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# Job Description

**Job Title:** Healthy Streets Officer, Behaviour Change

**Reference:** SUS3223

**Grade/Salary:** Grade F: £24,938 per annum

plus a London Weighting allowance of £3,995 per annum

**Hours:** 37.5 per week

**Fixed Term:** Contract to 31 January 2022

**Base:** London Borough of Hounslow and Ealing offices and Sustrans London office in Bethnal Green, with some home working.

**Job Purpose:**

The post holder will assist with the delivery of Transport for London’s Healthy Streets Officer contract, within Sustrans’ Healthy Streets Officers programme. The Healthy Streets Approach is being taken across Greater London to support people to travel more by walking, cycling and public transport and to make streets welcome places for all people to spend time, reduce road danger and improve air quality.

Transport for London is investing £2.1bn over 5 years in a programme to deliver Healthy Streets. In addition to physical changes to streets to improve their performance against the 10 Healthy Streets Indicators, tailored local behaviour change activities are needed, that suit the needs and individual characteristics of London’s boroughs.

As a Healthy Streets Officer (HSO), you will work as a delivery partner within specific London boroughs to promote active and sustainable travel by managing projects that respond to local needs. HSOs will identify local initiatives to make it easier for people to choose to walk, cycle and use public transport instead of using a car; organise Healthy Streets events; increase uptake of Cycle Skills Training; support boroughs on infrastructure projects (e.g. School Streets) and improve school engagement with TfL’s sustainable travel accreditation scheme STARS (Sustainable Travel: Active, Responsible, Safe).

**Place in organisational structure:**

The postholder will report to a Senior Healthy Streets Officer. There will be close liaison with local authority staff, Sustrans London staff and Sustrans National Behaviour Change team.

**Key Relationships:**

Internal: Senior Healthy Streets Officers

Head of Healthy Streets

Healthy Streets Programme Managers

London Director

Behaviour Change Officers, London

National Behaviour Change team

Volunteer team

Other Sustrans staff including RMU

External: Schools and parent ‘champions’

Transport for London

Local authority staff

London Transport Museum

Supporting organisations i.e. Healthy Schools staff, schools sports co-ordinators, British Cycling, local cycling groups, local community groups and cycle training providers

Local media

Bike retailers

**Key Responsibilities:**

1. To work as a delivery partner embedded in specific London Borough Council teams, providing support and advice to deliver walking and cycling initiatives
2. To develop good working relationships with local partners in London boroughs.
3. To collaborate with local authority staff and stakeholders to design and deliver a project plan that reflects and responds to local needs for each allotted borough.
4. To design and deliver activities and events in schools, communities and alongside local businesses, which promote and enable cycling and walking for everyone.
5. To ensure equality, diversity and inclusion as a focus for project delivery, ensuring that walking, wheeling and cycling initiatives are equitable
6. To tackle road danger by responding to local road safety concerns, as well as encouraging people to use public transport in safe and considerate ways.
7. To bring neighbouring schools and boroughs together, so they can cooperate and share knowledge, skills and/or resources.
8. To promote walking and cycling to school by supporting school staff to engage with the TFL STARS accreditation scheme.
9. To think of innovative ways to increase the number of local schools engaged in the STARS accreditation scheme, and improve their accreditation progress.
10. To promote adult Cycle Skills Training and increase the number of adults and underrepresented groups who go through it by signposting at events and through school/community networks.
11. To coordinate and deliver events and local initiatives, which will help promote walking and cycling to a diverse range of audiences.
12. To measure and record travel data, with the support of Sustrans Research and Monitoring Unit and local authority staff.
13. To work with Sustrans Research and Monitoring Unit (RMU) and support the Senior HS Officers to compile regular progress updates for the project funder, e.g. case studies, contributing to presentations for the funder
14. To keep up to date records of data relevant to programme Key Performance Indicators (KPIs).
15. To develop links between schools, local cycling groups and local authority services (cycle training, school travel plans, Healthy Schools).
16. To work as part of the wider team to help deliver London and National projects.
17. To support and comply with the organisation’s policy and procedures relating to Equality, Diversity and Inclusion and apply principles of best practice in own role

**Communication and marketing**

1. To share stories and information with the Sustrans press office (who will liaise with other media partners) and provide project literature.
2. To contribute towards raising the profile of the HSO programme and Sustrans, by representing the charity at meetings, activities and events, as required.
3. To support and comply with the charity’s guidance on branding, tone of voice and key messages, positively contributing towards raising the profile of the HSO programme.

**Training and personal development:**

1. To attend essential Sustrans training as required by the Charity.
2. To ensure own personal development by working to objectives set as part of the Charity’s appraisal process.
3. To undertake core training in first aid and child protection.

**Health & Safety, Safeguarding:**

1. To support and comply with the organisation’s policy for the management of Health and Safety.
2. To support and comply with the organisation’s policies for the management of safeguarding.

**Other:**

1. To perform any other duties consistent with the nature and grade of the role as agreed with the line manager.

**Working Conditions:**

The postholder will be based at Sustrans London offices in Bethnal Green but will spend the much of their time within their allotted boroughs. Occasional work outside normal working hours and weekends will be required with time in lieu. When practicable any travel should be made by sustainable modes including use of a company bicycle and public transport.

Employment will be conditional on clearance by the appropriate DBS Disclosure check.

**Special Note:**

This job description does not form part of the contract of employment, but indicates how that contract should be performed. The job description may be subject to amendment in the light of experience and in consultation with the jobholder.

Compiled: Healthy Streets Programme Manager

Date: May 2021

**Healthy Streets Officer, Behaviour Change (SUS3220)**

**Person Specification**

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| **Criteria** | **Essential** |
| Experience | Experience of working with or for a local authority  Experience of working with a diverse range of adults  Experience of partnership working with community or local organisations  Experience of delivering multiple projects with competing priorities |
| Skills and abilities | Excellent written and verbal communications skills  Ability to plan and organise events and community activities  Excellent influencing and negotiation skills  Confident presentation skills to a wide range of audiences  Excellent organisational and prioritisation skills  Experience of working autonomously and managing/directing your own workload when needed |
| Qualifications, education and training | No Specific Qualifications |
| Knowledge | IT literate  Good knowledge of one or more of the following London boroughs: Bexley, Greenwich, Lewisham, Hillingdon, Harrow, Hounslow, Ealing, Croydon (e.g. community groups, walking and cycling provision in the area)  Awareness of the Healthy Streets Approach, behaviour change and active travel |
| Other | Committed to Sustrans values and the promotion of sustainable transport  Committed to walk, cycle and use public transport for most journeys  Sensitive to the lived experiences and various needs of London’s diverse communities  Committed to helping people in diverse communities feel like walking and cycling is a viable transport option |

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| **Criteria** | **Desirable** |
| Experience | Experience of leading group workshops  Experience of event planning  Experience of working with schools and local authorities  Experience of working with children and young people  Experience of working with and engaging communities |
| Knowledge | Good knowledge of community organisations within one or more of the following London boroughs: Bexley, Greenwich, Lewisham, Hillingdon, Harrow, Hounslow, Ealing, Croydon. |