

Councillor Champion Role Profile

Active Travel Champion.

The Postholder:-

- A serving MKCC Councillor nominated by the Leaders of Political Groups who advocates for walking, wheeling and cycling across Milton Keynes, promoting the benefits of active travel for health, wellbeing, accessibility, sustainability and reducing congestion and air pollution.
- Appointed by the Council to emphasise the importance the Council places on the role.

The Role:-

The Champion will assist the Council, Leader and appropriate Cabinet Members to increase opportunities for active travel, improve the redway network and encourage more residents to choose sustainable forms of transport for everyday journeys.

Responsibilities:-

- Act as a visible advocate for active travel within the Council and across the city.
- Champion the needs of pedestrians, cyclists, mobility scooter users and other active travel users.
- Support the Council's ambitions to improve and enhance the redway network and wider active travel infrastructure.
- Engage with residents, community groups, schools, businesses and partner organisations to encourage greater participation in active travel.
- Raise awareness of active travel initiatives, campaigns and events taking place across the city such as Love to Ride, Bikeability and Festival of Cycling.
- Work collaboratively with the relevant Cabinet Members, officers and stakeholders to support the delivery of the Council Plan and transport strategies.
- Promote the links between active travel, public health, environmental sustainability and community wellbeing.
- Attend relevant meetings, events and stakeholder meetings where appropriate.
- Help the council to identify opportunities and barriers to increase active travel.