



Recruitment Pack

Campaigns & Policy Officer





336 Brixton Road

London

SW9 7AA

Tel: 020 7346 8482

info@wheelsforwellbeing.org.uk

www.wheelsforwellbeing.org.uk

21 January 2020

Dear Applicant,

Thank you for requesting information about the **Campaigns & Policy Officer** post at Wheels for Wellbeing. This job pack contains the following:

- This cover letter
- Background to Wheels for Wellbeing and the role (including organisation chart)
- Job Description and Person Specification
- Notes for completing the application form

The application form (Word document) is available on our website, as is a document called "Information for Disabled Candidates – Equal Opportunities Form – Criminal Record Declaration". We have also made available our GDPR Privacy statement for applicants. Please make sure to read all documentation. Should you need any of the information in a different format, please contact us on the number or email address above.

This post involves some work with vulnerable adults, and it is not protected under the Rehabilitation of Offenders Act 1974. Applicants invited to interview will be asked to disclose criminal convictions, no matter when they occurred (see attached form). Information will be treated confidentially and only taken into account if relevant to the post.

The closing date is **Wednesday 12th February 2020, 9am**. Applications received after this will not be considered. The interview date is likely to be **Friday 21st February 2020**.

Do not hesitate to contact me to discuss this post on the phone number above.

Yours sincerely

Isabelle Clement

Director

Wheels for Wellbeing: A dynamic, award winning disability and cycling charity

Wheels for Wellbeing exists to enable anyone who thinks they can't cycle to discover the joy of cycling. This is to ensure Disabled people of all ages share in all the benefits of cycling including better physical fitness and mental health, increased freedom and independence, connection to our communities, access to cheap transport and a lower carbon footprint.

How do we do this?

We do this by owning and making available a wide variety of cycles (bicycles, tricycles, 4 wheelers, handcycles, tandems etc.), by employing experienced cycling instructors and by running regular cycling sessions at off-street venues. Our campaign and policy work raises awareness of the fact that cycling is for everyone; it influences the planning and design of cycling facilities and infrastructure so the conditions for cycling are inclusive of Disabled people's needs. We also work with other Disability organisations to build joint campaigns to increase Disabled people's access to active travel and physical activity opportunities.



Who do we help?

Our beneficiaries are people who experience barriers to cycling. In the main this means Disabled children and adults including older people; people with physical and/or learning disabilities or mental health issues; people who have always been Disabled as well as people with acquired impairments and health conditions; their carers and the organisations which work with them (we are helping care providers, special schools etc. to offer stimulating and meaningful activities for their clients/pupils). See www.wheelsforwellbeing.org.uk



Supporting change for Disabled people wanting to travel actively:

As 2020 starts, cycling in particular and active travel in general are benefiting from increased policy focus and promises of funding. At Wheels for Wellbeing, we believe that increased investment must bring improvements in the accessibility of cycling for Disabled people, so that those who need cycling the most do not continue to miss out. This is important because Disabled people are more likely to experience high levels of isolation, physical inactivity and poverty than non-disabled people, and because cycling (a non-weight bearing, therefore very accessible activity) can help improve social inclusion, provide the minimum recommended levels of physical activity and help save on transport costs.

