

# Huntly Travel Hub Manager

## Application Pack



**Huntly  
Travel Hub**  
Moving Forward Together

**April 2024**



**Scottish Government**  
Riaghaltas na h-Alba



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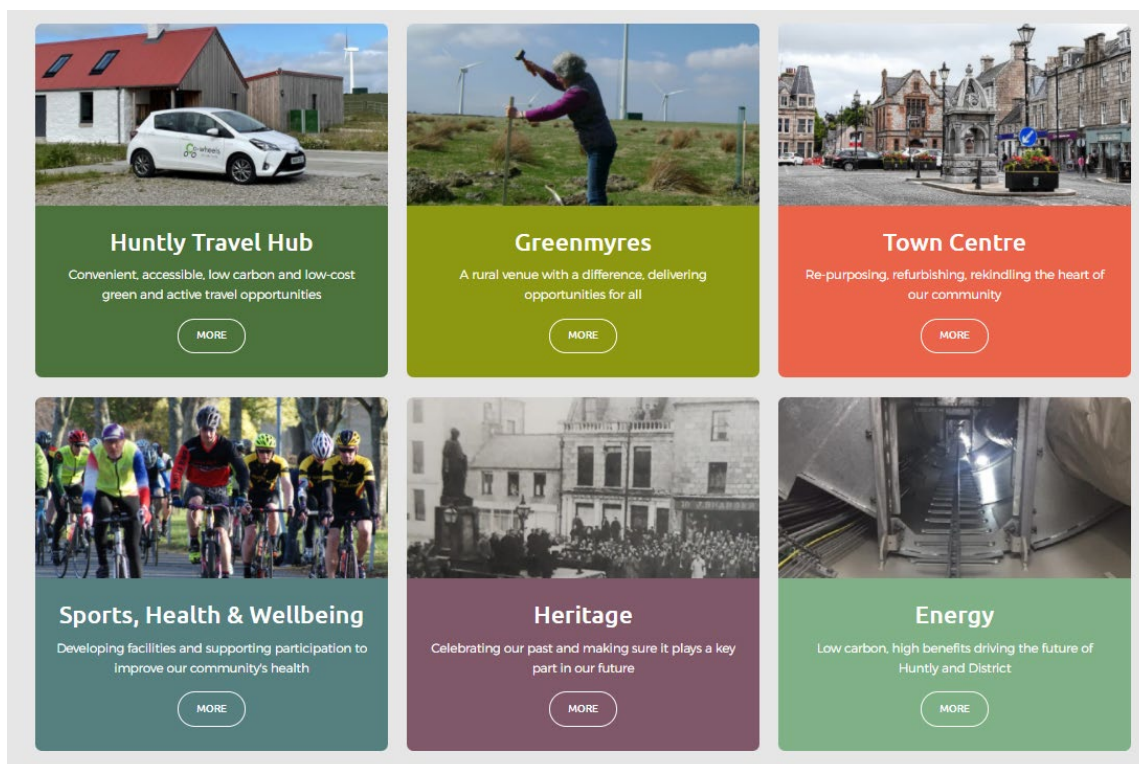
## 1. Introduction

Huntly Development Trust (HDT) is an ambitious, active community-led company and charity working to make Huntly and District a better place to live, work and visit. Established in 2009, we work with other to improve the quality of life in Huntly and District. We have now established a track record of achievement that is increasingly valued locally and recognised nationally.

One of our key projects since 2014 has been the development and operation of the Huntly Travel Hub (HTH) to provide and improve ways to get around our small market town and its wider rural catchment in a green and active way. With support from a range of funders as well as HDT's own resources, the project has grown to a fleet of 20 e-bikes, a two car Co-wheels franchise and a community minibus. The HTH operates from its own dedicated recently refurbished premises in Huntly Town Centre. Alongside operation and development of the vehicle fleet the HTH has led work to improve getting around Huntly more safely through the ongoing Mini Holland initiative and overseen a community-led plan to develop, improve and promote a path network across the AB54 area.

