



Scotland, Wales and Northern Ireland Director

Candidate Assignment Brief



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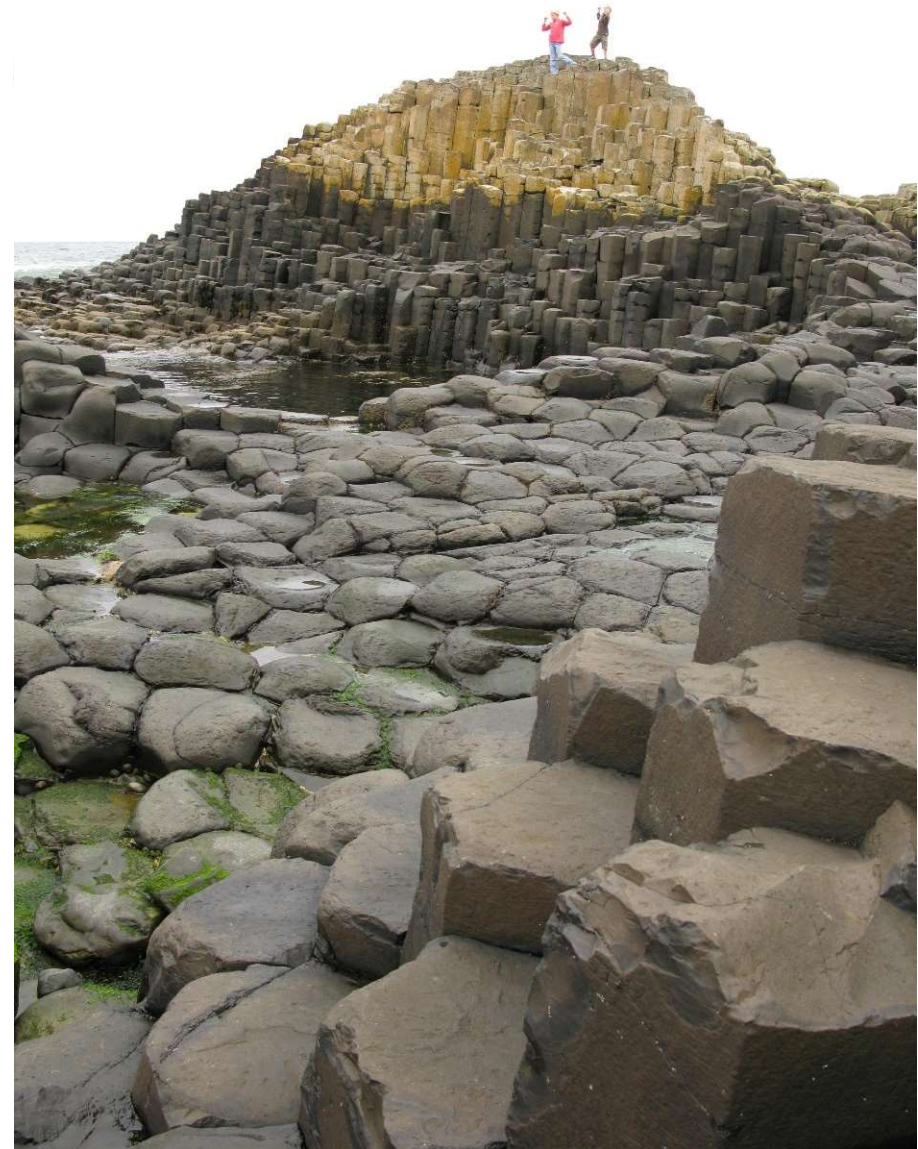
Introduction

Thank you very much for your interest in the Scotland, Wales and Northern Ireland Director role at Sustrans.

On the following pages, you will find details of the organisation, role and the selection process to assist you in completing and tailoring your application.

In order to begin the application process, you should submit:

- An up-to-date CV and cover letter which shows your full career history – we recommend that this is no longer than three/ four pages, via the following link <https://candidate.sustrans.org.uk/265056SUS>



About Sustrans

Being able to walk, wheel or cycle more can change your life. It can help improve your health and wellbeing, giving you a chance to get away from the stress of modern life. It can help you reconnect with friends or family on a walk or cycle. It can help your child to get to school under their own steam with their friends, Or simply help you to get where you want to go without the expense or the stress of a car journey.

Sustrans is the charity that has been working since 1977 to make this possible for more people. We need a new SWNI Director to help realise the ambitions we have for our new strategy to 2030 and beyond.

