



Assistant Director – Highways and Public Protection Applicant Recruitment Pack

Sefton is a really great place to live and work



Welcome



Hi,

My name is Andrea Watts, and I am the Executive Director for Operations and Partnerships. Thank you for your interest in the role of Assistant Director, Highways and Public Protection.

This is a key leadership position, overseeing essential services such as highways maintenance, network management, strategic transport, environmental health, trading standards, licensing and parking. Your work will directly support safe streets, strong communities and a well-managed public environment.

Inside this pack, you'll find the **Job Description** and **Person Specification**. If you have any questions, please refer to the contact details provided.

Thank you again for your interest. We look forward to hearing from you and wish you the best of luck with your application.



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About the Borough of Sefton

Sefton is a confident and well-connected borough, stretching from Bootle in the south to the coastal resort of Southport in the north. Home to more than 275,000 residents, Sefton encompasses a range of vibrant towns and communities, including Bootle, Litherland, Seaforth, Crosby, Formby, Maghull and Southport.

It is a fantastic place to live and work. As the northern-most borough within the Liverpool City Region, Sefton offers a unique blend of beautiful coastline, countryside, attractive villages, thriving industrial areas and the busy Port of Liverpool.

With 22 miles of stunning coastline, Sefton is a leading coastal destination with a growing visitor economy. It is home to the iconic Antony Gormley *Another Place* installation, expansive beaches and protected sand dunes that support several rare species.

While each town and village has its own distinctive character, it is the people of Sefton who make the borough truly special, creating diverse, welcoming and energetic communities in which to live, work, invest and visit.

Alongside its miles of golden sands, Sefton offers those who work here access to a world-renowned racecourse, prestigious golf courses, and National Trust nature reserves, ideal places to unwind, explore and enjoy leisure time.

The borough benefits from excellent transport links, providing easy access to major North West cities including Liverpool and Manchester, and placing the Lake District and North Wales within reach for weekend breaks.

Whether you prefer vibrant town centres, friendly commuter towns, picturesque villages or stunning rural and coastal locations, Sefton offers a place to suit everyone. With house prices and rents typically lower than in neighbouring Liverpool and Manchester, you can enjoy coastal living while still being close to the buzz of city life.





Our Vision and Values

At Sefton Council, our vision is to deliver high-quality services that make a real difference to the lives of our residents, visitors, and communities. Everything we do is guided by a strong set of values that shape how we work and interact:

- **We put people at the heart of what we do** - ensuring our services are responsive, inclusive, and focused on improving lives.
- **We listen, value, and respect each other's views** - fostering a culture of collaboration and mutual respect.
- **We develop a culture of challenge, ownership, innovation, and improvement** - encouraging creativity and continuous development.
- **We are ambassadors for Sefton** - promoting the borough positively and proudly representing our communities.
- **We are responsive and efficient** - delivering services that are timely, effective, and customer-focused.
- **We are clear about what we can and cannot do** - being transparent and honest in all our communications and actions.

These values underpin our commitment to excellence, inclusivity, and innovation, ensuring that Sefton remains a great place to live, work, and visit.

Our Successes and Key Projects

Sefton Council is proud of its recent achievements and ongoing commitment to delivering high-quality services. Our Adult Social Care services were recently graded Good by the Care Quality Commission (CQC), and our Children's Services also achieved a Good rating from Ofsted. These successes reflect the dedication and professionalism of our teams and our focus on continuous improvement.

Alongside these achievements, Sefton Council is actively delivering a range of major capital projects that will transform the borough and stimulate economic growth. These include the Marine Lake Events Centre in Southport, the Strand Shopping Centre redevelopment in Bootle, and exciting developments such as Enterprise Arcade in Southport, as well as our largest ever Transport Capital Programme. We are also proud to support cultural and community initiatives like Salt and Tar, Bootle's vibrant events space, which hosts live music, comedy, and family-friendly activities, bringing people together and boosting the local economy.

These projects form part of our strategic investment programme to attract private sector-led development and create vibrant spaces for residents and visitors. We work closely

with local communities to ensure these projects reflect their needs and foster a sense of ownership and pride.

For more information on these projects and to stay updated on progress, visit the Sefton Council website at www.sefton.gov.uk

An Inclusive Workplace

We are committed to fostering an inclusive Council that reflects the diverse communities we serve. Our workforce brings a wide range of experiences and perspectives, and we value an environment where everyone feels respected, supported, and able to reach their full potential.

Sefton is proud to be the first local authority in the Liverpool City Region to achieve Navajo accreditation, recognising our commitment to LGBTQ+ inclusion. We are also a Disability Confident employer and continue to build a workforce that represents our communities.

We support several staff networks, including groups for Black and Ethnically Diverse colleagues, LGBTQ+ staff, women, disabled employees, and a Christian Workplace Group.

As an Equal Opportunities Employer, we base recruitment solely on skills, experience, and suitability for the role. All applicants are treated fairly, and we have also recognised 'care experienced' as a protected characteristic within Sefton.

Our family friendly policies and flexible working arrangements help staff maintain a healthy work life balance.

