

DRAFT JOB DESCRIPTION

TRAVEL PROJECT OFFICER FOR TRANSITION BLACK ISLE

This post is the subject of a grant application to the Climate Challenge Fund, the result of which will be known in February 2012. If the application is successful, the job description will be finalised then and the vacancy advertised.

Introduction

Transition Black Isle ("TBI") was set up in Feb 2009. It is a registered charity aiming to promote local resilience in order to help with the move to much lower levels of fossil fuel use. The group is active throughout the Black Isle (the peninsula between the Beaully and Cromarty Firths, just north of Inverness) and has over 100 members.

TBI organises monthly community markets at North Kessock and Cromarty, has community gardens at Muir of Ord and Culbokie, organises events, films, talks and discussions on topics relevant to our aims, and lends "smart meters" to residents interested in monitoring their electricity usage. The group also set up the allotments in Rosemarkie, and provided support to Fortrose Academy in developing the use of smart meters in their lessons. Apart from a contractor who organises the North Kessock market, all these activities are carried out by volunteers.

TBI now wishes to recruit a dynamic and enthusiastic individual to run a three year project promoting sustainable travel to Black Isle residents. The project involves the promotion of lift-sharing, public transport, cycling and walking, and aims to reduce car use by 1%, equivalent to 1 million miles per year. The project will be funded by the Climate Challenge Fund, a Scottish Government scheme to help community groups' work towards reducing greenhouse gas emissions.

Project outline

The aim of the project is to reduce Black Isle residents' car travel by 1%, equivalent to almost 1 million miles per year, by promoting sustainable alternatives.

Research shows that travel behaviour is particularly entrenched and we therefore propose to run the project over three years. Intense publicity will be generated by personal contact with residents, community events, press coverage and physical resources. We will focus on three sustainable transport options: lift sharing, cycling and public transport. In the first year of the project we will concentrate on three Black Isle villages, and from this experience we will develop a programme to be run across the whole Black Isle in the following two years.

The main aspects of the project are as follows:

Lift Share

We will work with Highlands and Islands Transport Partnership (HITRANS) to bring a tailored car-share web interface to Black Isle communities, to be developed from their existing website, ifyoucareshare.com, which is mainly geared towards employers. Uptake will be promoted by means of a high profile launch, publicity campaign, and personal contact with users and local organisations.

Cycling

Studies in Scotland show that the principal barrier to cycling is the perception that it is unsafe. Our main strategy will therefore be a range of community cycle events and training to provide the skills and confidence to cycle safely on the existing road and cycle network.

We will arrange training for a team of community cycling trainers, who will then run events such as accompanied bike rides, training in safe cycling and bicycle maintenance as well as bike and accessory demos and sales. Some of these events will be organised in conjunction with local schools, others will be more widely available.

Public Transport

We will undertake trials of improved bus timetable information tailored towards popular journeys in target communities. We will also promote the use of public transport in conjunction with other travel modes, e.g. through park-and-ride, and bike racks at bus stops.

Sustainable transport events

In addition to the specific work on lift-sharing, cycling, and public transport, we will also organise a number of events (film nights, debates, competitions etc) aimed at promoting sustainable travel more widely as a lifestyle choice.

Physical resources

Although most of the project will focus on changing behaviours and attitudes, we will work with HITRANS and Highland Council to install bike racks at key bus stops. We will gather the views of cyclists and walkers to develop an Active Travel Map of the Black Isle, which will be made available both on-line and in a printed version. We will also lobby Highland Council to improve dangerous stretches of roads or tracks which we identify as constraining the active travel network.

Survey

We will quantify the impact of the project by conducting definitive surveys at the start and end of the project. We will also recruit a proportion of the survey respondents to give feedback about their changing travel habits at intervals during the project.

Project Officer Responsibilities

The Project Officer will report to a small working group of volunteers. His or her specific responsibilities are listed below.

Contractor and volunteer management

- Recruitment of Community Cycling Trainers, Contractors and Green Wheel Heroes
- Management of all paid members of team including individual and team performance management, practical guidance, motivation and task allocation
- Management and support of volunteers

Project management

- Develop a programme of community and schools activities in active travel (cycling and walking) and sustainable transport
- Developing the following specific initiatives – Lift share project, Travel Diary Challenge, Black Isle Active Travel Map
- Develop partner relationships in support of these projects
- Identify areas of under-performance and recommend remedial action

Event programming and organisation

- Planning and coordinating an event programme in schools and in the community
- Planning one major event each year including the launch of the lift share project
- Attending key events
- Assessing the success of events and responding with changes and improvements

Marketing and promotion

- Preparing and implementing a project marketing plan
- Guiding the work of the PR Consultant
- Working with TBI volunteers to implement the plan

Evaluation and reporting

- Develop project monitoring procedures that provide data against key indicators and are acceptable to TBI, CCF and TBI funders. Provide a half yearly trial monitoring report and a full final monitoring report
- Management of event evaluation system to feed into overall project monitoring.
- Preparation of a monthly report to the TBI Admin Group (Directors) highlighting any issues to be addressed

Financial management

- Budget management
- Overseeing the purchases and expenses of all paid staff and submitting all financial information to the Finance Officer
- Preparation of monthly CCF claims and reports and monthly details of any project amendment required for approval by CCF
- Regular liaison with Treasurer and Finance Officer to monitor project spending

Attendance at evening meetings will be required approximately monthly.

Relationships

The TPO will be expected to attend at least part of full TBI Admin meetings.

The TPO will need to develop relationships with all TBI Directors and key volunteers and particularly with the TBI Convener, Treasurer and Convener of the Communications Group.

The TPO will also be expected to develop excellent relationships with all partners in schools, communities, businesses and public bodies.

Required Experience

The successful applicant will have a track record of project management and administration and experience in working with communities and in the environmental field. They will need to be flexible, co-operative and open to the ideas of others and willing to research topics where they have no previous experience. Specific knowledge of the transition agenda and practical experience of active travel and sustainable transport would also be highly advantageous. A certain amount of travel will be necessary to liaise with the various project leaders and to attend monthly meetings. This should preferably be by cycle, public transport or shared lifts with other voluntary members.

The preferred candidate will have experience in many of the following areas:

- Project and staff management
- Working with volunteers
- Project development and innovation
- Organising and coordinating
- Spreadsheet use
- Budget management
- Monitoring
- Sustainable transport and active travel