We created and working with hundreds of partners built the UK's National Cycle Network, 12,000 miles of signed paths and routes available to people walking, using a wheelchair, cycling or any other form of people powered travel. As the network's custodian, we continue to build and improve the network today, as well as working with councils, community organisations, transport operators and other partners to improve the places we live to make it easier to walk, wheel and cycle.

We're embarking on the next phase of our work. Our new strategy focuses us on making the National Cycle Network better, opening it up to an even more diverse range of people. We'll also be working with more schools to make it easier for children to walk, wheel and cycle to school, with public authorities and developers to make sure new developments have walking, wheeling and cycling built into their design, and we'll be helping to integrate active travel with public transport, so more people can get about without having to rely on a car.

About Sustrans

And we have a plan to widen our supporter base and build more partnerships through a new brand and story that will inspire people to help us in changing their community for the better.

You'll join us as the charity emerges from a major reorganisation to make us ready to deliver on that strategy and respond to challenging funding conditions. So, we need a leader who can inspire support, bring teams together and get things done.

Our new Executive Director of Resources will enable us to be an effective and efficient charity, putting our resources in right place to enable our amazing staff and volunteers to change communities for the better.

You'll lead our finance, people, governance and planning and IT teams, and work with the rest of the senior leadership team to ensure that we're building a culture that enables us to achieve our strategic goals.

This is a big job in an amazing charity that has ambitions to change lives for the better across the UK. If you want to be part of it, we'd love to hear how you could use your skills and experience to help us realise those ambitions.



The changes we want to make

Our vision is a society where the way we travel creates healthier places and happier lives for everyone.

Our mission is to make it easier for everyone to walk and cycle.

In the past five years we've worked to achieve this through two goals:

- Building paths for everyone as custodian of the National Cycle Network
- Creating liveable cities and towns

We've focused on some key changes:

- Radically reduced traffic speed and volume.
- Creating sociable spaces for people
- Connecting people to green and public space.
- Transport and planning policy that puts people first.
- Enhancing the heritage of the places
- Cities/towns that are inclusive and safe for all.

Our theory of change

This has been driven by our theory of change, which:

- Helps us evidence our impact.
- Provides an accessible summary of a complex situation.
- Helps us understand how and why our interventions work and identify new ones.
- Defines short-term benefits for people and places, and long-term societal changes.

Our values guide us in everything we do

- Including everyone.
- Having the courage to question.
- Acting local, thinking big.
- Getting things done, together.
- Always learning.

Now we have developed a new strategy for 2025-2030 and are reorganising the charity ready to deliver it from April 2025.



Our impact



We've helped people like Josh make the National Cycle Network more accessible. Josh runs a free service which allows people with mobility issues to experience the joys of traffic-free routes through his trishaw rides. When he encountered a restrictive physical barrier on the National Cycle Network on his trishaw, he was determined to find a solution to make the route accessible for all.

[Read Josh's story.](#)



Our work in schools continues to help more children walk, wheel and cycle to school safely across the UK.

Our Active School Travel programme in Northern Ireland has seen a big boost in pupils actively travelling to school. Emma, a primary school teacher, shares the positive impact she sees in her pupils when they travel actively to school.

[Read Emma's story.](#)



Our volunteers help their local communities enjoy the benefits of walking, wheeling and cycling.

But volunteering with Sustrans also has a positive impact on those taking part. Michael volunteers with the Thursday Squad – a group that helps maintain the Network in Renfrewshire. After a collision with a car left him with serious injuries, the support from his fellow volunteers helped him get back on his feet.

[Read Michael's story.](#)

Our work makes a real difference to people's lives, helping them to enjoy the benefits that walking, wheeling and cycling can bring. From improving mental and physical health, connecting people to what matters most, and helping get people from A to B quickly and safely, our work empowers people every day.