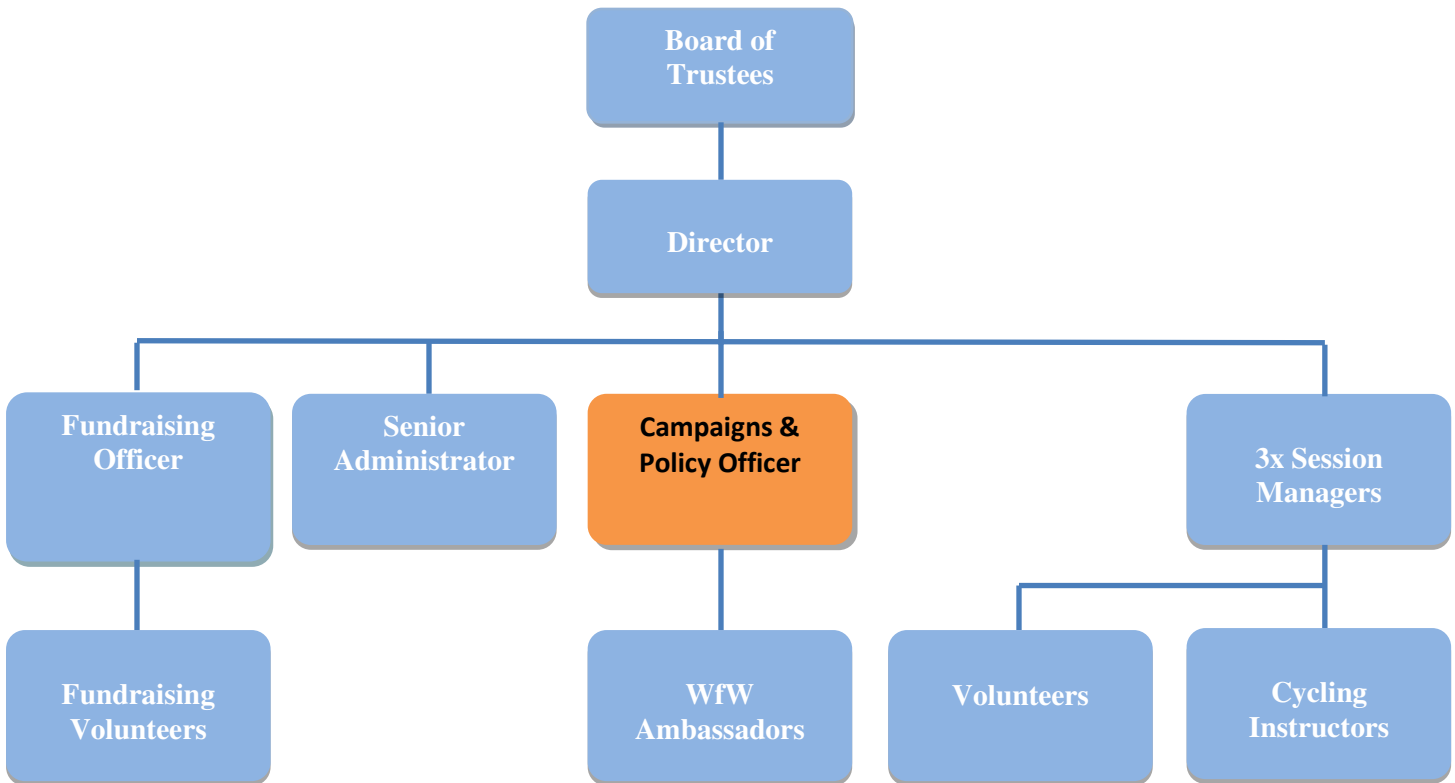
Wheels for Wellbeing therefore works tirelessly to ensure policy makers, cycling infrastructure planners and cycling campaigners understand that not only Disabled people can and do cycle, but also that vastly higher numbers would cycle if the conditions for cycling were fully inclusive. Our work is 100% based on the lived experience of Disabled people who cycle (and of those who don't cycle yet); it is framed through the lens of the Social Model of Disability and we take a rights-based approach to all that we do.

Over the past few years we have become the unique and respected voice of Disabled cyclists and have on-going work streams with Department for Transport, Transport for London, some London boroughs. We are influential within the major cycling advocacy groups in the UK (CyclingUK; London Cycling Campaign; British Cycling; Sustrans; etc.). We have been described as thought leaders in our field (in fact we are yet to find another organisation representing Disabled cyclists anywhere in the world). Our work includes building strategic partnerships with, on the one hand, other groups of cyclists who encounter many of the barriers which Disabled cyclists encounter and, on the other hand, other Disability organisations who are also fighting for improved access to physical activity and to transport.

Building our influence and reputation was in no small part helped by the creation of a post of Campaigns & Policy Officer in 2016. This gave us the capacity to carry out unique data gathering and research, stay on top of policy developments (and therefore to influence them through responding to key consultations etc.); to build support from key politicians (at local, regional and national levels); to input into major infrastructure guidance reviews and, crucially, to gather and publicise increasingly large numbers of Disabled cyclists' testimonials. Neil (our post-holder) wrote and launched our first ever [Guide to Inclusive Cycling](#) (which is a unique resource, used worldwide), developed [Campaigns pages](#) on our website, an annual survey of Disabled cyclists' views and experiences and created our regular Campaigns newsletter.

Sadly, after 3.5 years, Neil has recently moved out of London and our Campaigns & Policy Officer post is now vacant. We are recruiting for the next person to take this part of our work forward to ever greater heights, working closely with our Director, Isabelle Clement, the Inclusive Cycling Forum and our Inclusive cycling campaigners.

