



**SWINDON**  
BOROUGH COUNCIL

## Role Profile

<b>Job Title:</b> Traffic Management & Road Safety Manager	<b>Role Profile Number:</b> SBC_12074
<b>Grade:</b> CFL10	<b>Date Prepared:</b> February 2024
<b>Directorate/Group:</b> Inclusive Economy & Sustainability	<b>Reporting to:</b> Service Manager Transport Policy & Traffic Management
<b>Structure Chart attached:</b> Yes	No

### Job Purpose

To effectively manage the strategic and overall operation of the traffic management and road safety functions of the Council. Responsibilities include interpreting, advising and applying national and corporate guidance to help formulate the Council's policy and working practices on Traffic Management & Road Safety, identifying and prioritising future programmes of work and representing the service area at various meetings.

### Key Accountabilities

- To support the Head of Strategic Transport and the Service Manager Transport Policy & Traffic Management in the effective delivery of the requirements of the Traffic Management Act 2004
- Contribute to congestion reduction, journey time improvements and road safety on the Council's highway network, including the development and monitoring of congestion and casualty reduction targets
- Manage a team of traffic management and road safety professionals in line with key priorities identified through the Council's statutory and consultative processes, including the identification and prioritisation of traffic management and casualty reduction schemes.
- Attend meetings with Ward Councillors, Parish Councils, Resident Associations, Schools and other interested groups to understand and plan for both 'hard' and 'soft' solutions
- To participate in and contribute to the development and implementation of strategies, initiatives and standards for the effective and efficient provision of services within the department in accordance with the Council's objectives.

- Lead on providing the Council's traffic management and road safety response to proposals submitted by developers and colleagues in relation to major projects.
- To contribute, by taking a high level of personal responsibility, to the development and maintenance of the team as an efficient, effective and economic service (including championing various areas of best practice, undertaking staff appraisals and staff meetings and managing sickness absence, leave, capability and performance).
- To participate in the recruitment, selection, training and discipline of staff.
- To ensure that Health and Safety regulations are adhered to.
- When required deputise for the Service Manager, Transport Policy and Traffic Management
- Under the general direction of the Service Manager, Transport Policy and Traffic Management oversee the development of annual and longer term programmes of congestion and road safety improvements, the nature of which will change from time to time.

### **Supplementary Accountabilities**

- Liaise with colleagues to develop strategies for managing traffic congestion through the control and regulation of the movement of people and vehicles on the highway including the regulation of parking.
- Oversee the management of the Council's Traffic Order Management system (ParkMap), the injury collision database (AccsMap) and traffic survey database required as part of the Council's traffic management & road safety responsibilities.
- Oversee the road safety education, training and publicity activities of the Council including the school crossing patrol service, Bikeability programme and development of other partnership programmes to deliver safety and sustainability objectives
- Assist with public consultation exercises, explain proposals at meetings and exhibitions and report on their comments.
- Represent the Council at local and regional meetings relative to the content of the post.
- Set in place procedures to consistently review and prioritise requests for minor highways improvements in line with an agreed model.
- To develop and contribute to the delivery of the traffic elements of the Council's capital and revenue programmes, including the network management and road safety aspects of developer proposals
- Responsible for management of the Traffic Regulation Order process.
- Managing the Road Safety Strategy.
- Manage the compilation and analysis of road casualty information and reports
- Provide advice to the Service Manager, Transport Policy and Traffic Management on traffic engineering issues.
- Liaise with other officers to ensure matters affecting the efficient and safe operation and management of the public highway are carried out in a manner consistent with Council policies.
- Anticipate the implications of new development on the highway network.

## **Knowledge & Experience**

*Candidates must have substantial knowledge and experience in the following areas of business and will be required to provide evidence of this:*

- Significant experience of working within a Traffic Management and Road Safety environment
- Proven leadership of a team of professionally qualified Traffic Engineers
- Relevant evidence of procuring/delivering public consultation and engagement on road safety and traffic management initiatives
- Demonstrate a resilient approach to problem solving in a traffic management and/or integrated transport scenario.
- Experience in the creation and implementation of Traffic Regulation Orders
- Demonstrable experience of traffic and road safety input relating to developer-led proposals.

