

## ROLE DESCRIPTION

<b>Job Title</b>	Accessibility Lead
<b>Salary Band</b>	SCP 37-40
<b>Reporting to</b>	Accessibility & Inclusion Manager
<b>Directorate</b>	Place
<b>Service Area and sub area</b>	Transport
<b>Team</b>	Partnerships & Growth
<b>Political Restriction</b>	No

### **1. Primary Purpose of the Post**

The Accessibility Lead plays a critical role in ensuring the Liverpool City Region (LCR) delivers its ambitious target to create the most accessible transport network in the UK. Reporting to the Accessibility & Inclusion Manager, this role leads the commissioning plan of infrastructure improvements and network wide projects that improve accessibility by removing barriers to access.

Working in close partnership with diverse communities and underrepresented groups, the role also delivers a wider programme of change that aims to enhance all network provisions to improve inclusivity and accessibility for users. As an expert in Transport Related Social Exclusion (TRSE) the role-holder will act as a specialist consultant, working with colleagues to ensure Diversity, Equality and Inclusion requirements are met through the design and delivery of new services, offers and assets, including physical, financial, and digital solutions.

The postholder will play a significant role in driving forward an ambitious programme of accessibility and inclusion upgrades and improvements across a multi-modal network, delivering one of the Mayoral priorities. Working to tight deadlines, ensuring a quality of delivery, identifying efficiencies, minimising disruption and prioritising projects linked to funding and customer requirements are all key outputs of the role.

The role acts as the commissioner and is responsible for the prioritisation of accessibility and inclusion enhancements, upgrades and new schemes, working closely with infrastructure project delivery colleagues to manage delivery plans and external suppliers and contractors. The postholder will be required to oversee all aspects of schemes from acquisition of suitable funding through to briefing of requirements, to monitoring progress and sign-off on completion.

As part of the Transport Team within the Partnerships & Growth service area, you will support LCR's goals for passenger growth and revenue generation by embedding accessibility and inclusion across all transport services.

### **2. Your responsibilities**

#### **Driving Key Initiatives**

- Develop and implement a comprehensive delivery plan for accessibility and inclusion improvements and projects across the transport network.
- Lead on the prioritisation of local accessibility projects, combining the need for passenger safety, the state of current facilities and availability of funding.



- Support the execution of LCR's Accessibility Strategy across a multi-modal transport network, ensuring a consistent focus on physical, financial, and digital solutions to meet Equalities Act requirements and needs of customers.
- Deliver expertise and advice in this specialist area, with a thorough understanding of accessibility challenges and best practise across other transport authorities.
- Act as LCRCA's expert on Transport Related Social Exclusion (TRSE), working to understand and implement best practice in reducing TRSE through collaboration with other transport authorities, transport operators and public sector agencies.
- Lead the aspiration to achieve 'best in sector' performance in accessibility and inclusion, positioning LCRCA as a national centre of excellence and sharing best practices across the industry.
- Oversee the delivery of accessibility infrastructure upgrades across both new and existing developments, ensuring projects are delivered on time, to budget, and in line with agreed standards.
- Take a commissioning role, briefing project delivery teams to ensure prioritisation of accessibility projects and outcomes delivered are fit for purpose, on time and are aligned to the overall aims of improving accessibility.
- Work with colleagues to raise the profile and improve equality, diversity and inclusion requirements across a range of assets.
- Manage associated budgets and process for securing funding streams to ensure programme delivers to Mayoral objectives.
- Manage stakeholders, delivery partners and other contractors required to deliver the Access for All programme, supporting the project delivery teams as required, challenging on efficiencies, deadlines, solutions and costs as appropriate to ensure best value and return on investment for LCRCA at all times.
- Ensure metrics and KPIs are in place to measure improvement scheme effectiveness, including impact on patronage, inclusivity, and reduction of social exclusion.

#### **Community Engagement and Inclusion**

- Develop and deliver engagement strategies with underrepresented and disadvantaged communities to inform improvements and increase accessibility across a range of barriers.
- Deliver exemplary relationship management skills through a network of external and internal stakeholders, providing regular updates on project delivery, managing expectations and facilitating robust processes for testing and feedback.
- Champion inclusive design and service delivery through co-design with community stakeholders.
- Interpret the needs of the customer into technical briefs and support the identification and delivery of practical solutions, working closely with project teams and delivery partners.

