



The countryside charity
Lancashire, Liverpool City Region
and Greater Manchester



CPRE Community Engagement Specialist for the Liverpool City Region Walking and Cycling Ringway R&D Project

(this is one of four part-time freelance roles for the R&D project, the others being:
Walking Route Researcher; Cycling Route Researcher; Researcher - Heritage)

CPRE campaigns for a better future for the countryside. We work locally and nationally to protect, shape and enhance our beautiful countryside and green spaces for everyone to value and enjoy.

The LCR (Liverpool City Region) Walking and Cycling Ringway project is intended to be a new route or routes around the region that will connect residents of all six LCR boroughs with their natural and cultural heritage.

Before a full bid for the project is submitted, CPRE wish to undertake a six-month Research & Development process. This will result in a comprehensive feasibility study whose findings will help us get to the next stage of work to implement and deliver the LCR Walking and Cycling Ringway. It will also ensure that we can meet our primary objective of increasing the number of people who walk and cycle in the region in the most user-friendly, impactful, inclusive and sustainable way.

The R&D project, which has been made possible with the support of The National Lottery Heritage Fund, will ensure that the LCR Walking and Cycling Ringway is implemented effectively as a permanent resource for the Liverpool City Region.

Project elements include:

- Mapping the walking and cycling route(s)
- Scoping of the major natural, industrial and cultural heritage of the region through which the route(s) might pass
- Delivering an extensive community engagement programme
- Working in partnership to build a robust network of stakeholders and collaborators
- Scoping the sustainability and legacy of the project
- Exploring a volunteer programme and skills development opportunities
- Exploring the potential for guided walks, information platforms, waymarking initiatives, public talks and workshops, and other ways in which people can access the route(s) easily

Main purpose of the Community Engagement role:

The R&D will supply us with proper evidence around engagement and inclusivity to help us identify how we can encourage these through the project. It will also help us to better understand the behaviours of our communities, the challenges they face, and how the Ringway can go some way to positively impact well-being and health outcomes in the region.

The postholder will have responsibility for devising and implementing a community engagement plan that ascertains and demonstrates the most effective ways of engaging with targeted groups to ensure that the need and appetite for the LCR Walking and Cycling Ringway can be articulated and demonstrated; and to find ways that inclusion and participation in the LCR Ringway, and access to green space and heritage, can be encouraged particularly among communities that currently have low activity levels.

A key aspect will be to listen to and involve the skills and ideas of the community members themselves in identifying ways in which they wish to use and develop the LCR Ringway.

The results of the Community Engagement programme will feed into a final feasibility report for the LCR Walking and Cycling Ringway at the end of the six-month R&D.

Main responsibilities:

- Devise and implement a community engagement plan to learn how we can shape next steps and long-term plans for the Ringway in a way that involves and engages targeted groups
- Establish objectives, targets, processes and evaluation methods that align with overarching Project objectives, supported by Project Lead and Project Manager
- Identify and implement effective initiatives that engage communities with relatively low levels of activity and nature connectedness - especially residents from socially deprived areas, older people, people with disabilities or long-term health conditions, and teenagers and young people - in heritage
- Collect, analyse and report on community feedback to inform organisational decisions
- Plan, coordinate, and deliver community events, workshops and consultation sessions which further the engagement objectives and can provide evidence

Research

- Research community groups in the LCR, prioritising those we are targeting (*see above*) and those around the proposed route(s) and its heritage
- Research other relevant groups in the region eg walking and cycling groups; outdoor activity groups, mental wellness groups, older people's groups etc, and understand the ways in which they would want to utilise the LCR Ringway
- Research ways in which targeted communities can be encouraged to use and develop the LCR Ringway, exploring methods to connect local communities with surrounding heritage
- Explore a potential programme of guided community walks and identify the best methods of communication with local communities going forward into the project
- Explore ways in which communities and groups would like to benefit from a volunteer programme and skills training opportunities
- Devise initiatives that promote inclusivity and participation
- Discover innovative ways of reaching new volunteers as well as exploring the demand for skills and heritage training

Reporting and monitoring

- Liaise with Heritage Researcher, Walking Route Researcher and Cycling Route Researcher to ensure smooth communication and alignment with their outputs

- Monitor, track and evaluate work effectively and clearly; update Project Manager and Project Board at scheduled meetings to ensure Project objectives are being met
- Liaise and collaborate with other relevant organised initiatives and schemes
- Potentially lead walks, especially shorter and easier walks, with the communities engaged

Required skills and competencies:

- Proven experience in developing and implementing effective community engagement strategies
- Proven experience in engaging under-represented groups, especially residents of socially-deprived communities and/or people with disabilities and health conditions in community activities
- Experience in planning and organising events in a community setting
- Experience in monitoring and evaluating engagement activities
- Have established contacts with existing community and outdoor activity groups and initiatives across the LCR, or the proven ability to establish these within a short time frame
- Good teamwork and communication skills, especially with regards listening to and learning from local communities
- A friendly and flexible approach, with the ability to inspire enthusiasm for the LCR Ringway among diverse communities

Essential

- A knowledge of the social, economic and physical geography of Liverpool City Region

Desirable

- Knowledge of local policies, governance structures, and funding opportunities.
- A knowledge of the heritage of Liverpool City Region

Key Employment Terms

- Fee £6,000
- Six-month contractual period from May / June
- Home-based, flexible working
- You must be able to travel to meetings and events in the Liverpool City Region. Occasional evening and weekend work may be required. All reasonable travel expenses will be paid

How to apply

- Please email a CV (maximum 2 pages of A4) and covering letter (maximum 2 pages of A4) setting out how you meet the requirements of the post to: info@cprelancashire.org.uk, or if you would like to talk to someone about this role, contact Nickthompson1947@gmail.com

- We are also open to applications from people with the skills and experience to take on two of the four part-time freelance roles (listed at the top of this document). If this is you, there's no need to apply separately for each role. Simply state clearly that you are applying for both.

Closing date: Monday 19th May, 6pm

The English countryside is wonderful - help us look after it.

This R&D project has been made possible with The National Lottery Heritage Fund, with thanks to National Lottery players.