the BIT Network Rail software.
- Developed an economic appraisal for assessing the impacts of technology-based solutions which addressed the current traffic and asset management challenges faced within the Solihull local highway network. Authored a technical note detailing the appraisal methodology and the Economic Case of the 5-case Business Case model.
- Authored a strategic report for a proposed highway scheme, which includes providing economic analysis based on both direct transport user benefits and wider economic benefit results, for three different scheme improvements along the A50 corridor. Undertook a comparative analysis and sensitivity testing to assess how to maximise the present value of benefits, and scheme cost savings, thus maximizing the value for money assessment of the scheme.

Skills and achievements:

- Gained understanding and experience of 5 case Business Case Model for transport schemes, and thus understanding of TAG and Green Book principles.
- Successfully delivered business cases for transport schemes which have received approval through funding body assurance processes.

June 2018 – November 2019

Assistant Consultant

SYSTRA LTD

Working in a multi-disciplinary role as a Graduate supporting various divisions. My projects include:

- Produced a one-page station summary for the proposed Birmingham Curzon Street and Birmingham Interchange HS2 stations, identifying service frequency, passenger demand forecasts and key transport connections
- Supported initial development of an integrated pattern of rail services serving the East Midlands Rail Hub, with a strategic holistic focus on service rationalisation. This considered capacity constraints around junctions in proximity to the proposed HS2 Toton station and other interchange stations within the East Midlands Area.

- Providing support on a Station Travel Plan project at Sutton Coldfield station, including primary and secondary data gathering, and facilitated a main stakeholder workshop. These were used to inform an Action Plan to enhance the station environment and identify opportunities for funding to implement change.
- Reviewed the bus network in a local county, providing evidence and data analysis which helped to devise a strategy that maximised the economic value of current services in consideration of funding constraints.

Skills and achievements:

- Ability to balance stakeholder relationships to ensure successful project completion.
- Proficient in using industry software to produce high quality outputs for various clients.
- Understanding of consultancy as an industry and the financial elements of project management.

July 2017 – August 2017 Economist Intern Department for Transport

Worked as part of the Rail Analysis division supporting the Passenger Services Analysis branch. My responsibilities and projects included:

- Undertook analysis on the economic costs and benefits to a variety of stakeholders from revised security regulation in the Channel Tunnel, utilising DfT WebTAG and HM Government Green Book guidance.
- Supported written analysis within the Channel Tunnel Impact assessment based from the data collated on the economic costs and benefits.
- Worked within a team producing a presentation for a Minister on the economic impacts of rail franchising rewards, researching key data of the railway industry and creating graphs.
- Assisted in consolidating and producing rail statistics in response to requests from both internal and external stakeholders.
- Utilised specialised rail demand software, MOIRA, to assess and forecast the revenue and patronage response from timetable changes on various franchise rewards, whilst gaining understanding of PDFH principles.

Skills and achievements:

- Developed basic spreadsheet modelling skills from calculating the values used in the appraisal based on the quantified economic costs and benefits.
- Contributed in producing an Impact Assessment for revised security legislation in the Channel Tunnel, thus communicating technical information to a non-technical audience.
- Proficient in using MOIRA in a short period of time, demonstrating quick learning skills and an immediate valuable impact to the team's work.
- Undertook several projects and work streams simultaneously gaining the ability to deliver quality work at pace.

July 2016- June 2017 Sandwich Placement Aston Martin

Gained exposure to numerous commercial functions throughout this sandwich placement working within the UK and South Africa regional team. My responsibilities and projects included:

- Managed and ran the Car Locator programme which assisted the UK dealer network and three regional sales managers to efficiently place cars within the region to achieve a customer sale.
- Generated and issued weekly wholesale and retail sales performance reports to support achieving regional sales targets and determining future volume targets.
- Supported the monthly fleet car auctions.
- Analysed leads generated and test drive conversion rates after each marketing event.
- Assisted in the planning, organisation and hosting of marketing events
- Accurately process sales invoices to the dealer network for their utilisation of regional marketing assets.
- Liaised closely with the finance department to confirm the amount of revenue received from the dealer network for their marketing activity and compare this with year to date budget.

Skills and achievements:

- Helped to facilitate the sale of 52 cars, circa £6.2 million, through the Locator system and therefore significantly contributing to regional financial and volume targets.
- Created a revised weekly sales report that the dealer network could submit, showing evidence of my own initiative and the ability to work independently to create work that is beneficial to wider stakeholders.

July 2014- May 2016

Customer Service Assistant

Network Rail

Working within one of Britain’s busiest railway stations at Birmingham New Street whilst studying, my responsibilities included:

- Providing mobility assistance to passengers requiring help when arriving and departing.
- Distributed information to passengers on train times or general enquires regarding the station or local area.
- Carrying out security searches to ensure that the station is safe for passengers and reporting to management of security issues.

Skills and achievements:

- Considering the redevelopment of the station, I was able to adapt and account for a greater level of responsibility within my role.

2012-2014

Minibar Assistant

Radisson Blu Hotel

During my A-Levels studies, I held a part time job at a 4-star city centre hotel. My responsibilities within this role included:

- Ensuring constant replenishment of food and beverage items in the minibars across all hotel rooms.
- Serving guests during dinner service by taking orders, delivering food and focussing solely on exemplarily customer service.
- Analysing large sales data to identify trends and highlight areas for departmental financial improvement.

Skills and achievements:

- Working in a busy customer environment developed my communication skills and level of confidence in a professional environment.

ADDITIONAL SKILLS

IT: Excel: Able to write intermediate formulas and create charts and graphs.
Word: Used extensively to produce reports
PowerPoint: Produce succinct and clear presentations to convey key points.
Outlook: Extensive user for emails and calendar arrangements

EXTRA CURRICULAR ACTIVITIES

Sport: I am also a member of a local football team who plays regular competitive matches at a high level. I have been responsible for ensuring that all other players and myself perform at our maximum potential, and therefore developed a strong will to win under pressure within a team environment.