[See how the National Cycle Network is transforming lives across the UK.](#)

[Watch our video which celebrates what we've achieved in 2024.](#)

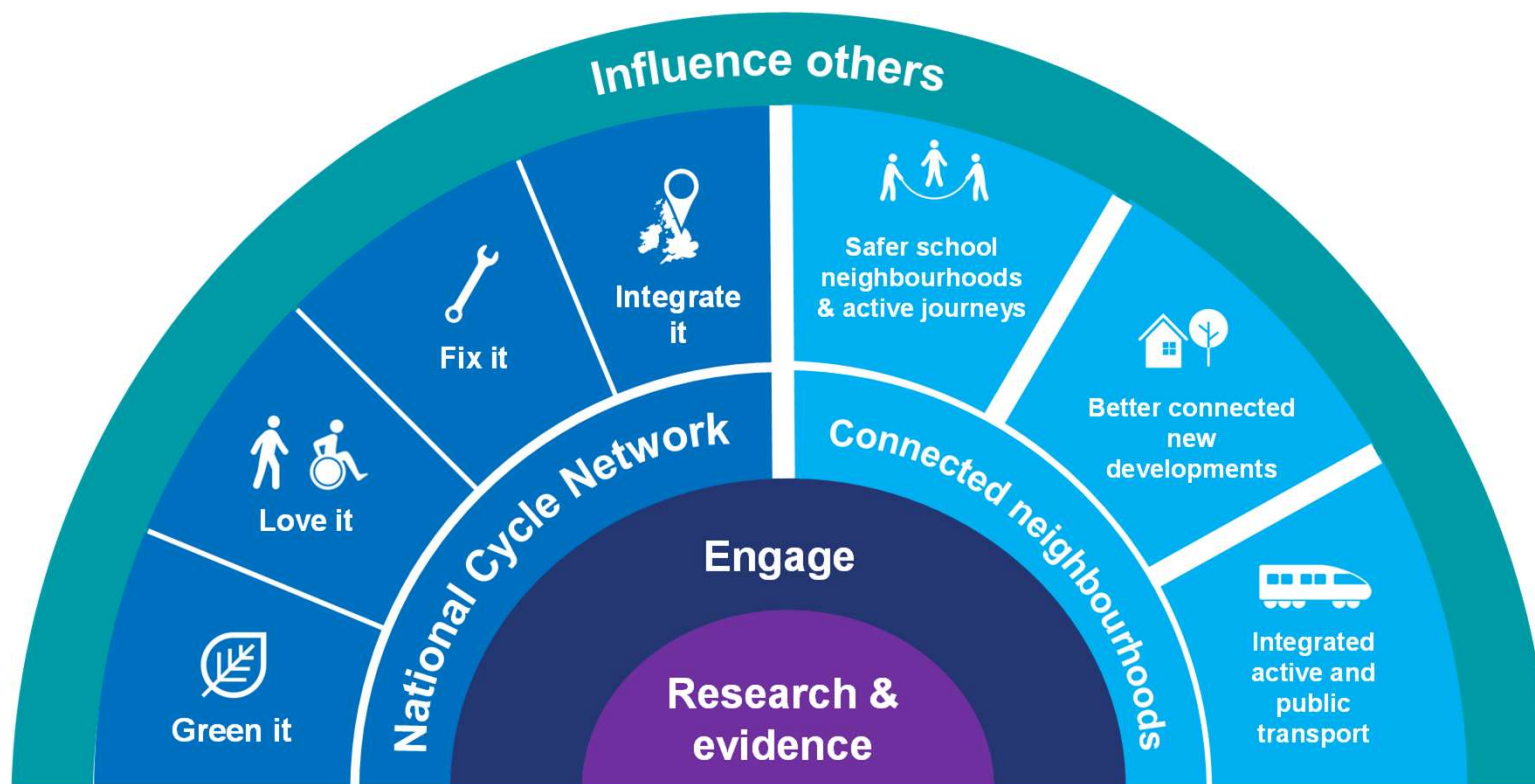


A society where the way we travel creates healthier places and happier lives for everyone