HDT is seeking to recruit a full time (37.5 hours per week) manager for the Huntly Travel Hub. The purpose of the post is to work with a range of stakeholders to maximise the benefits and opportunities that the HTH offers, ensure that it runs in a safe and welcoming manner and generates income for reinvestment. The post-holder will promote and manage all aspects of the HTH, including vehicle bookings, repair and maintenance of the fleet and premises, and develop new avenues for the HTH. The post is permanent, subject to funding/income generation, with an accompanying starting salary of £34,000, plus a contributory pension scheme.

This application pack introduces you to the application process, HDT, Huntly, the Travel Hub and the role. If you have any queries, please contact: [jobs@huntly.net](mailto:jobs@huntly.net).



An overview of what Huntly Development Trust does

## 2. The Application Process

### 2.1 Overview

The timetable for the application process is as follows:

Sunday 21 <sup>st</sup> April	Deadline for receipt of applications by e-mail to <a href="mailto:jobs@huntly.net">jobs@huntly.net</a> .
Monday 29 <sup>th</sup> April	Applicants informed whether they have been short-listed for interview and about the interview format.
w/c Monday 6 <sup>th</sup> May	Interviews in Huntly
w/c Monday 13 <sup>th</sup> May	Interviewees informed of the outcome
As soon as possible thereafter	Successful candidate takes up their post

HDT reserves the right to amend this timetable without notice.

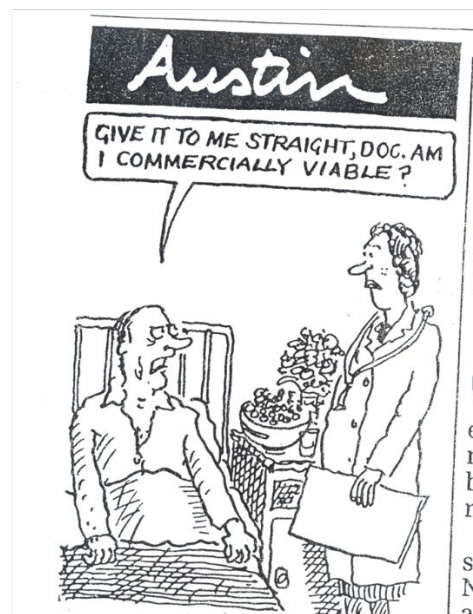
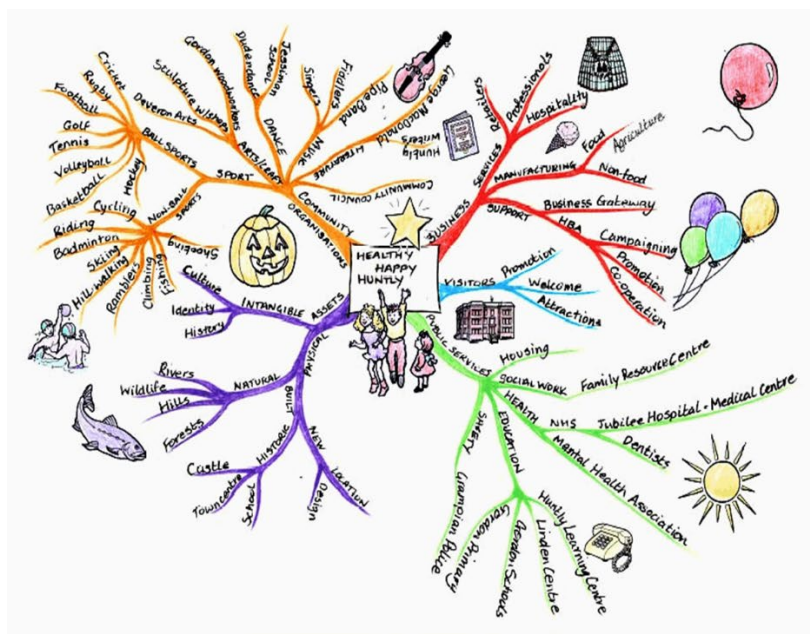
### 2.2. How to Apply

By **midnight on Sunday 21<sup>st</sup> April**, applicants should send to:

[jobs@huntly.net](mailto:jobs@huntly.net).

