

CV of Dr Sandy Ochojna



Education and Qualifications

MA	Joint Honours, Economics and Economic History, Edinburgh University, 1969
PhD	'Lines of Class Distinction; the economic and social history of the British Tramcar, 1860-1960', Edinburgh University, 1974
FCILT	Fellow of the Chartered Institute of Logistics and Transport
AMMRS	Assoc. Member of the Market Research Society
CPC	Certificate of Professional Competence in National Road Transport Operation, 1984

Relevant Experience

Since the beginning of 2009 Sandy has been an independent survey adviser, trading as the survey doctor; visit his website www.thesurveydoctor.co.uk. Between 2000 and 2008 he was the managing director of Charco 805 Ltd. This was a company he set up with funding in the main from two well-known survey agencies, Simpson Carpenter and MORI. The company traded as Simpson Carpenter in the commercial and transport sectors, and as MORI North, later to become Ipsos MORI North, in the public sector of the North West of England. Between 1986 and 1999 Sandy was the director of the Harris Research northern office which he set up in Manchester. For the ten years prior to that he was the Passenger Manager for the Greater Glasgow, which then became, Strathclyde Passenger Transport Executive.

His survey research experience covers such fields as;

- all aspects of local authority survey work, including panels, BVPI and Place Based surveys, employee surveys, business to business surveys, and innumerable ad hoc exercises
- public consultation
- the continuous analysis of concessionary travel for Greater Manchester PTE to establish operator reimbursement levels, and ad hoc surveys for other PTEs into the effects of amending the eligibility criteria for concessionary travel
- surveys into many aspect of consumer behaviour
- advertising tracking surveys
- usage and awareness surveys for clients such as bus companies, train operators, cinemas, and industrial undertakings
- numerous surveys for world leading management consultancies on issues such as IT, business confidence, strategy formulation, Mergers and Acquisitions, risk and European issues.

Career Summary

2009 to date	the survey doctor
2000-2008	Charco 805 Ltd- t/a Simpson Carpenter and MORI; MD
1986-1999	Harris Research Centre/TNS Harris; Regional Director
1976-1986	Greater Glasgow/Strathclyde PTE
	1981-86 Passenger Manager
	1976-81 Senior Policy Planner
1973-1976	Cranfield Institute of Technology; Research Officer
1970-1973	Edinburgh University; PhD student
1969-1970	The Plessey Company; Graduate Management Trainee

Career History

2009 to date the survey doctor

Sandy has been adviser to...

Electric Paper Ltd., offering specific advice on surveys. Electric Paper is the world leader in course evaluation automation with over 550 Higher Education/Further Education institutions using its best of class system Evasys software; this software is also capable of addressing the needs of any organisation. He has conducted client workshops in London and Stockholm.

Vision Twentyone (until 2011), proffering advice on all aspects of its business to this North West based company which offers professional consultation, public affairs, research, and communications services to all sectors of the economy.

He has carried out specific commissions for...

- the Association of University Administrators, carrying out a survey of their membership's needs and aspirations.
- the Welsh Assembly Government, advising on the drafting of the tender specification, and the awarding of the three to five year contract, for its National Survey of Wales.
- Grand Central Trains, into multi-operator ticket revenue allocation
- Giant Impact, into how secondary school pupils assess the company's in-school learning for work programmes.
- South Yorkshire Passenger Transport Executive, examining all their recent survey results to identify key themes and respondent descriptors and so help devise a more coherent and effective survey programme for the future.

Sandy lectures on all aspects of the survey process : he has done so for Manchester University and for ACRE (Action for Communities in Rural England).

He is also on the UK Board of Trustees of MICAIA, a social investment NGO charity based in Mozambique.

2000-2008 Ipsos MORI North/Simpson Carpenter

As Director, Sandy was responsible for setting up the operations in Manchester and then generating new and keeping old clients. Major clients included...

- South Yorkshire Passenger Transport Executive
- Greater Manchester Passenger Transport Executive
- Merseytravel (Merseyside PTE)
- Centro (West Midlands PTE)
- Metro (West Yorkshire PTE)
- Merseytunnels
- KPMG
- PricewaterhouseCoopers
- Norwich Union
- Jacobs Consulting
- Elan Consulting
- GVA Grimley
- Unites Cinemas International (UCI)

In the local authority sector major clients comprised

- many local authorities in the North and North West of England
- AGMA (the Association of Greater Manchester Authorities), including setting up the survey and public consultation exercises associated with the 2008 Greater Manchester TIF funding bid (the Congestion charge)
- Greater Manchester Fire and Rescue Service
- the Greater Manchester Strategic Health Authority
- Cheshire Police
- several Primary Care Trusts
- the Museum of Science and Industry, Manchester.

The main achievements relate to setting up the new office, achieving a turnover of £1.75m in 2008 with a staff of six, and developing and maintaining the MORI brand in the North West.

1986–1999 Harris Research Centre

Sandy was board director with responsibility for the profitable operation of the Manchester office, which he set up in 1986. During this time he generated the clients shown in the list above when the key target markets were the public transport sector and business-to-business research.

The main achievements lay in getting the company established and nurturing a reputation for delivering high quality and thoughtful research on time and on budget.

1976-1986 Strathclyde Passenger Transport Executive

As Passenger Manager between 1981 and 1986 Sandy was responsible to the Director General for ensuring the most efficient provision of public transport throughout all Strathclyde. He was responsible for...

- marketing and advertising
- market research
- public information (telephone enquiries, timetable production, public information offices)
- bus stop provision
- service delivery
- public transport co-ordination

And he did this via liaison with...

- all operators; bus, rail, ferry, underground
- relevant public agencies; Traffic Commissioners, Scottish Office, Police
- central and local government officials and elected members
- the public (2.4m).

Key achievements were the development and delivery of public transport services for such high profile events as the British Golf Open, the Garden Festival, and the Commonwealth Games. He also oversaw the huge changes which accompanied bus deregulation in 1986, including the tendering of all new social and school contracts (c800 at one time).

Between 1976 and 1981 he was a senior policy planner. In that time he...

- drew up the Regional Council's rural transport policy
- justified the electrification of the Ayrshire Coast rail services
- justified the retention of the East Kilbride and Cumbernauld rail services
- brought about major changes to the bus service networks in Monklands, and Kyle and Carrick.

1973-1976 Cranfield Institute of Technology

He was a research officer at the Centre for Transport Studies. As part of a Government-sponsored multi-disciplinary team he helped evaluate the social and economic aspects of the then new mode 'Dial-a-Ride' in Britain.

He...

- designed and controlled passenger surveys and household travel diary surveys
- produced economic and social assessments
- produced reports and academic papers.

1970-1973 Edinburgh University

Researched and produced a thesis on the economic and social history of the British tramcar; 'Lines of Class Distinction'. The PhD was awarded in 1974.

1969-1970 The Plessey Company

Sandy was a graduate management trainee at Plessey Automation, based in Poole, Dorset.