



panoramic
ASSOCIATES

West Suffolk
Council

Parking and Highways Service Manager

November 2024

Letter from Darren Dixon, Service Manager (Leisure) – West Suffolk Council

Dear Applicant

Thank you for your interest for applying for the role of Parking and Highways Services Manager at West Suffolk Council.

The Council's Parking & Highways Team is responsible for providing 25 car parks, Civil Parking Enforcement within our car parks, on street parking and Residential Parking Zones, street lighting and the maintenance of our footways and parking assets.

The Parking and Highway Manager will assist the Service Manager, Leisure, in ensuring that the services are delivered efficiently, within budget and adheres to compliance. In this role, you will have responsibility for parking and highways management across the district including enforcement, delivery of parking facilities, and developing and implementing a parking strategy for the district.

You will have experience of working in the parking services sector, either from the private or public sector and will understand the need to meet both the needs of the local authority and its residents. This experience will help shape the future development of the service.

Yours sincerely,



Darren Dixon
Service Manager, Leisure
West Suffolk Council

Service description - Facilities and Leisure (Operations)

What we do - Car Parks and Highways

- Manage the off-street car park across the district. Circa £6m income.
- Civil parking enforcement on the highways and in the car parks (under an Agency Agreement with the SCC Highways Authority).
- Produce and update the council's off-street car parking Traffic Regulation Orders.
- Enforcement and management of on-street pay and display bays and Resident Permit Areas.
- Issue parking permits.
- Maintain council-owned footways, car parks and street lights.
- Events management (highway closures).
- Street nameplates.



Facilities and CCTV

- Manage facilities in all operational buildings, including West Suffolk House, Mildenhall Hub, Haverhill House and Provincial House (Haverhill) through our joint venture company, Verse:
 - » security
 - » cleaning
 - » catering
 - » postal services
 - » room bookings
- Operational building management:
 - » manage desk space
 - » office moves
 - » tenants
- Travel plan for staff.
- Car parking at operational buildings.
- Street banners.
- Public toilets.
- Monitor CCTV in six local towns, delivery of CCTV monitoring for Babergh and Mid Suffolk Councils, and third party commercial contracts, such as Parish Councils.
- Out of hours service

Public halls (Apex and Athenaeum)

- We manage the award-winning Apex theatre which attracts more than 100,000 visitors per year and hosts around 230 events each year.
- The Apex marketing team produces all the marketing material for the service, as well as What's on West Suffolk (WOWS) and social media accounts.
- We own the Athenaeum and this facility is now managed by Seasoned Ltd providing events and catering.
- The Apex also hosts a Tourist Information Centre and local shop mobility service.

Leisure and sports centres

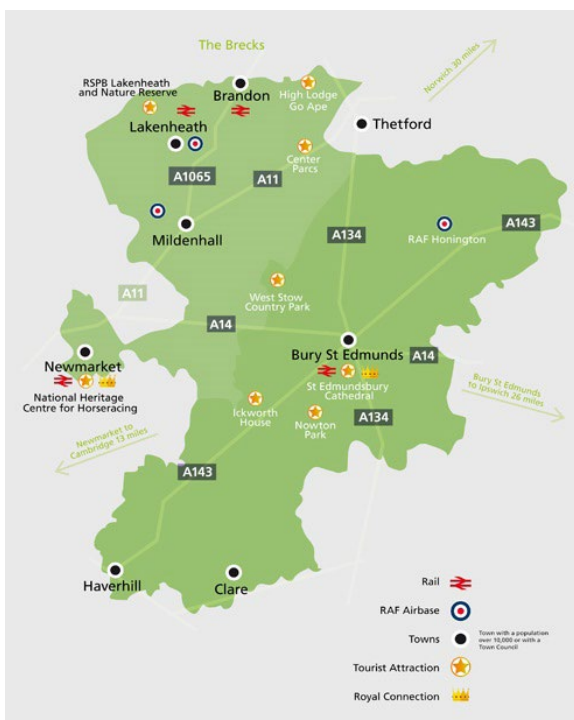
Monitoring of the Service Level Agreement (SLA) with Abbeycroft Leisure which manages Brandon, Newmarket, Bury St Edmunds and Haverhill Leisure Centres and the leisure facilities at Mildenhall Hub.