#### **Operational Support and Oversight**

- Assist the Accessibility & Inclusion Manager in programme development, delivery assurance, and stakeholder reporting.
- Provide robust project management skills and oversight to ensure the delivery of accessibility and inclusion projects to budget and to deadlines.
- Lead on communications strategy with relevant Communications & Marketing colleagues to ensure projects are supported in terms of disruption messaging, PR and other media opportunities that support the profile of the projects and ensure customers are kept informed where appropriate.
- Work with Network Performance and operational colleagues to oversee planning of disruption to minimise changes to services and impact on revenue levels.

#### **Performance and Reporting**

- Monitor and report on KPIs, including percentage accessibility coverage, affordability indices, safety and security, and ease of access.
- Use data-led insights to identify trends, gaps, and opportunities for continuous improvement.

### **3. General Corporate Responsibilities**



- Actively demonstrate LCR's core values: LCR First, Respect, and Action Focused.
- Foster effective relationships across internal teams and external partners.
- Apply a data-first approach to decision-making, ensuring outcomes are customer-centric, inclusive, and provide value for money.
- Contribute to a culture of learning, knowledge-sharing, and collaboration within the Transport Team.
- Be flexible and willing to undertake tasks across the four service areas of the Transport Team as needed to ensure successful delivery.

#### **4. Recruitment Plan**

Competency Based Interview  
Assessment

## PERSON SPECIFICATION

**Job Title:** Accessibility Lead

Criteria		
Qualifications and Training	E = Essential D = Desirable	Identified By
A Level, up to and including Apprenticeship/NVQ Level 5, part qualified in a professional/vocational qualification	E	A
Project management qualification (APM, PRINCE2, certifications, MSP, PMBOK, Agile)	D	A

Experience and knowledge	E = Essential D = Desirable	Identified By
Expertise in leading the delivery of transport infrastructure improvements or similar to ensure high standards of accessibility and the improvement of services.	E	A,I,P
Understanding of the issues surrounding accessibility and access to transport for underrepresented groups.	E	A,I,P
Understanding of the technical solutions available to deliver accessibility and inclusion improvements, innovation and best practice based on projects delivered by other transport authorities.	E	A,I,P
Ability to gather and utilise community feedback to inform initiatives and improvements.	E	A,I,P
Experience in managing relationships with external stakeholders, contractors and delivery partners to maximise efficiencies and drive projects forward at pace and with agreed outcomes.	E	A,I,P
Proficient in understanding the needs of customers and interpreting those into technical specifications, working closely with project delivery colleagues to ensure solutions are fit for purpose.	E	A,I,P
Experience of championing and integrating equality, diversity and inclusion requirements into the design and delivery of new services, offers or assets.	E	A,I,P
Excellent project management skills with a proven history of delivering similar improvement projects on time and in budget, working to tight deadlines and under significant political scrutiny.	E	A,I,P
Experience in ensuring customer focus, inclusion, and value for money in decision-making and implementation.	E	A,I,P
Proficiency in developing and applying robust metrics to measure the success and impact of schemes.	E	A,I,P
Ability to conduct thorough research and gather insights to inform project initiatives.	D	A,I,P

<b>Skills and abilities</b>	<b>E = Essential D = Desirable</b>	<b>Identified By</b>
Proven ability to lead and manage projects with multiple delivery partners to ensure targets are met and projects are delivered on time.	<b>E</b>	<b>A,I,P</b>
Ability to prioritise, manage risk and provide updates to a senior level through reports and presentations.	<b>E</b>	<b>A,I,P</b>
Strong customer-focused approach to project management.	<b>E</b>	<b>A,I,P</b>
Strong communication and negotiation skills.	<b>E</b>	<b>A,I,P</b>
Ability to build personal and departmental credibility with a range of stakeholders.	<b>E</b>	<b>A,I,P</b>

<b>Personal Attributes</b>	<b>E = Essential D = Desirable</b>	<b>Identified By</b>
A clear understanding of LCRCA's stated values and ways of working and the ability to apply those behaviours.	<b>D</b>	<b>A,I,P</b>
Ability to take a pragmatic approach to working solutions during negotiations with others.	<b>D</b>	<b>A,I,P</b>
Willingness and persistence in developing innovative solutions.	<b>E</b>	<b>A,I,P</b>
Provide support to the Accessibility & Inclusion Manager and wider team as required.	<b>E</b>	<b>A,I,P</b>
Be an active and collaborative member of the Partnerships and Growth service area, working collaboratively with other team members.	<b>E</b>	<b>A,I,P</b>

### **Key to Assessment Methods:**

KO – Knockout question	A - Application	P – Presentation	T - Test
FQ – Filter Question	I – Interview	E – Exercise	AC – Assessment



**LIVERPOOL  
CITY REGION**  
COMBINED AUTHORITY

**METROMAYOR**  
LIVERPOOL CITY REGION