



London Borough
of Hounslow



Assistant Director
of Transport and
Parking



Starfish

Welcome

Thank you for interest in the role of Assistant Director for Transport and Parking at the London Borough of Hounslow. We are proud that Hounslow is a real community of communities and one of the most culturally diverse areas in the UK. Over 250,000 people live in the borough. It's an attractive place to live and work, with miles of river, canals, nature reserves and open spaces. The borough has some of the most beautiful parks and open spaces in London, with no fewer than five historic houses and landscape gardens. Covering 23 square miles, it stretches from Heathrow Airport in the west to Chiswick in the east.

The borough features modern housing estates, quiet suburbs, green belt villages like Heston and bustling and fashionable cosmopolitan districts such as Chiswick. The borough has excellent transport links: the A4 and M4 run through the borough and the area has eight London Underground stations and seven mainline railway stations.

This role is crucial for the delivery of our ambition in Hounslow as outlined in our Transport Strategy, and in our Recovery Plan and Corporate Plan. You will advise the Chief Executive, Leader of the Council, Cabinet members, the Corporate Leadership Team and Council on Traffic, Transport, Parking, Sustainable Transport and Aviation Policy and Strategy. You will be ambitious in your vision for these services and ensure brilliance in the delivery of transport planning, road safety, traffic & parking management, parking enforcement, concessionary fares, and highways development management.

You will also be a Hounslow leader, with a responsibility to embrace and lead change; be outcome-focussed; and put Hounslow residents at the very heart of everything we do and every decision we take. You will live and breathe our values and behaviours. Your professional accountability is to lead, develop, and deliver a first class, modern, and inventive transport, traffic and parking function, working with a range of stakeholders, partners and contractors.

As a member of the Environment, Culture and Customer Services Directorate leadership team and the Hounslow leadership community, you will shape and deliver the organisational development plan, contribute to the practical implementation of our #1 Hounslow transformation programme and our Recovery Plan. As a corporate leader and 21st century public servant, you will lead strategic and operational projects that will explicitly benefit Hounslow residents.

So, what type of person are we looking for? We want someone who will bring significant experience of transport, highways, and parking across really complex organisations, ideally within local government.

Your knowledge of best practice transport, highways and parking will be second to none, and you value thought leadership, looking beyond your organisation to identify the very best strategic and operational approaches to our ambitions. You know how to communicate, expertly and you will have led and contributed to the delivery of transformational change. You'll have deep experience of developing excellent relationships with senior leaders, partners, and Councillors.

Collaboration is at the heart of how we work, and you will be exemplary in your engagement with others, including Councillors and our residents. Hounslow is an exciting place to work and we are looking for a great leader for our future.

Victoria Lawson
Executive Director of Environment, Culture and Customer Services

London Borough of Hounslow



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Role Profile

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A member of the Directorate leadership team and the Hounslow leadership community, you will shape and deliver the organisational development plan and contribute to the practical implementation of our #1 Hounslow transformation programme. As a corporate leader and 21st century public servant, you will lead strategic and operational projects that will explicitly benefit Hounslow residents. You will go beyond your professional discipline and work across boundaries, within the organisation and beyond. You will line manage directly two Heads of Service (one in transport and one in parking) with a Principal Officer for engagement.

What you'll do

- You will advise the Chief Executive, Leader of the Council, Cabinet members, the Corporate Leadership Team and Council on: Traffic, Transport, Parking, Sustainable Transport and Aviation Policy and Strategy.
- Lead the effective delivery of transport planning, road safety, traffic & parking management, parking enforcement, concessionary fares, and highways development management.
- Lead the continuous development and implementation of the council's statutory transport strategy (Local Implementation Plan) and work collaboratively with other departments to ensure that is fully integrated with the Council's other place shaping strategies, particularly in respect to the delivery of housing and economic growth.
- Lead the delivery of all aspects of parking enforcement, including the front-line parking enforcement contract, challenges and appeals and maintenance of parking assets. To lead the delivery of concessionary fares team, including assessments of eligibility for discounted travel and blue badges.
- Lead the design, consultation and funding activities necessary to achieve the provision of new highways infrastructure that supports sustainable travel and road safety initiatives.
- You will be the Authority's Statutory Traffic Manager and lead officer in respect to our relationship with Heathrow Airport, Transport for London and Highways England.
- You will be able to negotiate successfully with Transport for London, GLA, Highways England, DfT/DCLG, Heathrow airport and others to secure the funding to deliver the strategy and to oversee the successful implementation of all resultant improvement projects.
- You will lead the delivery of all aspects of parking enforcement and the delivery of concessionary fares team.
- You will oversee the discharge of the Council's traffic management and network management duties, through the design, funding and commissioning of appropriate infrastructure.
- You will ensure that quality consistent highways advice is given to the Spatial Planning, Development Management and Regeneration Service and to developers and to help facilitate sustainable development where practicable.
- You will monitor the emergence of all new policy and programme initiatives by central Government and by the Mayor for London, to advise on these and to ensure that timely and effective representations are made on the Council's behalf.
- You will lead on the development of the Council's statutory transport strategy, policies and programmes, and ensure that they comply with legislative requirements, are consistent with the requirements of the Mayor of London and support the Council's overall priorities and objectives.
- You will ensure that capital and revenue projects are suitably programmed and project managed and you'll develop annual bids for transport schemes and projects to maximise the partnership funding available for priority projects.