Major upcoming projects / issues

- Support and develop the implementation of the new bar and catering contract for the Apex and Athenaeum, to broaden appeal and maximise income opportunities.
- Review options for box office, tourist information point and shop mobility at the Apex.
- With the Heritage team, develop a Cultural Strategy for West Suffolk.
- Implement the recommendations of the Resident Parking Scheme Review in Bury St Edmunds (Nov 2022).
- Bring forward Resident Permit Scheme proposals in Newmarket for public consultation.
- Management of off-street car parks ensuring safe and well maintained infrastructure, ongoing review of capacity, enforcement and realisation of income targets and future recovery of transactions.
- Support to the Western Way Development project with focus on facilities management requirements.
- Review cashless payment options in our car parks and evening incentives.

The West Suffolk Area



West Suffolk residents enjoy a great quality of life, making it a fantastic place to live, work and bring up a family. The area offers both space, peace and quiet in its beautiful countryside locations, but also buzz and activity in its forward-looking towns, and an innovative and entrepreneurial spirit in its thriving small business sector. Housing is relatively affordable, and local areas are safer than the UK's larger towns and cities. Young people attend good quality schools, and can access a huge range of clubs, sports and activities.

Bury St Edmunds, the main town, was this year ranked the best place to live in the East of England by the Sunday Times, with over

80 restaurants and cafes and high end shops, as well as a thriving cultural scene. The annual Christmas Fayre, Regency Theatre Royal, stunning Ickworth House (National Trust) and Abbey Gardens make Bury a popular tourist destination. Other popular destinations in West Suffolk include Newmarket – the Home of Horseracing and Center Parcs, near Brandon, as well as a range of smaller towns and villages, such as Mildenhall and Clare.

Proximity to Cambridge, to the west, has led to a growth in science-led innovation around Haverhill and our other towns. Cambridge, Norwich, Ipswich and North London are all accessible within an hour by car, and there are regular train services from Bury St Edmunds station.



Our Values

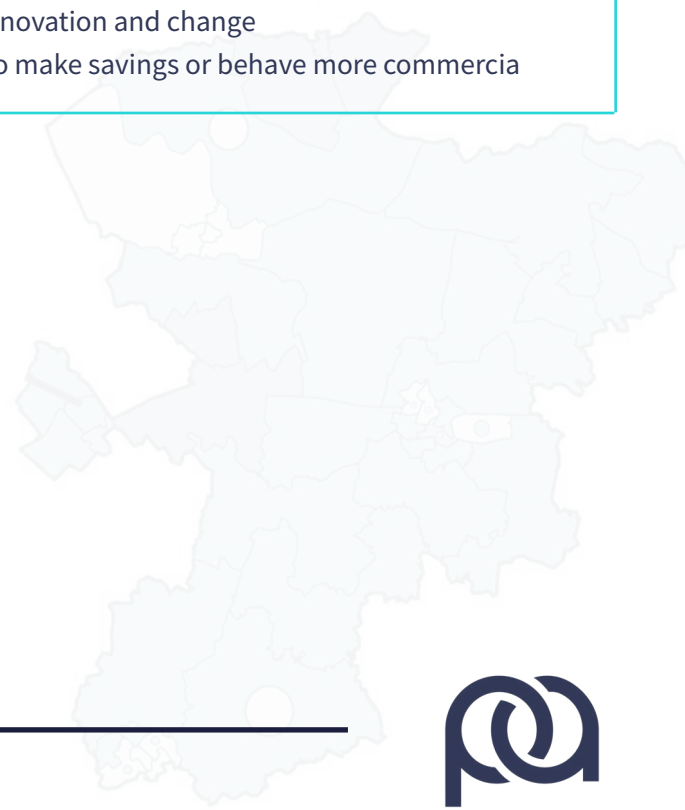


Our five core values – **People, Responsibility, Integrity, Dedication and Energy** – link to our overarching value of **PRIDE**.

