

LONDON BOROUGH OF MERTON
ENVIRONMENT & REGENERATION DEPARTMENT
JOB DESCRIPTION

POST TITLE: Parking Services Manager

Grade: MG1

DIVISION/SECTION: Public Protection & Development

Location: Civic Centre

Responsible to: Head of PPD

Responsible for: 5 Senior Officers

Post number:

Date: November 2013

1. MAIN PURPOSE

1. To lead on the delivery of effective and comprehensive parking services throughout the borough, ensuring high quality service in accordance with the key principles, priorities, aims and objectives of the council.
2. To be focused on meeting the parking needs of residents, businesses and visitors to the borough whilst at the same time enhancing the reputation of the service. In achieving this, a significant degree of high-level judgement, as well as the formulation and implementation of creative solutions to problem solving is a pre-requisite
3. To be the strategic lead for parking services, being responsible for developing and implementing strategies and key operational level policies in order to ensure that resources are managed in accordance with corporate priorities, targets and other requirements.
4. To develop and lead on the embedding of an outward focus which develops integrated partnership working, particularly with neighbouring local authorities in order to improve service delivery

2. MAIN DUTIES AND RESPONSIBILITIES

- To be strategically and operationally responsible for leading, motivating and directing all of the Parking service team to achieve efficient and effective high performance.
- To lead and develop a detailed business plan for the continuing transformation of Parking Services which recognises the legislative drivers and opportunities to develop the service within on-going resource constraints.
- To develop the strategic policy of the Parking service and be responsible for reviewing procedures, developing new approaches to existing services, interpreting legislation and for proactively identifying change issues, making recommendations for changes and managing the implementation of the change;
- To be innovative in building upon and developing the existing systems to ensure that the existing customer interfaces are improved and maximise the opportunities offered through generic working and technology arrangements when and where appropriate.
- To be the 'subject matter expert' on all Parking Services related matters and provide advice and guidance on the same to senior managers and elected members;
- To understand the priorities and demands of the whole service and take responsibility for planning and managing all resources to delivering effective and efficient service.
- To set clear targets for the effective performance management of the service and to ensure continuous improvement;
- To formulate and be responsible for delivering a clear workforce development strategy, identifying any development needs across the service.
- To act as the ultimate arbiter and decision maker in respect of Penalty Charge Notice decisions in accordance with the Traffic Management Act 2004.
- Ensuring excellent, internal and external communications which continuously work towards developing the highest reputational image and credibility for the service whilst always focusing on being responsive to and aware of stakeholder needs.
- To ensure active cooperation with other sections or external partners involved in the production, implementation, management, development and review of the services' Parking Charter,;

- To lead the service in a dynamic and inspirational manner, ensuring the motivation and maintenance of high technical and professional standards of all officers;
- To represent the Head of Service, Director or Council as appropriate at external meetings.

FINANCE & RESOURCES

- To understand the priorities and demands of the whole service and take responsibility for planning and managing all resources to deliver the effective and efficient provision of a comprehensive range of parking enforcement, car park management, equipment procurement/maintenance together with associated administrative services.
- As cost centre manager to prepare, monitor and manage the capital and revenue budgets (totalling approx. £11.6 million with an expenditure budget of £3.7 million) taking into account statutory and local service priorities and wider council budget frameworks;
- To anticipate future demands on the service and develop plans within the context of the organisation's corporate performance management frameworks that optimise the use of resources (including staffing, finance, accommodation and equipment), provide advice on the setting of relevant fee charges, identifying and exploring any potential for efficiency improvements;
- To forecast, monitor and review the use of resources across the financial year to ensure that they are used appropriately to achieve the aims and objectives of the Parking service;
- To ensure that the use of information technology is kept under active review to maximise its effectiveness and to identify opportunities for enabling new and improved ways of working;
- To explore, initiate and develop new business opportunities for Parking Services

OPERATIONAL RESPONSIBILITIES

- To ensure the effective and efficient provision of a comprehensive range of Parking Services including the following :
 - PCN (Penalty Charge Notice) enforcement
 - PCN Cancellation Policy
 - Permit allocation
 - Management of Parking assets