For more information, please refer to our [Equality, Diversity and Inclusion Strategy](#)





Liverpool City Region Fair Employment Charter



Sefton Council is proud to support the Liverpool City Region Combined Authority Fair Employment Charter, an initiative that promotes fair, healthy, inclusive, and just workplaces across the region. The Charter celebrates good employers and encourages the highest standards in employment practice, including fair pay, secure work, opportunities for progression, strong employee voice, and a commitment to staff wellbeing. By aligning with the

Charter, we demonstrate our dedication to providing a fair day's pay for a fair day's work and to fostering an equitable and supportive working environment for all colleagues.

Highways and Public Protection in Sefton

Highways & Public Protection is responsible for maintaining safe, accessible, and well-managed public spaces and transport networks. The team oversees the upkeep of highways infrastructure, road safety, traffic management, strategic transport planning and public rights of way, ensuring residents and visitors can travel safely and efficiently, now and in the future.

Alongside highways functions, the Public Protection service covers regulatory and enforcement work, including environmental health, licensing, and trading standards. Their work plays a crucial role in protecting public wellbeing, supporting local businesses to operate responsibly and responding swiftly to issues that impact the safety and quality of life of residents.

About the Role

The Assistant Director, Highways and Public Protection plays a crucial leadership role within the Operations and Partnerships Directorate. This is a high impact position overseeing a broad portfolio of essential services that shape how people move around Sefton, how businesses operate, and how safe and well protected our residents feel.

You will be responsible for delivering safe, reliable and resilient transport infrastructure while leading a range of regulatory and enforcement services that protect public health, and consumer safety. Working closely with Members, partners, and senior leaders, you will ensure services are efficient, compliant, and continually improving.

You will also play a key role working with the Liverpool City Region Combined Authority on strategic transport matters, and with other statutory, business and community partner agencies to deliver the best outcomes for Sefton.



Key areas of responsibility include:

1. Strategic Leadership

- Set the strategic direction for Highways and Public Protection in line with corporate and transformation priorities.
- Provide professional advice to Members, senior leaders and partners.
- Lead major programmes of work relating to highways infrastructure, transport planning and regulatory services.

2. Highways & Transport Infrastructure

- Oversee highways maintenance, network management, street lighting, structures, and winter services.
- Ensure safe, a well-managed and resilient highway network that supports active travel, public transport and connectivity.
- Lead the Strategic Transportation Planning & Investment (STPI) team, including funding bids and major schemes.

3. Public Protection Services

- Lead Environmental Health, Trading Standards and Licensing teams to uphold public health, consumer safety and responsible business practices.
- Ensure strong regulatory compliance, effective enforcement and proportionate interventions.

4. Parking Services

- Manage parking strategy, enforcement, permits and customer services.
- Ensure efficient, data-driven operations that support safety, compliance and income generation.

5. Financial & Commercial Management

- Lead multi-million-pound revenue and capital budgets.
- Oversee procurement and contract management of major highways and regulatory service contracts.
- Secure external funding and deliver value for money.



6. Performance, Assurance & Improvement

- Establish strong performance frameworks and KPIs across all service areas.
- Drive continuous improvement, digital transformation and modernisation.
- Ensure full compliance with statutory duties, codes of practice and audit requirements.

7. Partnership & Stakeholder Engagement

- Build strong relationships with Members, the Liverpool City Region Combined Authority, emergency services, contractors, businesses and community organisations.
- Represent the Council at local, regional and national levels.

8. People Leadership & Culture

- Lead and develop multi-disciplinary teams across a diverse portfolio of professional services.
- Promote a culture of positive engagement, wellbeing, inclusion and continuous learning.

9. Health, Safety & Resilience

- Ensure effective health and safety systems across all operational activities.
- Contribute to emergency planning and incident response.
- Promote resilience and climate-ready infrastructure.

Please see **Appendix A and B** for a full copy of the Job Description and Person Specification.

What We Can Offer You

In return, we offer:

- A supportive and collaborative working environment.
- Opportunities for professional development and career progression.
- A role where your work makes a real difference across the organisation.
- Flexible working arrangements supporting work-life balance.



- A strong commitment to equality, diversity, and inclusion.

You will benefit from a comprehensive local government employment package which includes the following:

- Competitive salary in line with JNC Chief Officers Pay Scales.
- Local Government Pension Scheme (LGPS), providing a secure, defined benefit pension with employer contributions.

Annual Leave and Work-Life Balance

- Generous annual leave entitlement, 28 days annual leave rising to 33 days with 5 years continuous service.
- Additional public (bank) holidays.
- Flexible working options to support a healthy work-life balance, subject to service needs.

Learning, Development and Career Progression

- A comprehensive induction programme.
- Access to a wide range of training, apprenticeships, learning, and development opportunities.
- Support for professional development and role related qualifications.
- Opportunities to develop your career within a large and diverse local authority.

Health, Wellbeing and Support

- Enhanced sick pay scheme.
- Employee wellbeing initiatives and access to occupational health support.
- Policies that promote physical and mental wellbeing in the workplace.