- A letter of application explaining your interest in the post (2 pages of A4 max)
- Your CV, including your contact details.
- The names and contact details of two referees, one of which should be your current or most recent employer. These referees may be contacted by HDT prior to your interview. If you do not wish your referees to be contacted unless you are offered the job, please indicate this clearly in your letter of application.

Thank you for your interest in the vacancy and in Huntly Development Trust.



HDT's twin targets: delivering community benefit and remaining financially sustainable

### 3. An Introduction to Huntly Development Trust

Huntly Development Trust (HDT) is a company limited by guarantee with charitable status formed by and for the community of Huntly and surrounding district.

HDT's aim is to build a resilient, inclusive, enterprising community capable of dealing with ongoing change.

Our main objectives are:

- maintenance, regeneration and improvement of the community's physical, economic, social and cultural infrastructure, and assisting people who are at a disadvantage because of their social and economic circumstances.
- advancement of education and training, arts, culture, heritage, sports, recreation and environmental improvement.

Our main activities are development and management of projects to make Huntly and District a better place to live work and visit.

HDT has defined its 'community of benefit' as the AB54 postcode sector, which covers the town of Huntly itself and its catchment, including Aberchirder, Fogue, Gartly, Glass, Largue, Lumsden, Rhynie, Rothiemay & Ythanwells.

Since our establishment in 2009, we have undertaken a wide variety of projects of increasing scale and complexity and with a wide range of partners. These include:

- Establishment and operation of the Huntly Travel Hub, including car, e-bike and community minibus hire.
- Acquisition and redevelopment of 3 town centre buildings as part of a wider community regeneration strategy
- Acquisition and ongoing development of Greenmyres Farm as a community resource, with the first phase of a family-friendly, introductory level outdoor adventure centre nearing completion
- Construction of several foot and cycle paths
- Co-ordination of a skills development and exchange project with 3 communities in Finland
- Installation of gateway signage for Huntly

To ensure we can continue to deliver projects to benefit our community in the long term we seek to generate our own income streams wherever possible so that we reduce our dependency on grant funding. To that end, we have developed several renewable energy initiatives, including commissioning our own community wind turbine at Greenmyres.

HDT plays a key role in the Huntly Town Team (HTT), a multi-stakeholder group made up of a range of community organisations in Huntly and the public sector.

We are a member-owned and led organisation, steered by a volunteer board of Trustees/Directors and employ 5.2 FTE staff.

More information on HDT can be found at [www.huntlydt.org](http://www.huntlydt.org).

## 4. An Introduction to Huntly and District

Huntly is a small rural market town approximately 35 miles North-West of Aberdeen in the North- East of Scotland. The town lies close to the Aberdeen to Inverness trunk road, has a station on the Aberdeen to Inverness railway line and is about an hour from the international airports of both cities. The current population of the town of Huntly is ca 4,500, with an additional 7,100 in the surrounding district.

Huntly is the rural service centre for the wider hinterland. The entire town centre, including the attractive central market Square, is a conservation area and contains 62 listed buildings. A short walk from The Square is Huntly Castle. formerly the seat of the Gordon Clan. The Gordons raised the Gordon Highlanders, now merged into the Royal Regiment of Scotland. Besides agriculture, other important local industries have been textiles, brewing, engineering and a flourishing retail sector.

Nowadays, Huntly has a significant industrial estate. Major employers are Deans (shortbread manufacturers), Rizza's (ice cream) and R&M Engineering. The public sector is also a major employer in Huntly, with Aberdeenshire Council, the National Health Service and Scottish Forestry/Forestry and Land Scotland all having a strong presence.

In 2006, two supermarkets opened on the edge of town presenting a significant challenge to businesses in the town centre. As a response, local farmers established a popular monthly farmer and producers' market in the town Square on the first Saturday of every month. The town centre has, however, continued to decline in recent years and actions to tackle its state were identified as a priority through a recent wide-ranging community consultation process, Room to Thrive. (<https://www.huntly.town/>). HDT has been an active participant in realising the actions identified in the strategy and, as a result of collective actions, a palpable sense of belief is returning to the town.