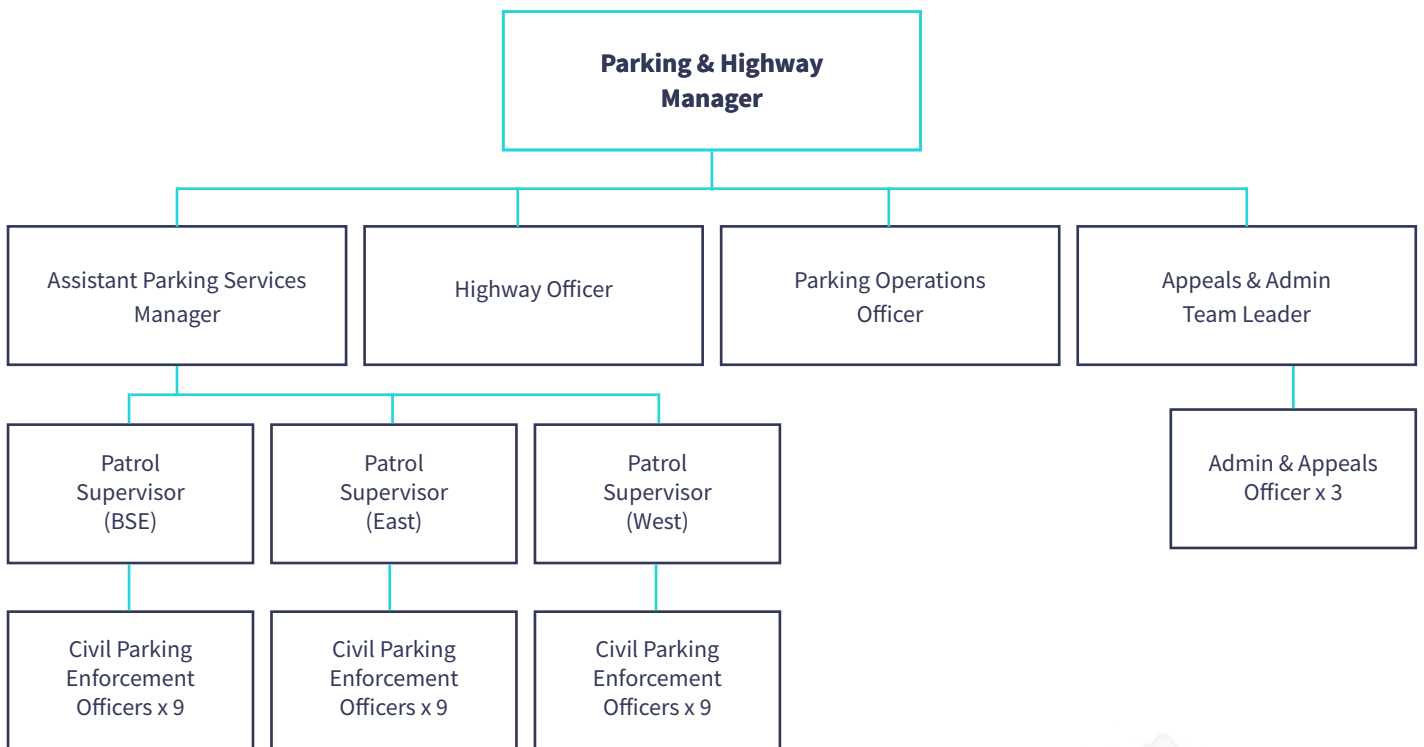
- **People** - working positively together with empathy, compassion and respect.
- **Responsibility** - taking ownership and being accountable for our own actions.
- **Integrity** - Taking an honest, open and ethical approach to all we do.
- **Dedication** - Focusing on the delivery of our priorities, wanting the best for West Suffolk's communities and businesses.
- **Energy** - Delivering high standards of performance and being committed to continually improving our work.
- **PRIDE** - being proud to be a part of West Suffolk.