Wheels for Wellbeing is a small, friendly charity and our staff structure looks like this:





Campaigns & Policy Officer

<u>Responsible to:</u>	Wheels for Wellbeing's Director
<u>Line management responsibility for:</u>	N/A (though you will be supporting volunteer inclusive cycling ambassadors)
<u>Hours:</u>	21 hours per week, based in Brixton, SW9
<u>Salary:</u>	£16,200 (pro-rata of £27,000)

This role is key to two of our organisation's strategic aims:

- To ensure that the unprecedented investment in cycle infrastructure across London improves routes, facilities & conditions for Disabled cyclists – by providing expert advice to Transport for London, local authorities and others.
- To raise wider awareness of disabled cyclists and to build the support they need – by working with local, national and international partners (charities, businesses, government) to influence attitudes, policy and standards.

The post requires excellent communication, research and writing skills, attention to detail as well as the ability to build relationships with and influence a wide range of stakeholders. The post holder will support individuals and groups to make their voices heard so Disabled cyclists have the confidence to lobby for inclusive cycling policy.

If you are passionate about ensuring that the voice of marginalised groups is heard by people in positions of power; if you thrive on balancing a variety of priorities and pride yourself on getting things done; if you're as fired up by supporting local activism as you are about influencing politicians' understanding of what matters to their constituents, this is the role for you.

While comprehensive knowledge of cycling policy in the capital is not essential, an understanding of the issues and barriers facing Disabled people in society is required, as is a keen interest in walking and cycling as leisure pursuits and means for social inclusion and active travel.

Probationary period

The appointment of every new employee is subject to a successful probation period of six months.

Pension

Wheels for Wellbeing makes a 5% employer contribution to staff's NEST pension.

Annual leave

Annual leave entitlement is 20 days, in addition to the 8 English Public Holidays (pro-rata for 21 hrs) plus the week between Christmas and New Year, during which our office is closed.

Job Description:

You will support Disabled people in London and across the UK to develop their own voice in the fight for walking and cycling equality through:

1. Regularly canvassing the views of Disabled cyclists through a variety of means (surveys; testimonials, etc.) and representing their views through reports/articles on our website, in written briefings/presentations etc.
2. With your support, Wheels for Wellbeing's current users and other Inclusive Cycling Ambassadors will deliver talks to professionals and to potential future cyclists, providing insight and acting as role models. This work will:
 - a. Increase awareness that walking environments are often inaccessible to Disabled people, limiting them to use motorised transport or isolating them; also that many Disabled people are cyclists and that cycling policy, infrastructure and trade should reflect their needs.
 - b. Change the perception that all Disabled people are anti-cycling and on the contrary build a strong pro-active travel lobby.
3. Developing a peer support/campaigning network for Disabled cyclists who may be isolated from other Disabled cyclists. This may include setting up a Facebook Group for Disabled cyclists.
4. Facilitating and supporting our *Inclusive Cycling Forum* to grow into respected lobbying groups with the necessary mix of skills and experience to influence policies, standards, guidance and legislation at local and national level.

You will increase the understanding of policy makers but also journalists & other campaign groups of accessibility issues for Disabled cyclists by:

1. Developing targeted relationships with policy makers and influencers across the capital.
2. Drafting policy documents / briefings on key issues of concern to our organisation.
3. Keeping abreast of National, regional and local government policy pronouncements and consultations on cycling/transport/Disability/Equality, ensuring that the needs of Disabled cyclists are reflected and the voice of Disabled cyclists is heard in response.
4. With our Director, planning and delivering training on aspects of Inclusive Cycling policy to a wide range of stakeholders (such as Local Authority Planners/Designers; community policing staff etc.).
5. Build strategic alliances with other Disabled People's Organisations, borough-based mobility and access groups, groups representing cargo-bike users, parent cyclists etc. (including [The Beyond The Bicycle Coalition](#), which our Director co-founded).

You will participate positively to the running and development of Wheels for Wellbeing by:

1. At all times promoting and adhering to the organisation's core values, including user-led working practices and the Social Model of Disability
2. Working at least once a month at a WfW session, in an appropriate role, to be defined with your line manager
3. Contributing to team meetings and organisational priorities
4. Occasionally working evenings/weekends as necessary
5. Being proactive in keeping up to date with developments affecting the role

6. Carrying out other associated duties as may arise, developing or being assigned in line with the broad remit of the post
7. Abiding by and promoting organisational policies and practices, and the Charity's values
8. Supporting diversity and equality of opportunity in the workplace
9. Promoting improvement and innovation in your working practices and across the organisation, and seeking to deliver all work to the highest quality

This job description is not exhaustive, but is provided to assist the post holder to know what her/his main duties are. It may be amended from time to time without change to the levels of responsibility appropriate to the grade of the post and in discussion with the post holder.