This is much needed, as Huntly's position on the Scottish Index of Multiple Deprivation is worsening. Several health, education and economic indicators are moving in the wrong direction. HDT is playing its role in trying to reverse this, along with many other committed partners in the Huntly Town Team, a multi-stakeholder forum of local organisations and wider agencies.

Huntly is home to a large number of active community groups with interests ranging from contemporary arts to traditional fiddling, and from rugby to bridge. Huntly Nordic and Outdoor Centre continues to produce representatives for the Great Britain Cross Country Junior Development Squad, several of whom have competed at Winter Olympics. Local shooter Sheena Sharp was a double Gold Medal Winner at the Commonwealth Games in 2006.

Huntly is also very proud of the seemingly endless stream of talented individuals in the traditional Scottish performing arts. The town produces World Highland Dance Champions and has thriving Dance Schools which have sent performers as far afield as China. Huntly & District Pipe Band perform by invitation at many Scottish Highland Games and abroad. Shona Donaldson is a top traditional Scottish singer from Huntly who has toured internationally. Both she and her husband, champion Scottish fiddle player and composer Paul Anderson, have separately completed 'artist-in-residence' projects in the town commissioned by local socially engaged arts group Deveron Arts. Iona Fyfe hails from Huntly. In 2013, Huntly was named Scotland's most Creative Places in its (size) category.

More information about our vibrant community can be found at: [www.experiencehuntly.com](http://www.experiencehuntly.com).

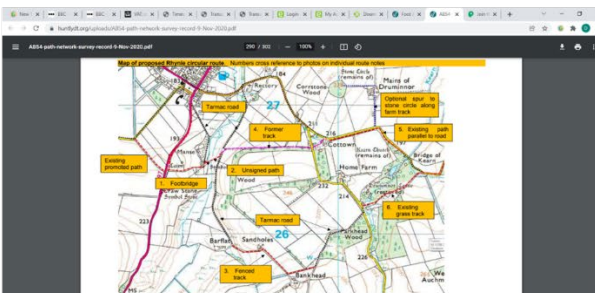
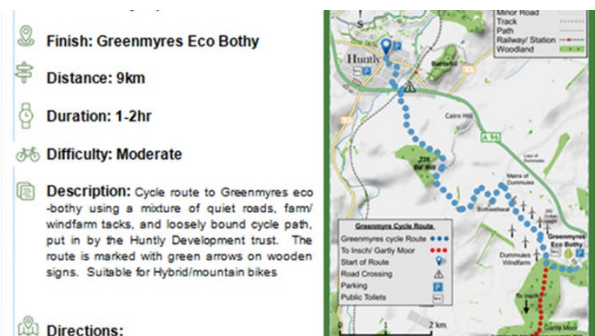
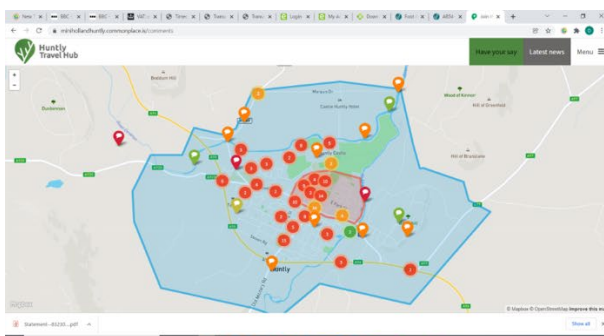


## 5. Huntly Travel Hub

As in many rural areas, getting around Huntly & District in a sustainable and active way is challenging. Having a station on the Aberdeen-Inverness rail line and Stagecoach bus services plying the A96 Aberdeen and Inverness road helps, but reaching other local destinations off the A96-trainline axis is becoming increasingly difficult. Countless surveys of local people identify transport as one of the key concerns, whether this be to access shopping, medical appointments, social outings or leisure opportunities. The 2019 Huntly Room to Thrive community engagement exercise identified Getting Around as one of the area’s top five priorities.

