



Agenda Item	10 Parking Education Officer		
Council/Committee	Full Council		
Meeting Date	27.5.2023	Report Writer	Delia Shephard
Purpose of report	To provide background information for consideration of creation of a new post of Parking Education Officer		
Supporting Documentation (if any)	All information is included in the report		

Background

At the Bletchley and Fenny Stratford annual meeting of electors held on 11 May 2023 the Secretary of Water Eaton Residents Association made the following proposal:

“Being made aware that West Bletchley Parish Council has a “Parking Education Officer”, I am proposing that Bletchley and Fenny Stratford Town Council considers establishing a similar post.”

This proposal has now been brought to full council for further consideration. Members will be aware that town and parish councils are not highways authorities and therefore have no parking enforcement powers of their own. Milton Keynes City Council (MKCC) has employed Saba to undertake its parking enforcement activities. Members will also be aware of the long history of parking problems in Bletchley and most specifically in the town centre which is the issue raised most frequently by residents in any discussion of the town centre.

The [Central Bletchley Urban Design Framework](#) adopted in April 2022 included proposals for changes for parking management (p43). Since then frequent discussions with officers and members of MKCC and the Bletchley and Fenny Stratford Town Deal have not yet yielded the development or introduction of an integrated parking strategy but there is general agreement that a multi-pronged approach is needed which could include improved enforcement, changes to existing parking provision, encouragement of pedestrians and behavioural changes. Parking education could play an important role in such an approach.


The West Bletchley Council parking education officer has been most effective in delivering effective interventions around schools, with verge parking and with referring other vehicle issues to MKCC road safety team, MKCC enforcement and Thames Vally Police (TVP).

MKCC’s Network and Enforcement Manager has been approached for comment on MKCC’s view about employment of a parking education officer, feedback was neutral but again it was recognised that the parking situation in the centre of Bletchley is very challenging.



Proposed role

A draft job specification and person specification is shown below which are based on those used by WBC.

	
Job Title	Parking Education Officer
Reporting to	Environment and Premises Manager
Purpose of role	To work in partnership with local schools, businesses, statutory bodies and local residents to develop and implement parking education programmes across Bletchley and Fenny Stratford.
SCP Range	19-21
Hours of work	37
Place of work	Based at Sycamore House but work will be across the council area
Principal responsibilities	
1	To support implementation of the council's annual delivery plan and to contribute to the ongoing strategic development of the council and its involvement in the town centre
2	To work with businesses, landowners and other interested parties to identify parking solutions at agreed parking hot spots with priority given to Bletchley and Fenny Stratford town centres
3	To work with all schools, pre-schools and other educational establishments in the area to implement parking education programmes that seek to alleviate the problems associated with parking particularly at drop off/pick up times
4	To identify and work with other agencies, groups and residents where parking issues arise
5	To develop proposals for future parking initiatives in accordance with the council's strategic priorities
6	To engage with local residents, responding appropriately to request for advice and information on matter of concern relating to parking



5	To maintain records detailing actions taken by the parking education officer and outcomes of all interventions and education programmes to be reported to the Environment and Planning Committee	
6	To attend meetings of the Environment and Planning Committee as required	
7	To undertake all duties with due regard to public and personal health and safety	
8	To promote a positive image of the town council at all times and to maximize opportunities for positive public engagement, transparency and accountability in the development of activities related to the role	
9	To continue to develop knowledge and skills relevant to the role	
Person specification		
Quality	Essential	Desirable
1.Qualifications	Educated to GCSE level or equivalent Good literacy and numeracy skills Computer literate	
2.Related Experience	Experience of positive engagement with local residents, community representatives and groups / agencies. Experience of multi-agency work	Experience of work within local government Experience of implementing parking related solutions. Proven track record of developing and delivering education projects.
3.Skills and Abilities	Excellent communication skills Ability to work on own initiative and as a member of a team. Ability to organise and prioritise work schedules. Ability to produce and present proposals and reports. Negotiation skills	
4.Knowledge	Commitment to the concept of continuous improvement. Understanding of the diversity and equality agenda	Knowledge of Bletchley and Fenny Stratford and the surrounding area. Knowledge of successful parking initiatives.
5.Personal Qualities	Flexible Resourceful and determined. Empathetic.	



	Proactive. Decisive. Able to display creativity in problem solving. Self-reliant, open and honest. Trustworthy with confidential information.	
6.Other requirements	Some early morning, evening and weekend working. Enhanced DBS Check.	Car driver/owner

Financial implications

Based on the draft job description and person specification it is anticipated that a full-time parking education officer post would fall into the SCP range of 19-21 an appointment at midrange would involve gross costs to the council (ie including pension and NI) of approximately £37,615 per annum which would add £6.52 per annum to the Average Band D precept. NB there is a JNC pay award pending so these costs are likely to increase.

The town council has no available budget for this project during 2023-2024 so if the post is to be created before 1 April 2024 funds would be required from general reserves.

The post could be offered on a trial basis on a short-term contract (say 12-18 months) though recently it has been difficult to recruit to fixed term posts. It could also be considered as a part time post.

Officer recommendation

If the town council is minded to pursue this option the matter should be referred to the Employment Policy Committee for inclusion in the 2024-25 budget and the matter should be considered in more detail as part of the budget proposals for 2024-25. If the town council is minded to introduce this post immediately the matter could also be referred to the Finance and Governance Committee for consideration about how this could be funded.

Decision required

Decision from members about whether to pursue this proposal either immediately or as part of 2024-25 budget discussions and requests for any further information to inform future decision making.