- Promotion of sustainable modes of transport through application of parking policy

And, in doing so, to have regard to the following legislation:

- Road Traffic Regulation Act 1984
- Traffic Management Act 2004
- London Local Authorities Act 1996
- London Local Authorities and Transport for London Act 2003
- Traffic Signs Regulations & General Directions 2002

and to ensure that effective systems are in place for their co-ordination, monitoring and review;

- To lead on change management and business transformation through the active display of delivering an effective and efficient parking service;
- To exercise delegated authority agreed on behalf of the Council regarding service related legislation;
- To build a working stakeholder grouping which would improve opportunities for growth and enhanced performance.
- Responsible for ensuring the effective and efficient provision and range of new parking enforcement measures, such as the expansion of enforcement of parking regulations through mobile enforcement, ANPR and other emerging initiatives.
- To develop effective working relationships with external regulatory bodies for the introduction of new parking regulations, such as the Mayor (TfL), London Councils and the Department of Transport.
- To represent the department as required at both internal and external meetings and to ensure effective liaison with other council departments, other local authorities and outside bodies.
- Responsible for providing regular reports to the Head of Service, Director, Chief Executive and Members regarding performance of the parking services team.
- To engender effective officer/ Member relations; in particular to act as the lead officer for parking services in public meetings and keeping Members informed on relevant service issues, attending relevant portfolio meetings and brief members, prepare reports and recommendations for Council's Scrutiny Panels and decision makers and to be attend such meetings to present reports and offer advice to elected members.

CORPORATE SUPPORT

- To promote and communicate the vision, values, objectives and priorities of Parking Services ;
- To initiate and develop an effective communications plan, illuminating the work of Parking Services and its contribution to the residents and businesses of the borough;
- To carry out all duties and responsibilities in accordance with the councils' equal opportunities and customer care practices and to take a proactive role in their development and implementation.
- To carry out any other duties appropriate to the grading of this post as required by senior management;

LONDON BOROUGH OF MERTON
ENVIRONMENT AND REGENERATION DIRECTORATE

PERSON SPECIFICATION

POST TITLE:	Parking Services Manager
GRADE:	MG1
DEPARTMENT:	Public Protection and Development
LOCATION:	Civic Centre
RESPONSIBLE TO:	Head of Public Protection & Development
RESPONSIBLE FOR:	Delivery of all aspects of Parking Control within the Borough
POST NO:	E0360

QUALIFICATIONS AND EXPERIENCE

Professional and post specific requirements

- A proven record of successful management of parking services and the development of that service's objectives, policies and strategies.
- Experience of managing transformational change and effective working with staff, partners and key stakeholders.
- Evidence of success in exploring new business opportunities, determining and evaluating service quality and achieving value for money.
- Evidence of successful resource and financial management, formulating significant sized budgets and applying rigorous monitoring and control procedures to the same.
- To be able to exercise significant judgement and display a creative approach to problem solving at highest level.

Management and personal requirements

- Ability to demonstrate evidence of leading teams through major change.

- Experience of performance management of staff, including the ability to motivate staff to work more productively and to take action where performance is failing.
- Excellent communication skills, both orally and verbally.
- Excellent numeracy analytical skills.
- Self motivated, committed, enthusiastic and not easily deterred.
- A strong and effective leader who has an empowering and interactive approach.
- To be comfortable working with a significant degree of independence, delegated authority and autonomy in order to achieve service results without the need to refer regularly to line.

Skills and Knowledge

- Ability to work in partnership and across organisational boundaries with highly developed relationship management skills.
- Comfortable with working in fast changing working environments, an ability to work effectively.
- To represent Head of Service, Director or Council as appropriate at external meetings on behalf of the authority.
- To undertake such other duties of a comparable nature elsewhere in the organisation as maybe required to facilitate management development and service flexibility.
- Any other duties as requested by the Head of Service or Director.