And yet the benefits of sustainable and active travel are clear, for the environment, economy and the individuals involved. Countries, cities, regions and towns across the world are finding ways to make sustainable and active travel easier and we want Huntly and District to be part of that movement, whether that’s by collective transport, shared ownership of vehicles, increased cycling and walking or in other ways. Sustainable and active travel is not a luxury: statistics show that 30% of Huntly households do not have access to a car or van, and our health indicators are among the worst in Aberdeenshire. Hence, why HDT established the Huntly Travel Hub back in 2014.

Initially, the HTH was supported by the Scottish Government’s Climate Challenge Fund. This enabled HDT to acquire 4 e-bikes and agree a franchise arrangement with Co-wheels. Over the years, the HTH has grown in scale and prominence with the e-bike fleet now being 20 strong, the Co-wheels membership growing year on year and the community minibus now in HDT’s ownership. As well as the vehicles, the HTH has led work to promote walking and cycling opportunities in the area by e.g. creating a series of route maps and leading community consultations on a network of AB54 paths. Recently, the HTH has led the Mini Holland initiative which seeks to make Huntly more attractive, easier and safer to walk and cycle around, particularly in the area around the school. Initial concept designs have been prepared which now lie with Aberdeenshire Council. Excitingly, in late 2023, the HTH opened its own premises in Huntly Town Centre to make to information about getting around Huntly and District sustainably and actively easier to access. The building also provides a base for storing, maintaining and hiring out our e-bike fleet.



The Huntly Travel Hub Manager will enjoy a varied role!

Over the years, the HTH has enjoyed funding and others of support from a wide variety of partners, including Smarter Choices, Smarter Places (SCSP), Sustrans, Clashindarroch Wind Farm Community Fund, CoMo, CarPlus, Nestrans, Scottish Government, Aberdeenshire Council. In addition, income from the Co-wheels franchise and the hiring out of the e-bikes has risen steadily year-on-year. The HTH is now entering a new phase where the various elements need to be pulled together and marketed cohesively to locals and visitors alike in order to maximise the benefits and opportunities that it can offer. This includes making sure that the HTH can support the exciting new HDT developments next door at Number 30, The Square and at Greenmyres, and earn its own income to help drive it forward.

Given all of that, and thanks to further support from SCSP, we are now seeking an ambitious, conscientious, enterprising team player to fulfil the role of our Huntly Travel Hub Manager.



One of our e-bike fleet on tour in Huntly and District



## 6. Job Description

<b>JOB DESCRIPTION</b>	HDT/021
<b>POST TITLE</b>	Huntly Travel Hub Manager
<b>DURATION</b>	Permanent* (37.5 hrs/wk)
<b>REMUNERATION</b>	£34,000 per annum, plus employer pension contribution
<b>REPORTS TO</b>	HDT Joint General Managers

### Background and Job Purpose

Huntly Development Trust (HDT) is an ambitious, active community-led company and charity working to make Huntly and District a better place to live, work and visit.

One of our key projects since 2014 has been the development and operation of the Huntly Travel Hub (HTH) to provide and improve ways to get around our small market town and its wider rural catchment in a green and active way. With support from a range of funders as well as HDT's own resources, the project has grown to a fleet of 20 e-bikes, a two car Co-wheels franchise and a community minibus. The HTH operates from its own dedicated recently refurbished premises in Huntly Town Centre. Alongside operation and development of the vehicle fleet the HTH has led work to improve getting around Huntly more safely through the ongoing Mini Holland initiative and overseen a community-led plan to develop, improve and promote a path network across the AB54 area.