Our vision

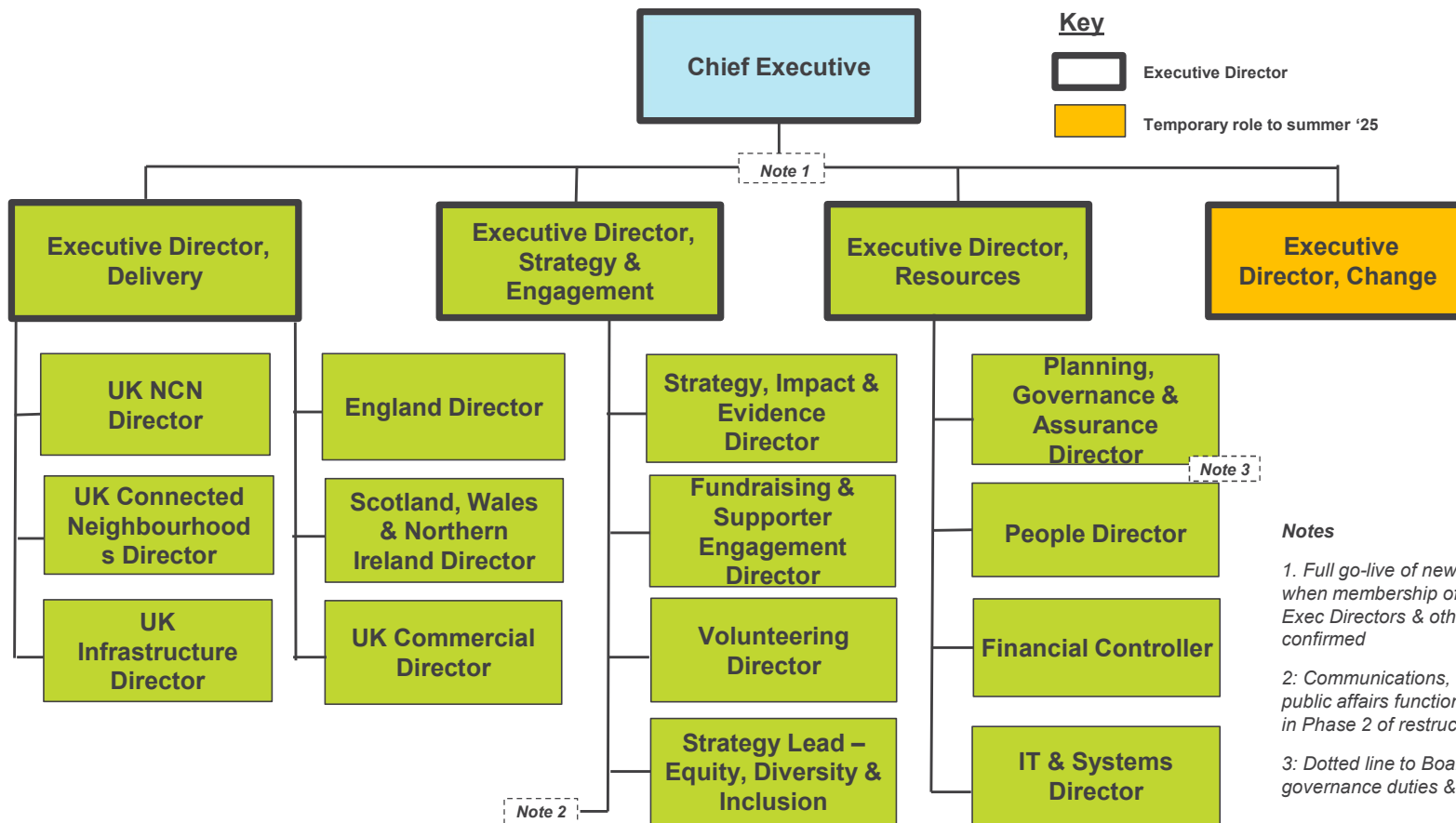
Sustrans
JOIN THE MOVEMENT

Our new strategy on a page



Our mission: make it easy for everyone to walk, wheel & cycle

New senior structure



Why work for us

At Sustrans, you'll be part of a movement to make it easier for people to walk and cycle.

We're all here to change things! You'll be part of an incredible community of talented, passionate, creative problem solvers all working together to change things for the better.

We act locally and think big - we have a vision of a society where the way we travel creates healthier places and happier lives for everyone.

You'll be questioning the status quo and daring to imagine a different world. You'll work on exciting, impactful projects that will stretch and empower you and you'll be rewarded by seeing the difference you make to people, communities and the planet.



We believe including everyone is central to who we are and what we want to achieve.

We welcome difference and pride ourselves on creating a culture where you can be yourself and where your wellness is supported.

You'll be guaranteed to make friends for life and work with a team that is incredibly flexible, supportive, ethical and fun.



Job description

Salary:

£79,054

Location:

Scotland, with travel across the three nations. To provide visible leadership the post-holder will be expected to typically spend 2 days per week working from a Sustrans hub or Sustrans project-sites.