The values that drive us

DO NEW

We need to do things differently if we're going to help Hounslow people thrive in the future. Hard work is important but it's not enough on its own. We need to challenge ourselves to break new ground, invent new approaches, try new ideas, keep moving forward and keep improving. That means being ready to stop doing things we've done before. It means taking on risk and backing each other when we take a leap.

LEAD WITH HEART

We're here for the people of Hounslow. We work together with them and for them with care and compassion, with patience and in partnership. We put ourselves in other's shoes, remembering that every person is different, and every interaction is a real moment in their lives. We always feel first.

PASS ON THE POWER

The world keeps on changing and we need to change with it. We won't be able to adapt fast enough to the future needs of our residents if we stick to old fashioned command and control. We need to hand over responsibility and give people more power to make decisions and take action themselves. It's about being transparent and straightforward. It's about providing tools and support. But most of all, it's about being ready to trust each other to do the right thing.

HARNESS THE MIX

We work together, across disciplines and roles. We talk lots, share our insights, our skills and experience. We're not interested in siloes or defensiveness. We're always open to different approaches, we're flexible and ready to adapt. We break down the barriers between our parts and people to unlock the problem-solving power of our amazing mix of minds.

BE A ROCK

There's lots to do and people need us. It's up to us to take the initiative. To take responsibility. To stand up and be counted. Everyday. It's about being super focused, effective and efficient. It's about allocating our resources smartly and with good rationale – using data to help guide our decisions. But most of all, it's about having the strength and determination to keep on going through thick and thin.



Let's talk about you

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- You will bring very significant experience of transport, highways and parking across really complex organisations, ideally within local government.
- Your knowledge of best practice transport, highways and parking will be second to none, and you value thought leadership, looking beyond your organisation to identify the very best strategic and operational approaches to our ambitions.
- You know how to communicate, expertly. Your ability to engage with complex concepts and issues and communicate these clearly and simply is one of your strengths.
- You will have led and contributed to the delivery of transformational change.
- You'll have deep experience of developing excellent relationships with senior leaders and you can prove that you've developed with them strategic and tactical solutions to people management and development challenges and opportunities.
- You are able to work with partners, contractors and other stakeholders creating robust and collaborative relationships. Collaboration is at the heart of how we work and you will exemplify in your engagement with others.
- You are a qualified Civil Engineer (or relevant equivalent), or demonstrable work-based experience that evidences an equivalent level of attainment and competence.
- You also engage in continuous professional development.

Key performance indicators

- Agreed Transport Strategy (Local Implementation Plan) and Air Quality action Plan targets.
- Management of divisional budget within agreed envelope.
- Secured capital allocation from TfL.
- Completed key priority capital schemes.
- Reduced use of car and modal shift towards public transport, cycling and walking.
- Reduced numbers killed or injured on our roads.
- Improved public satisfaction with facilities and services offered.

Key Relationships (Internal & External)

- Councillors.
- Residents and Community Groups.
- Director and Corporate Leadership Team.
- Other senior managers and staff.
- Central Government.
- Mayor of London and Greater London Authority.
- Other Councils and West London Alliance.
- Partners and Contractors.

Terms of Appointment

Salary Competitive

Location Hounslow

Benefits

- Annual leave – generous annual leave entitlements starting from 24 days and rising to max 30 days
- Local Government Pension Scheme – open to all employees, this is a tax approved, occupational pension scheme. Your contributions are based on a sliding scale according to your salary band
- Flexible working – including job share and part-time working options
- Central locations – the majority of our staff are based at Hounslow House, new purpose-built premises in the heart of Hounslow which is only a short walk away from the tube and overground stations
- Technology – to support you working remotely or in the community
- Learning and development – extensive in-house and external learning and development opportunities
- Season ticket loans – interest free loans for the purchase of annual British Rail and London Regional Transport Underground and Bus Season tickets from home to place of work
- Staff wellbeing services - including access to Occupational Health, an Osteopath/Chiropractor and Employee Assistance Programme.

See our website for additional benefits and information: [working for the council](#)

Equal opportunity

When you work here, you'll always receive fair and equal treatment regardless of your race, nationality, colour, ethnic or national origin, age, sex, marital status, sexual orientation, religion, creed or disability. The council is a disability confident committed employer.



How to Apply

We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact Catherine.Kift@starfishsearch.com by email.

To make an application, please go to <https://starfishsearch.com/jobs/hounslow-ad-transport/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides)
- A supporting statement of no more than three sides that sets out why you think this role is the right move for you and how you meet the Knowledge & Experience criteria

Closing date Friday 29th January 2021

First round interviews with Starfish w/c 8th February 2021

Final interviews with LB Hounslow 24/25th February 2021





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