With the support of the Smarter Choices Smarter Places (SCSP) Fund, HDT is seeking to recruit a full time (37.5 hours per week) manager for the Huntly Travel Hub. The purpose of the post is to work with a range of stakeholders to maximise the benefits and opportunities that the HTH offers, ensure that it runs in a safe and welcoming manner and generates a significant stream of income for reinvestment in the project/wider Trust. The post-holder will promote and manage all aspects of the HTH, including servicing vehicle bookings, repair and maintenance of the fleet and premises, and develop new avenues for the HTH. A key immediate focus will be on communications, promotion and marketing what the HTH has to offer to a range of diverse customer segments, and turning this interest into bookings and income.

\* HDT intends that the role is permanent, but as with all HDT posts, subject to funding/income generation. HDT will provide full support to help the right candidate make the role a success. The accompanying starting salary is £34,000, plus an employer contributory pension scheme.

### Key Tasks

#### E-Bikes

- Actively and creatively promoting e-bike hire to locals and visitors
- Keeping the booking calendar updated and responding promptly to booking/information requests
- Liaising with users before, during and after their hire, ensuring that all equipment is ready for them to ensure a positive experience and that HDT obtains feedback to aid further development
- Ensuring the that the fleet of bikes is safe and available for hire, either yourself or by liaison with local bike maintenance providers

### Car Club

- Actively promoting the Car Club hire to locals and visitors
- Analysing data and engaging with Co-wheels, existing members and the wider community to identify new opportunities/services
- Identifying new case studies/uses for the car club and promoting them to encourage others
- Inducting new members so they feel confident in using the vehicles

### Community minibus

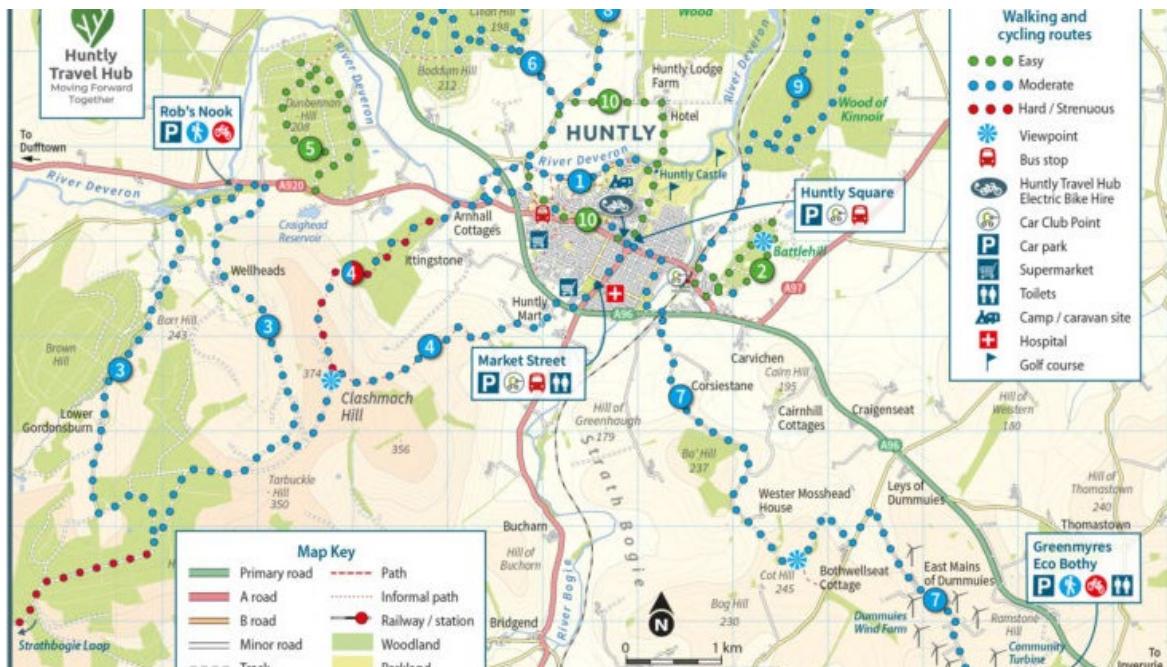
- Keeping the booking calendar updated and responding promptly to booking/information requests
- Arranging the driver rota in discussion with our small team of volunteer drivers
- Supporting and managing that pool of volunteer drivers and identifying and implementing ways to increase it
- Managing all maintenance, health and safety, training and other aspects of the minibus operation

