



NEILSTON-UPLAWMOOR COMMUNITY LINK  
Sustrans Places for Everyone



**COMMUNITY ENGAGEMENT, BEHAVIOUR CHANGE and ACTIVE TRAVEL  
DEVELOPMENT OFFICER (free-lance)**

**TERM:** Part time, flexible, free-lance, **18 hours per week** for 5 months (Nov 22- end Mar 23) with potential for extension

**SALARY: £17 per hour**, reflecting the self-employed nature of the post

**EXPERIENCE AND QUALIFICATIONS:** See person specification

**LOCATION:** Throughout the two communities, working from NDT's community hub, The Bank, 84 Main Street Neilston G78 3EA

**Reporting to:** the Link project group at its regular meetings, and to the Project Manager as required.

**APPLICATION PROCESS:** Submission of CV and statement of qualities and experience relevant to the post to **Pauline Gallacher, project manager**, [pauline.gallacher@neilstontrust.co.uk](mailto:pauline.gallacher@neilstontrust.co.uk)

**CLOSING DATE FOR APPLICATIONS: Wednesday 5 October 2022**



Since late 2019, representatives from Neilston Development Trust (NDT) and Uplawmoor Development Trust have been working together with East Renfrewshire Council and Sustrans, to develop proposals for a scenic, fully accessible, off-road path ('the Link') between these two communities in East Renfrewshire. The Link would provide improved connections with schools, public transport and local facilities, and encourage healthy 'active travel'. The path would ideally follow the bed of the former railway line linking the two communities: direct, level, and substantially intact.

A grant from Sustrans, the national walking, wheeling and cycling charity, has supported concept design work, plus community, landowner, council and wider engagement about the project. The route is part of ERC's Strategic Cycle Corridor no 1, and the nationwide effort to create great, safe routes and 'Places for Everyone'.

The project is now at a pivotal stage, and requires creative and committed work to bring the Link to the whole community and to stimulate understanding and enthusiasm for an initiative which will deliver safe and enjoyable, planet-friendly travel alternatives for all ages and abilities. An additional contribution from Strathclyde Partnership for Transport (SPT) is evidence of the centrality of strong engagement to the mission of these major funders.

**CONSULTANT BRIEF**

**Purpose:**

*Community engagement*

- Facilitation of community engagement across the project area
- Design and rollout of an imaginative and fully inclusive engagement process across the whole project area, responding to phasing as it emerges.
- Demonstration of increased access and participation by groups previously experiencing barriers, for physical, cultural or other reasons
- Ensuring the integration of active travel provision in infrastructure within the settlements of Neilston and Uplawmoor, particularly within master planning in progress at Neilston

*Equalities*

- Development of a comprehensive Equalities impact Assessment together with the project team, to inform engagement and design.

*Behaviour change*

- Development of community engagement findings into meaningful activity plans for behaviour change
- Identification of behaviour change opportunities in relation to active travel across the project area
- Development of relationships with local organisations to co-design behaviour change plans
- Support for the project team in using the findings of community engagement to inform design and future behaviour change activity.

*General*

- Promotion of active travel provision in infrastructure within the settlements of Neilston and Uplawmoor, particularly within master planning in progress at Neilston
- Promotion of a range of activities and facilities to support Neilston's status as a Scotland's first 'Cycle Friendly Village'.

**Tasks**

Organisation of publicity and venues for a series of periodic community engagement sessions and activities to suit the various requirements of the programme

Wider community-wide initiatives to raise awareness of active travel and the Link project in particular

Identification of, and engagement with, the widest possible range of constituencies, from elected officials to schools and community groups, with special emphasis on those least likely to become involved, and those with particular needs and protected characteristics

Design and execution of Behaviour Change studies in collaboration with the project team, Sustrans, ERC and other agencies: baseline data, survey design, dissemination and analysis

## COMMUNITY ENGAGEMENT, BEHAVIOUR CHANGE and ACTIVE TRAVEL DEVELOPMENT OFFICER

In collaboration with the project's design consultants, production of an Equalities Impact Assessment to inform how the project's ambitions for equal access will be delivered, especially for those with protected characteristics

Working with all partners (community groups, elected representatives, people with protected characteristics, schools, businesses, ERC Roads) to embed active travel behaviours in road-using culture.

Advocacy for active travel within the Neilston and Uplawmoor areas, specifically in the infrastructure of Neilston in major capital and urban design developments, with special reference to health and climate policies.

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### Person Specification

The following criteria set out the method by which your skills, knowledge and experience will be assessed.

	Your CV & statement	Interview
<b>Specific experience required</b>		
Experience of successfully delivering community engagement to a wide range of audiences	✓	✓
Experience of leading group workshops and presenting to audiences online and in person	✓	✓
Understanding of behaviour change in relation to this project and how to develop a behaviour change plan.	✓	✓
Experience of writing and communicating action plans and/or recommendations.	✓	
<b>Skills and Abilities</b>		
An ability to develop productive working relationships with a wide range of individuals and partner organisations	✓	✓
Excellent written and verbal communication skills, administrative skills, presentation skills and report writing skills	✓	✓
The ability to be organised, efficient and work on own initiative with limited supervision	✓	✓
Ability to motivate and influence others		✓
Commitment to inclusive and equitable approach to engagement and awareness of the Equality Act 2010 and/or Equality Impact Assessments	✓	✓
Computer literate including the use of Microsoft Office, and awareness of online engagement tools		✓
<b>Specific knowledge required</b>		
Knowledge and understanding of Community engagement and Behaviour Change theories and tools. Degree or equivalent qualification in related subject desirable.	✓	✓
Knowledge and understanding of the National Standards for Community Engagement		✓
Understanding of practical constraints as well as a creative and innovative approach to engaging with local communities and partners.		✓
Awareness of barriers to active travel		✓