

01 April 2009

Edinburgh Tram Project Appoints New Chief Executive

The Edinburgh Tram Project today announced the appointment of a new Chief Executive for **tie** Limited, the arms-length company of the City of Edinburgh Council, which is project managing Edinburgh's tram construction.

Richard Jeffrey will take up the post in May 2009 and will be tasked with management of the project through the construction phase until operation. He will also have a major influence in the development of the arrangements needed to ensure the development of Edinburgh's integrated public transport network.

Richard Jeffrey is the former Managing Director of Edinburgh Airport, one of several senior management positions he held at BAA plc both in Europe and the USA. He is the current President of the Edinburgh Chamber of Commerce. A Chartered Civil Engineer, Richard has a strong track record in construction and project management. At BAA he chaired the project board responsible for delivering the company's multi million pound capital projects portfolio. He also has substantial operational management experience at a senior level.

This appointment follows a targeted recruitment process which attracted keen interest from leading professionals involved in a wide range of transport projects throughout the United Kingdom and Europe.

Richard Jeffrey said: "This is a fantastic job. I join the Edinburgh Tram Project at a crucial stage in its progress. I believe that the introduction of



What are the benefits of trams?

For you

- One part of a better integrated transport system
- Safer – attendant plus driver
- Faster journey times
- Comfortable and accessible
- Less congestion = less pollution & noise
- Looks great

For Edinburgh

- Better transport is essential to the growth of the city and attracting new businesses
- Trams are environmentally friendly
- Connects Waterfront, Edinburgh Park and Edinburgh Airport with the City Centre
- Link to airport will benefit tourism and businesses
- Trams will attract more visitors to the City Centre

trams and their integration with Lothian Buses will make a real and positive difference to the lives of those that live in, work in and visit Edinburgh.

“The opportunity to play a key role in shaping and building the future of Edinburgh’s public transport is an exciting one. I am thoroughly looking forward to meeting and working with everybody at **tie** and getting to work on this world class tram system which will be the envy of cities across the UK.”

Councillor Jenny Dawe, Leader of City of Edinburgh Council said: “The trams are crucial to the economic development of Edinburgh and it was critical that we attracted a person with the strategic vision to see this project through to completion. It is a major coup for Edinburgh to attract such a talented pool of applicants from across Europe for this post. In Richard, we have identified someone with a proven commitment to the city as well as the management and engineering credentials to see the project through to delivery.”

Tom Aitchison, Chief Executive, City of Edinburgh Council said: “I look forward to working with Richard on this critical project for the city. It is essential that **tie** and the Council work closely together to capitalise on the strengths in both organisations to deliver a first class integrated transport system for Edinburgh.”

David Mackay, Chairman, **tie** Limited, said: “Richard was the outstanding candidate from a pool of highly talented applicants. The calibre of the competition and the eventual appointment reflects very well on the City of Edinburgh and the importance of the project to the Capital and indeed Scotland as whole.”

“We all welcome Richard to **tie** and look forward to working with him and I have full confidence that he will deliver a world class tram for the City.”



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For further information please contact Gordon Robertson of Media House on 0131 247 7520 or 07887 542 124.

Notes to Editors

1. Head and shoulders shots of Richard Jeffrey are available.
2. Richard Jeffrey is a Chartered Civil Engineer. He obtained a 1st class degree in Civil Engineering from Imperial College, London, in 1987 before joining BAA plc where he worked in a number of roles including project management roles at UK airports and in the USA.

At 26, he became a director of BAA's international business where he was responsible for new business development in Europe. Following this he moved to Scotland as Managing Director of Aberdeen Airport, and from there to become Managing Director of Edinburgh Airport in 2001, where, for 6 years, he oversaw an exciting period in the airport's growth and development.

Most recently he has been working for the international investment and advisory business, Babcock and Brown, responsible for new business development in Scotland. Richard holds a number of other Edinburgh based roles including currently as President of Edinburgh Chamber of Commerce and a non-exec director of Edinburgh Leisure. Richard (43) lives near Kinross with his wife and two daughters.



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