Line Manager:

Executive Director Delivery

Department/Team:

Delivery

Role Summary:

This role is responsible for managing and growing Sustrans' impact across the three nations through influencing key stakeholders, predominantly devolved governments, and leading the delivery of our behaviour change work. You will be accountable for our relationships with Scottish Government, Welsh Government and the Northern Ireland Executive, and their relevant government departments. Critically, this will include leading negotiations for grant funding from Transport Scotland and core grant from Welsh Government, for which they are accountable. The Director will also lead non-infrastructure delivery work in the Republic of Ireland.

You will direct our locally based behaviour change/active journeys projects, to include schools work and "Integrated Active & Public Transport" (such as Community Rail Partnerships). In addition, you will be accountable for grant funding targets from Scottish and Welsh governments. Leading national and regional "Partnership & Growth" teams. You will be responsible for meeting delegated income generation targets and ensuring an impactful and financially sustainable allocation of resources.

Job description



Key responsibilities

- Lead a positive and productive culture, promoting open communication and recognition, while supporting development, ensuring alignment with values and strategy, and driving performance through clear expectations and resources.
- Stewardship of key statutory funding relationships, to include Scottish Government, Transport Scotland, Welsh Government, Transport for Wales, the NI Executive and the Department for Infrastructure.
- Negotiation of key government grants, including the NCN grant from TS and the Welsh government core grant.
- Arrange and lead teams to secure statutory income for the delivery of Sustrans' priorities, in response to opportunities presented by increasing devolved funding. This includes a focus on Regional Transport Partnerships (Scotland) and Corporate Joint Committees (Wales).
- Identify and own relationships with strategic partners critical to the delivery of the priorities.



Job description

Key responsibilities

- Identify and develop community led projects that align to Sustrans priorities, in partnership with Programme Directors.
- Direct the delivery of behaviour change projects that form part of our four strategic priorities, with a focus on Active Journeys to School (including School Streets).
- Direct locally based functional teams, ensuring we have the right skills in the right locations to deliver funded projects in a financially sustainable way.
- Ensure the Delivery Framework is followed.
- Ensure delivery of the volunteering strategy working closely with the Volunteering Director.
- Embed the For Everyone Strategic Framework in internal and external activity.
- Champion EDI by driving inclusive strategies, fostering a respectful culture, supporting diverse hiring and development, and tracking progress through measurable goals. They should also model inclusivity, ensure access to EDI resources, and engage with diverse communities.
- To support and comply with the organisation's policy for the management of health and safety.



Job description

Specific qualifications or experience required

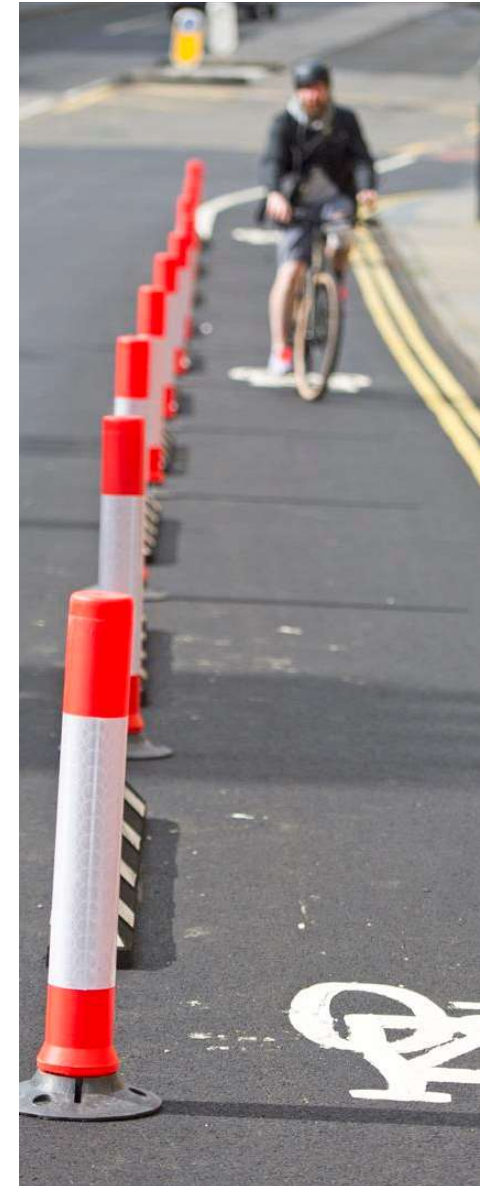
- Successfully negotiating with government for grant funding.
- Business development expertise – creating and identifying opportunities with local authorities and similar.
- Substantial experience in programme leadership.
- Experience of working collaboratively across organisational functions, and geographies.
- Significant experience of working with national and local government across Scotland and/or Wales.
- Experience of both strengthening strategic relationships and building new relationships with politicians, civil servants, and funding and delivery partners.
- Proven experience in business development.
- Extensive experience of strategic planning and effective implementation.
- Proven track record of leading and developing high performing teams to deliver organisational excellence, impact and efficiency.
- Proven track record of increasing diversity and strengthening inclusion.
- Ideally, experience of working with volunteers.
- Ideally, experience of working in the transport sector, with an understanding of the devolved nature of transport across the UK.