Underpinning these values are a number of behaviours we expect from our staff:

<p>Developing yourself and others</p>	<ul style="list-style-type: none"> • Committed to improvement • Shows personal resilience • Develops job-related, behaviour-related and personal development skills
<p>Working together</p>	<ul style="list-style-type: none"> • Communicates clearly • Works well with other officers and councillors • Works together to the same ends and goals • Committed to the council's goals
<p>Achieving results</p>	<ul style="list-style-type: none"> • Carries out responsibilities effectively • Plans well and managed time effectively • Manages resources effectively • Makes good decisions by analysing problems and developing solutions
<p>Adding value</p>	<ul style="list-style-type: none"> • Puts our customers first • Influences and enables innovation and change • Identifies opportunities to make savings or behave more commercia



Parking & Highways Service Structure



Parking and Highways Services Manager

West Suffolk Operations | Band 8

Job Description

The postholder will be required to work at the Car Park's Office at Parkway Multi-Storey Car Park in Bury St Edmunds, and across other Council premises across the District as required.

Responsibilities and Activities

- Lead, manage and develop the Parking and Highway Service.
- Advise and develop strategy, policy and objectives of the service for management and Cabinet approval.
- Management of parking and highway operations including parking enforcement, maintenance of car parks and WS owned highway, street lighting and public Rights of Way.
- Management of on street parking under Civil Parking Enforcement legislation including the enforcement of double yellow lines and limited waiting restrictions, paid parking bays, and Resident Permit Areas, ensuring compliance with Agency Agreement with Suffolk County Council for the delivery of this service across West Suffolk and parts of Mid Suffolk and Babergh.
- Responsible for managing the processes to change a Traffic Regulation Order (TRO's) for off street car parks and under delegation from Suffolk County Council, TRO'S for on street paid parking/Resident Permit Areas under Traffic Management Act 2004 compliance.
- Manage delegated Highway responsibilities from Suffolk County Council (SCC), including maintenance of traffic enforcement signage and linage, and improvement projects as agreed with SCC.



- Suspension of on and off street parking bays, and issue of waivers and special permits
- Manage the implementation of a Service Level Agreement with Mid Suffolk and Babergh Councils to undertake car parking enforcement services across many of its car park, management of associated budgets and performance requirements.
- Review and the development of car parking infrastructure including the identification of new parking provision, mobile and contactless payment systems.
- Deliver service to agreed targets, objectives and outcomes within budget and deadlines.
- Award and manage external contracts – work in collaboration with partners and other organisations.
- Manage and develop ICT systems and technology and optimise use for service transformation and improved service delivery.
- Accountable for the service assets and budget of circa £6 million, and budget and project management of the On Street Parking Account.
- Responsibility for management and performance of directly employed staff, consultants and contractors/service providers.
- Advising on parking legislation and policy and dealing with complaints.
- Ensure that statutory service plans and other returns are completed as required.
- Production of reports, briefing papers, business case, statistical information, committee reports and correspondence. Attendance at Council meetings as required.
- Reviewing services in line with market developments, changing demands and Government initiatives.
- Identify opportunities for efficiencies, service delivery improvements and maximising use of new emerging technology.
- Carrying out other duties commensurate with the grade as directed by the Service Manager (Facilities and Leisure Services).



Qualifications / Experience

- Degree level or equivalent qualification.
- Significant experience of managing budgets (£6m) across a number of service areas to meet targets and obtain value for money including taking corrective action where necessary.
- Experience of leading teams in the provision and management of Parking Services including on and off street parking provision, resident parking schemes and Civil Parking Enforcement.
- Good working knowledge of parking legislation including TMA 2004, Civil Parking Enforcement and process of changing Traffic Regulation Orders
- Knowledge of the way in which Local Authorities are organised and conduct their business including sound knowledge of council standing orders and financial regulation.
- Well-developed people management skills, including the ability to deal effectively with staff sickness and disciplinary issues including the ability to conduct disciplinary hearings and appeals on behalf of services across the council.
- A demonstrable high level of analytical verbal and numeric reasoning skills.
- Significant experience of developing and reviewing policy and procedures.
- Experience of managing contracts and other agreements.
- Significant awareness of new technology and the ability to identify benefits to service delivery and efficiencies.
- Well-developed communications and presentational skills to report clearly and consistently to members, the public and officers in both written and verbal form.
- Proven skills in dealing with press and media.
- High level of presentation skills.



Qualifications / Experience

- Significant experience of managing a wide variety of service delivery methods including direct and indirect contracts and appointing/managing consultants.
- Experience of working and communicating effectively with a wide range of internal and external bodies to achieve service objectives.
- Experience of managing an extensive workload to meet strict deadlines.
- Experience of managing change.
- Experience of leading, managing and motivating a diverse workforce including operation of HR procedures and Performance Management Programmes.



