



**LONDON BOROUGH OF MERTON**  
**ENVIRONMENT & REGENERATION DEPARTMENT**  
**JOB DESCRIPTION**

**POST TITLE:** HEAD OF PARKING

**GRADE:** MGC

**DIVISION/SECTION:** PUBLIC PROTECTION

**LOCATION:** CIVIC CENTRE

**REPORTING TO :** ASSISTANT DIRECTOR PUBLIC PROTECTION

**POST NUMBER:** E0360

**DATE:** APRIL 2018

**MAIN PURPOSE**

The post holder will be responsible for planning, developing and leading a comprehensive Parking service.

**MAIN DUTIES AND RESPONSIBILITIES**

- To be strategically and operationally responsible for leading, motivating and directing the Parking service including all front and back office functions in order to achieve an efficient and effective high level of performance and customer satisfaction with continuous improvement contributing to London's Best Council status;
- To lead on and develop a robust business plan for the continuing improvement of the Parking Service which recognises the legislative drivers and opportunities to develop the service within on-going resource constraints;
- To develop Parking Service policies 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 and develop the parking service utilising new technology and new ways of working to maximise efficiency and productivity
- To manage performance setting clear targets for the service and to monitor performance and taking appropriate action to ensure success.

To assess and respond to the development needs of the workforce.

- To consider the external market for parking services, advise on make or buy options and commission services where appropriate;
- To work in partnership with other parts of the council and external agencies [ e.g. Business Improvement Districts ] in order to deliver effective outcomes
- 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 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 represent the Assistant Director, Director or Council as appropriate at external meetings;
- To be the 'subject matter expert' on all Parking Services related matters and provide advice and guidance on the same to colleagues, elected members and business partners;
- 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;

## **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 Services, car park management, equipment procurement/maintenance together with associated administrative services;
- As cost centre manager to prepare, monitor and manage revenue budgets totalling approx. £20 million per year with an expenditure budget of c 5 million per year 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:

### **PARKING SERVICES**

- PCN (Penalty Charge Notice) enforcement
- PCN Cancellation Policy
- Permit allocation
- Management of Parking assets
- Promotion of sustainable modes of transport through parking policy

And to have due 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 exercise delegated authority agreed on behalf of the Council regarding service related legislation;
- To develop effective working relationships with partners and external regulatory bodies for the maintenance and introduction of parking regulations, such as the Police, Business Improvement Districts, 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 Assistant Director, Director, Chief Executive and Members regarding performance of the parking service.
- 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;
- 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:** Head of Parking

**GRADE:** MGC

**DIVISION/SECTION:** Public Protection

**LOCATION:** Civic Centre

**REPORTING TO:** Assistant Director Public Protection

**POST NO:** E0360

**EXPERIENCE**

- Senior management experience of Parking services including associated experience of developing business plans which capture the services objectives, policies and strategies;
- To be able to demonstrate experience in leading and managing transformational change, specifically strong management skills working with staff, partners and key stakeholders across different organisational cultures;
- 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;
- Proven ability to enhance productivity and effectiveness across a range of professional and technical service areas, including the ability to motivate and empower staff;
- Able to demonstrate a track record of effective communication including the ability to listen and question effectively and comprehend and assimilate detailed information;
- To be able to exercise appropriate judgement and display a creative approach to problem solving at the highest level;

- Experience of commissioning services and client management of contracts
- Experience of utilising technology in driving efficiencies and service improvement including improving the customer experience

### **SKILLS AND KNOWLEDGE**

- A strong and effective leader who is an architect of change responding positively to environmental trends and has an empowering and interactive approach to “doing things differently”;
- An effective communicator who has the ability to listen and question effectively read with comprehension and write persuasively and is positive and determined to succeed;
- Willingness to act corporately and collaboratively, self-motivated, committed, enthusiastic who is not easily discouraged and can identify and overcome barriers to success;
- Ability to work in partnership and across organisational boundaries with highly developed relation management skills;
- Extensive knowledge, experience and a clear understanding of the major issues, priorities and demands facing Parking
- Ability to assess risk and to take appropriate risk mitigation measures;
- Ability to successfully lead, manage and deliver change, in particular merging separate teams to create a unified single entity;
- 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;
- Skills and knowledge of current methods of procurement and commissioning.
- Skills and knowledge of utilising technology effectively to drive service improvement.