Job description

Specific/ Technical Knowledge required

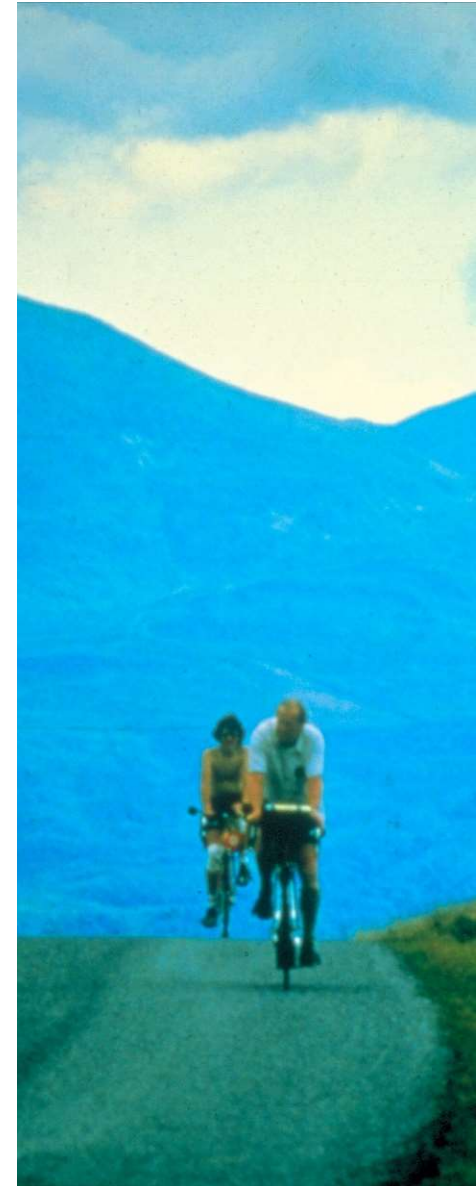
- Knowledge of project and programme management approaches
- Knowledge of structures and processes for the Scottish Government, Welsh Government and NI Executive.
- Knowledge of devolution trends in each nation as they relate to Sustrans' agenda.
- Knowledge of behaviour change approaches as they relate to Sustrans' agenda, including the COM-B model.
- Ideally, some knowledge of public transport operation and spatial planning in the three nations.
- Knowledge of sustainable transport, including the broad issues, opportunities and solutions to achieving our vision across Scotland, Wales and Northern Ireland.
- Knowledge of operational and strategic risk and issues management.
- Understanding of the policy environment relating to Sustrans' work.
- Knowledge of the development sector – a good understanding of the ecosystem involved in planning and delivering new housing.
- Knowledge of approaches to continuous improvement.



Job description

Skills and Abilities

- Able to negotiate with and influence a wide range of individuals at senior level.
- Leadership skills: can inspire teams and individuals.
- Resilient, and able to lead through change.
- Project and programme management skills.
- Able to build and sustain effective working relationships.
- Able to think and act strategically.
- Financial acumen: ability to analyse data and financial reporting to drive performance.
- Excellent communication skills: visual, verbal and written
- Challenge others' views constructively and effectively.
- Proactive risk management
- Able to foster an inclusive environment that values different perspectives and experiences.
- Comfortable talking to the media.
- Able to remain calm under pressure, always acting with tact, diplomacy, discretion, and confidentiality.
- Positive, persistent and outcome-focused approach.



Timescales

27th January	Advert Closes
4th February	Shortlisting and Interview Confirmation
6th February	1 st Stage Interview (online)
13th February	2 nd Stage Interview (in Page office Reading)

- Subject to change



We work for and with communities,
helping them come to life by walking,
wheeling and cycling.

We campaign to create healthier places
and happier lives for everyone.

Join us on our journey.

www.sustrans.org.uk

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