### Mini Holland

- Working with Aberdeenshire Council and other stakeholders to progress plans to make Huntly and District safer, easier and more attractive to get around on foot/by bike, especially around schools

### Path development

- Progressing the next phase of the AB54 path network development plan
- Promoting walking in Huntly and District
- Establishing and implementing maintenance plans for the paths we have already had built



One of the route maps developed to date

## General management

- Overall financial and operational management of the Huntly Travel Hub
- Acting as operations manager for the premises and the operations, completing regular maintenance checks, identifying and mitigating risks and organising repairs where needed
- Overall promotion of all that the HTH has to offer.
- Designing and delivering a programme of appropriate events to promote usage, especially related to cycling and active lifestyles
- Identifying opportunities to involve volunteers in the HTH and, with others, develop, support and manage those opportunities and volunteers
- Developing educational events and training courses
- Representing HDT at (online) meetings/conferences related to sustainable and active travel
- Identifying new systems and income generating opportunities to make the HTH run more effectively, efficiently and profitably.
- Engaging, collaborating and communicating with the Town Centre subgroup, HDT staff, Board, members, partners, the wider community and the project's major funders
- Providing reports to HDT staff colleagues, directors and funders as required
- Establishing and developing partnerships with others, e.g., Gordon Rural Action, Networks of Wellbeing, Aberdeenshire Council and NESTRANS to ensure the HTH is an important part of wellbeing in the area
- Working closely with the Number 30 and Greenmyres managers to identify ways that the HTH can support those initiatives, and vice versa.
- Collaborating with others in the HDT team on a robust HTH business plan to ensure financial sustainability of the operation.
- Identifying funding sources for future projects and helping prepare funding applications to make them happen.



A Huntly Car Club vehicle at HDT's Greenmyres site

## Required Skills/Attributes

### A. Essential

- Self-motivated with the ability to work under own initiative. Can work well as part of a small dynamic team and has the good judgement on when to bring in others
- Operational and management experience, preferably in a rural setting
- Experience and interest in/an affinity for healthy, active/sustainable travel and low carbon living, and the enthusiasm and ability to share that with others
- Ability to form partnerships and work with others in a constructive way
- Commercially astute with and entrepreneurial skills
- Marketing and promotional skills
- Project management skills and experience (including financial management)
- An ability to juggle competing demands and priorities
- Numerate, with good attention to detail
- Ability to proactively identify and mitigate risks and examine/compile robust risk assessments
- Good communication and presentation skills
- Fluent in the use of Microsoft Office applications, e.g., Word, Excel, Powerpoint and Outlook, and competent/responsible in the use of social media
- Ability/willingness to work flexible hours, including evenings and weekends
- Driving licence and access to own transport, although a Co-wheels vehicle and e-bike can be accessed through the HTH.

### B. Desirable

- Qualifications and experience of (e-)bike repair and/or a willingness to learn
- Qualifications to drive a minibuss, and/or a willingness to undergo training
- Experience of or an interest in environmental education
- Qualifications in delivering outdoors activities, leading group sessions, working with children and/or volunteer management
- Experience of and ability to make high-quality funding bids.

### Reporting Relationships (This job is indicated by \*)

HDT Members

HDT Board | of Directors

HDT Joint General Managers

HDT Huntly Travel Hub Manager (\*)

### Other

- The postholder will be based at the Huntly Travel Hub, 11 Deveron Street, Huntly.
- The post suits a positive, outgoing, down to earth person who can think creatively and deliver real and tangible results.
- The post-holder is entitled to 31 days paid holiday per year, including public holidays, rising to 34 days after 5 years of continuous employment and 36 days after 10 years
- HDT offers a contributory pension scheme from which the post-holder may opt out if they wish.

Please note, the purpose of a Job Description is to indicate the general level of duties and responsibilities, not to form an exhaustive or compulsory list of detailed activities.