Person Specification

1. EXPERIENCE (in a paid or unpaid capacity)

	Essential	Desirable
Experience in a customer advisory role or stakeholder development role	√	
Experience of working with Disabled/older people AND/OR personal experience of disability	√	
Experience of facilitating the engagement of hard to reach groups		√
Project management experience		√
Experience of cycling (however occasional)		√
Experience of report writing	√	

2. KNOWLEDGE & UNDERSTANDING

	Essential	Desirable
Ability to acquire a detailed understanding of walking & cycling policy and infrastructure as they relate to pedestrians & cyclists with a variety of impairments	√	
A commitment to working to empower and further the rights of Disabled people and to working within the Social Model of Disability	√	
Understanding of social and practical barriers to active travel by Disabled people	√	
An understanding of the wide range of specialist cycles and adaptations that exist on the market and/or that can be tailored to individuals' needs		√
Understanding of the social, physical and emotional benefits of active travel	√	
Knowledge of the current walking & cycling policy context in London and nationally		√

3. SKILLS

	Essential	Desirable
The ability to relate to Disabled/older people as equals and to acknowledge them as the expert in how physical and societal barriers affect them	√	
Ability to successfully build and maintain relationships with a range of stakeholders, including Disabled people, policy makers, and walking/cycling organisations	√	
The ability to influence others, collate opinions, develop persuasive arguments and promote equality	√	
The ability to seek engagement from individuals and groups to ensure that	√	

their voice is heard

The ability to work and communicate clearly with people, one to one as well as in groups ✓

The ability to confidently use social media or willingness to learn (esp: Twitter/Facebook/Instagram) ✓

Excellent influencing skills ✓

Literacy skills sufficient to be able to produce high quality resources, briefings, reports and articles on local/national policy and practice issues. ✓

The ability to work independently, to work to deadlines and to balance priorities ✓

The ability (or willingness to learn) to give presentations ✓

4. ATTITUDES & BEHAVIOURS

Friendly and approachable; always respectful of others ✓

At ease with making new contacts, meeting new people ✓

You understand how crucial it is to be able to discuss impairment related issues with people in ways which are always appropriate, neither intrusive nor belittling or patronising. We call this disability confidence. We will help you develop this but you must be committed to it. ✓

A can-do attitude ✓

Totally committed to the principles of user-led organisations ✓

You value working cooperatively in teams and ✓

Attention to detail ✓

Notes for completing the application form

Please read these notes carefully. They explain how we would like the form completed. Please see our separate privacy notice to find out Wheels for Wellbeing handles your personal information.

1. Read the Job Description and Person Specification carefully. They will tell you what the job is about and what experience, skills, knowledge, attitudes and behaviours we are looking for in potential candidates. If you wish to clarify any aspects of the job, do not hesitate to contact Isabelle Clement (Director) on 020 7346 8482.
2. The skills, knowledge and experience could have been gained in paid or voluntary work. Relate your answers to the Person Specification and Job Description. The recruitment panel will only be able to interview the applicants who demonstrate that they meet at least the essential criteria for the job.
3. Please complete the **Application Form**, provided in Word on our website. Please type in the grey boxes. They will expand as you type. Explain any significant gaps which are not covered by the education, training, paid or unpaid employment which you have listed on the form. If you need it in a different format, please call 02073458482 to request.
4. You are welcome to use additional sheets if there is not enough space on the form but be concise in the information you provide and make sure your name is written clearly on each.
5. **Do not send CVs.** Decisions to interview will be based on the answers provided to the questions on the application form.
6. Referees should be people who are able to relate their opinion of you to the skills, knowledge and experience needed for the post.
7. All applicants are required to complete the **Declaration of Criminal Record**. If you are emailing your form back, you do not have to attach this to it. Please print and complete it. We will ask you to bring it with you if you are shortlisted for interview.
8. Help us by completing and returning the **Equal Opportunities Monitoring form**. It is for monitoring purposes only and will not be used to decide who to recruit. If you are emailing your form back to us, please email that separately to Aleksandra@wheelsforwellbeing.org.uk (you do not need to add your name to it).
9. Please also complete the form headed **Information for Disabled Applicants**, if appropriate and email with your application form so we can provide any support you need.
10. If you prefer to print and post your application form, please post it to Isabelle Clement, Wheels for Wellbeing, 336 Brixton Road, SW9 7AA (please include your completed Equal Opportunities Monitoring Form in a separate, sealed envelope).
11. Interviews for this post are planned for Friday 21st February, 2020.

If you have not heard from us 14 days after the closing date you can assume you have not been shortlisted.