Person Specification

Criteria	Attributes	Method of Assessment
Knowledge	<p>Essential</p> <ul style="list-style-type: none"> • Demonstrate knowledge Civil Parking Enforcement legislation and Traffic Regulation Order process • Management of on and off street car parking operations, including enforcement, parking appeals and permit processing • Car Parking policy, industry standards and new technology <p>Desirable</p> <ul style="list-style-type: none"> • Understanding of public Rights of Way legislation 	Application / Interview
Experience	<p>Essential</p> <ul style="list-style-type: none"> • Experience of leading teams in the provision and management of Parking Services including on and off street parking provision, resident parking schemes and Civil Parking Enforcement 	Application / Interview



Person Specification

Criteria	Attributes	Method of Assessment
Experience	<ul style="list-style-type: none"> • Experience of managing budgets, business planning and procurement • Experience of developing and reviewing policy and procedures • Experience of managing change • Drafting, Negotiating and managing contracts and other agreements • Project management <p>Desirable</p> <ul style="list-style-type: none"> • Local Government experience • Management of maintenance and works projects 	Application / Interview
Skills and Abilities	<p>Essential</p> <ul style="list-style-type: none"> • Experience of managing an extensive workload to meet strict deadlines • Well-developed people management skills • A demonstrable high level of analytical verbal and numeric reasoning skills 	Application / Interview



Person Specification

Criteria	Attributes	Method of Assessment
Skills and Abilities	<ul style="list-style-type: none"> • Able to demonstrate a high level of communication, report writing and presentation skills • Experience of working and communicating effectively with a wide range of internal and external bodies to achieve service objectives • Demonstrate a positive desire to achieve results • Able to demonstrate good understanding of health, safety and welfare policies and procedures 	Application / Interview
Qualifications (if essential)	<p>Essential</p> <ul style="list-style-type: none"> • Degree level or equivalent qualification 	Application / Interview



Working for Us

What we can offer you:

Flexible working options	Enable a work/life balance
Annual leave	25 days, increasing to 30 days after 5 years of service
Performance Development Review scheme	Linked to pay
Local Government Pension Scheme	Includes death-in-service payment
Staff and wellbeing initiatives	Programs to support employee wellbeing
Employee benefits package	Discounts on shopping, cinema tickets, and more
Discounted leisure centre membership	Abbeycroft Leisure Centres
Salary sacrifice schemes	Includes Cycle2Work and additional annual leave purchase
Professional subscription fee reimbursement	Covers relevant fees
Secondment opportunities	Temporary assignments to support career growth
Financial wellbeing portal	Provides advice and guidance
Training opportunities	Access to a wide range of programs
Career pathways	Structured career development plans
Volunteering opportunities	Access to a wide range of programs
Career pathways	Opportunities to contribute to the community
Casual User Car Allowance	Mileage paid at HMRC approved rates (currently 45p per mile)



Terms of Employment:

Salary	£51,000 - £55,000
Location	West Suffolk
Working	Full time, 3-4 Days in office requirement, remainder from home



How To Apply

Panoramic Associates Ltd is acting as an employment agency to West Suffolk Council on this appointment.

For a more in-depth conversation about the role please contact Jessica Richards, Senior Consultant or Rashani Johnson, Principal Delivery Consultant, who is leading on the process.

We hope you will consider making an application for this fantastic opportunity. To make an application you will need the following:

- A CV which is tailored for this role.
- A supporting statement that sets out your understanding of both the role and the organisation, and how your experience matches the key criteria on the personal specification.

Alternatively, you can submit your CV direct to our consultants.



Jessica Richards

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Rashani Johnson

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Friday 29th November	Closing Date
W.C. 2nd November	Preliminary Interviews with Panoramic Associates
11th November	Interviews with West Suffolk Council

NB – Given the competition within the market at the moment, there is a degree of flexibility in exceptional circumstances so please contact Panoramic Associates if the need arises.

We know we have challenges ahead and need to change significantly and quickly. We will only be able to achieve our aims with your full support and by working together, united in our vision and intent. We look forward to hearing from you!