## **Qualifications**

- Level 6 Qualification in Civil Engineering or similar relevant subject or equivalent and extensive compensatory experience.
- The job requires continual professional development to ensure an awareness of the development of new professional and industry practices and to maintain competence.
- Ability to make site visits and attend meetings across the Borough.
- Membership of an appropriate professional body (including but not limited to IHT, CIHT, ICE, CILT etc)
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## **Decision Making**

- The post-holder will need to be able to prioritise the workload of themselves and others to react to incidents and events in challenging circumstances. Decisions may have to be taken rapidly and can be of major direct impact to public and employee safety; road network availability; usage; congestion and budget.
- Prioritisation and procurement of traffic management and local road safety schemes.
- Assist representatives of the Chief Legal Officer on technical aspects associated with traffic management and road safety legislation.
- Identification of traffic sensitive streets with the Streetworks Manager
- Negotiating; agreeing and prioritising budgets; identifying schemes, securing Business Case approval; monitoring progress and adjusting resources or priorities to meet goals.
- Prepare advice and recommendations for Council policy and working practices on asset management,
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- Procurement of feasibility studies.
- Identification of diversion routes with Streetworks Manager.
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- Commission works and audits.

## **Creativity and Innovation**

- Produce innovative and creative ways of reducing congestion and ensuring consistent journey times.
- Embrace both 'hard' and 'soft' solutions to traffic pressure and road safety risks across the Borough, working in partnership with the wider Strategic Transport teams
- Designing road traffic and casualty reduction schemes to acknowledge opposing objectives.
- Meeting the demands and perceptions of residents and visitors to the Borough in respect of traffic movement and road works, embracing Council policy and environmental requirements.

<p><b><u>Job Scope</u></b></p> <p>Role is directly responsible for five technical posts. Also has responsibility for School Crossing Patrol Officers.</p> <p><b>Typical tasks supervised/allocated to others</b></p> <p>Typical tasks supervised/allocated to others:</p> <ul style="list-style-type: none"> <li>• Commissioning of Traffic regulation orders, Identification of Traffic Management and Casualty Reduction Schemes and the delivery of these.</li> <li>Road safety education and training activities.</li> </ul> <p>To carry out feasibility studies. Arrange and chair meetings with Members of Parliament, Lead Members, Councillors, Residents' Associations and general public. Liaison and agreement with National Highways and adjoining Highway Authorities in respect of route availability. Liaison with the Police and Emergency Services.</p>	<p><b>Budget Holder</b></p> <p><b>Responsibility</b></p> <p><b>Asset Responsibility:</b></p>	<p>Yes</p> <p>£250,000</p> <p>Responsible for management of traffic management budget</p>
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**Contacts and Relationships** *(how the role relates to the work of others i.e. officers, groups, committees, general public, members, partner organisations, internal and external contacts of the council)*

Tact and persuasion is required to interact with stakeholders at different levels of the business and with outside parties when engaging in formal communications regarding the impact of policies and works in order to influence behaviours and persuade stakeholders to think and act differently.

- including:
- Service Manager Transport Policy & Traffic Management

- Head of Strategic Transport
- Director of Strategic Development and Growth
- Streetworks Manager
- Lead Member and Elected Members
- Internal and external consultants
- Senior Police Officers
- Regional Task and Focus Groups
- Members of Parliament

Relationships include Joint Working; Correspondence; Verbal Communication; Presentations; Media Interviews and Negotiations.

**Other Key Features of the role** (working environment / emotional / conditions i.e. regular outside work, unpleasant or hazardous conditions, practical demands such as standing, carrying or working in constrained positions, potential verbal abuse and aggression from people, or risk of injury)

- Contact with the public may occasionally be confrontational.
- Occasional attendance at evening meetings may be required to liaise with Elected Members; Parish Councils and Community groups to fulfil the duties of the post.