



Your job

Job Title: Active Travel Officer

Service: Road Safety and Active Travel Team

Grade: G4

Reporting to: Traffic Management and Parking Services Manager

The Road Safety and Active Travel Team work to reduce casualties on the boroughs roads and change travel behaviours to encourage more active and sustainable travel. This is achieved by providing Road Safety and Active Travel Education, Training and Publicity to all residents, businesses and schools across the borough. We work alongside colleagues across Greater Manchester in the Safer Roads TFGM Group and the emergency services to provide a multiagency approach. We follow the Greater Manchester Vision Zero Strategy and the Greater Manchester School Travel Strategy to direct our work and ensure all local authorities and agencies in the North West and working towards the same goal. We work to increase walking and cycling, reducing car use which in turn improves road safety and air quality. The aim of Vision Zero is that by adapting the safer systems approach, we aim to have zero deaths and life changing injuries on our roads by 2040.

As an Active Travel Officer you will be supporting the team as a whole but mainly focusing on the active travel, walking/cycling, and school travel plan side of the service. We aim for every school in the borough to have a functioning school travel plan so your role would include working with the schools to support them with this and encourage them to update their Travel Plans annually. The purpose of a school travel plan is to increase walking and cycling to school to reduce the amount of cars around the school gates creating a safer and healthier environment for the pupils, staff

and residents. There are a number of initiatives that schools can take part in to achieve this.

Here at Wigan Council we embrace our Team Wigan Behaviours and in turn operate within the six ways of working in line with progress with unity.

Mandatory Statement

The Council is committed to complying with European General Data Protection regulations (UKGDPR) and meeting the requirements of the Information Commissioner's office (regulating data protection compliance in the UK). It is your responsibility to ensure that the work you undertake is compliant with the General Data Protection regulations.

Wigan Council is an active, strong, and committed corporate parent. As a priority, all employees have a responsibility towards the children we look after and care leavers, not just those employed by the Children's Directorate.

In this job you will:

In the next 12 months, you will:

- Complete all mandatory and essential training for the role.
- To lead on the drive of school travel plan completion for every school in the borough, encourage them to update their school travel plans and support them with this.
- Lead on the Modeshift STARS School travel Planning Platform, creating monthly reports to update others and create monitoring analysis documents.
- Lead and support specific schools to achieve a school street scheme as part of the Mayor of Greater Manchester's commitment to deliver school streets across Greater Manchester (GM).
- Deliver and develop evidence based and targeted programmes of education, training and publicity to minimise the number of road traffic casualties, increase active/sustainable travel, and change road user behaviour.
- To liaise with a wide range of partners at national, regional, sub-regional and local levels including employers within the borough, the general public, voluntary and community sectors, officers of other sections of the department and other departments of the authority,

Members of the Council, Members of Parliament and Emergency Services.

- Analyse casualty data within Casualty Audits to assist in the delivery and facilitation of road safety/active Travel education, training and publicity activities.
- Deliver targeted promotional campaigns for all aspects of road safety and active travel, including supporting the organisation of and attending events throughout the Borough.
- Attend meetings, training, workshops and forums related to active and sustainable travel, school travel plans and school street schemes.
- Contribute to the writing of Road Safety/Active Travel reports both locally and nationally.
- Respond and contribute to joint complaint responses regarding school road safety issues.
- Work alongside other internal and external teams to provide a joint approach to overcome challenges.
- To develop effective client relationships ensuring that needs are understood and met and client satisfaction levels are enhanced.
- To research, advice, recommend strategies and processes in order to ensure that relevant new initiatives in active travel and casualty reduction legislation and good practise is continually observed.
- To assist in ensuring that all educational programmes are up to date and reflect changes in the National Curriculum.
- Be Accountable for own workload and support across the wider team with the ability to recognise when other team members are under pressure.

Ensure you operate within GDPR guidelines by regularly reviewing data held and destroying information in line with retention schedules

In this job you will need:

You must be able to demonstrate the following essential requirements:

- Hold a professional level/formal qualification in a relevant subject or substantial experience applicable to the job.
- Evidence of wider continued professional training including risk assessments and presentational skills.
- Knowledge and understanding of road safety and active travel education, training techniques and procedures, with impeccable quality standards and a passion for the service industry.

- Experience in the development of lesson plans, linked to the national curriculum and every child matter framework, and the delivery of these lesson plans in education settings.
- Experience working with children and young people in an education setting.
- Experience with communicating at a variety of levels, influencing and negotiation skills, engaging with the public and providing contributions to complaint responses.
- Knowledge and understanding of relevant national, regional and local road safety legislation, regulations, codes of practice, policies, practices and techniques.
- Knowledge and understanding of child development and learning skills.
- Experience and demonstrable numeracy skills in order to assess the financial benefits of alternative resources and initiatives.
- Excellent decision-making skills, able to prioritise workloads, be self-organised and able to manage competing workloads, as well as showing initiative and creativity in your approach to task completion, on time and with accuracy.
- Good level of ICT skills with experience and competent knowledge of MS Word, Excel, PowerPoint, MS project Microsoft Teams and other associated software.

Our Culture

For us, it's not just about all we achieve as an organisation, but how we do it. Therefore, all employees are expected to display our **TeamWigan** behaviours.

Be Positive	“ Take pride in all that you do and support and develop yourself and others. ”
Be Accountable	“ Be responsible for making things better, enabling change and supporting improvement. ”
Be Courageous	“ Be open to doing things differently and working collaboratively with others. ”
Be Kind	“ Be helpful, generous and thoughtful towards yourself and others. ”