Family-Friendly and Inclusive Policies

- Family friendly policies, including enhanced maternity, paternity, adoption, and special leave to support employees when they require time off work to deal with issues in their life outside of work.
- A strong organisational commitment to equality, diversity, and inclusion.
- Reasonable adjustments and support to enable disabled employees to thrive.



Foster Friendly Employer Commitment

Sefton Council is proud to be a *Foster Friendly* organisation. We actively support employees who are foster carers or who are applying to foster by offering flexible working arrangements, paid time off for fostering-related meetings and training, and a workplace culture that recognises the vital role foster carers play in our communities. This commitment helps ensure that carers can balance their fostering responsibilities alongside their career, and reflects our dedication to supporting children, families, and those who care for them.

Additional Benefits

- Access to salary sacrifice and employee benefit schemes (where applicable).
- Opportunities to contribute to meaningful work that supports local communities.
- A supportive, values led organisational culture.
- Free parking at office bases (dependent).

Top Tips on How to Apply

Submitting a strong application gives you the best chance of progressing to the next stage of the recruitment process. The following guidance applies to all roles and will help you prepare a clear, compelling application:

1. Read the Job Description and Person Specification Thoroughly

- Make sure you understand the key duties, expectations, and essential criteria.
- Use the person specification as your guide when writing your application.

2. Provide Clear Evidence of Your Skills and Experience

- Show *how* you meet the criteria using specific, real examples.
- Consider using the **STAR method** (Situation, Task, Action, Result) to structure your responses.

3. Tailor Your Application

- Avoid generic statements. Focus on experience that directly relates to the role you are applying for.
- Demonstrate how your strengths align with the organisation's values and priorities.



4. Highlight Your Achievements

- Include examples of work you are proud of or significant contributions you have made in previous roles.
- Emphasise impact - improvements, efficiencies, positive outcomes, or innovations.

5. Be Clear About Qualifications and Training

- List all relevant qualifications and professional training, including dates and awarding bodies.
- If you are working towards a qualification, include expected completion dates.

6. Showcase Transferable Skills

- Skills such as communication, teamwork, problem-solving, digital literacy, and organisation are valuable across all roles.
- Provide examples that demonstrate these effectively.

7. Check Your Application Carefully

- Review your responses for clarity, spelling, and completeness.
- Ensure all sections of the application form have been filled in fully.

8. Submit Your Application Before the Deadline

- Note the closing date and allow plenty of time to prepare your application.
- Late submissions usually cannot be considered.

9. Prepare for Potential Next Steps

- If shortlisted, you may be invited to an interview, assessment task, or presentation.
- Be ready to discuss your experience, approach to work, and examples of how you meet the role's requirements.

Application and Selection Information

Closing Date: Midnight Wednesday 27th May

Longlist Meeting (no candidate involvement): Thursday 4th June

Shortlist Meeting (no candidate involvement): Friday 12th June

Technical Interviews (virtual): w/c 15th June

Panel Assessments and Final Interviews (in Sefton): w/c 22nd June

This vacancy may close sooner than the stated deadline if we receive sufficient applications.

We are an Equal Opportunities Employer; all candidates will receive equal treatment. Our decision to appoint will be based upon whether an individual's skills, experience, qualifications, and abilities make them the most suitable candidate for the role.

All disabled and care experienced applicants will be offered an interview where they meet all essential criteria on the person specification.

Please ensure that you meet all of the essential criteria outlined in the person specification before submitting your application. Only applicants who demonstrate that they meet all essential criteria will be considered and invited to interview.



Appendix A - Assistant Director - Highways and Public Protection: Full Job Description

Directorate: Senior Leadership Team

Location: Magdalen House/Hybrid

Division: Operations & Partnerships

Section: Highways & Public Protection

Post: Assistant Director - Highways & Public Protection

Grade: Hay 3, £99,453 pay award pending

Reporting To: Executive Director for Operations and Partnerships

Responsible For: Transportation & Highway Infrastructure; Environmental Health & Trading Standards; Environmental Health & Licensing; Strategic Transportation Planning & Investment (STPI); Parking Services; Street Lighting; Highways Maintenance.

Purpose of the Role

To provide strategic and operational leadership for the Council's Highways & Public Protection services, ensuring safe, resilient and efficient transport infrastructure and robust regulatory services that protect public health, support responsible business, and enhance the quality of life across our communities. The postholder will lead large, multi-disciplinary teams and complex contracts, deliver statutory responsibilities, drive service improvement and innovation, and secure best value through effective commissioning, asset management and partnership working.

Key Responsibilities:

Strategic Leadership & Vision

- Set the strategic direction for Highways & Public Protection aligned to corporate priorities, transformation and local plans, and regional transport strategies.
- Play an active role in the Council's Senior Leadership Team, shaping and driving corporate strategy, organisational culture, and the successful delivery of strategic, transformational, and operational priorities across the organisation.
- Develop and deliver a coherent service plan across Highways Maintenance, Network Management, Strategic Transportation, Street Lighting, Environmental Health, Trading Standards, Licensing and Parking.



- Act as the Council's principal adviser on transport infrastructure, public protection and regulatory services, providing high quality professional advice to Members, senior leadership, and partners.

Statutory Duties, Governance & Assurance

- Ensure full compliance with all relevant legislation, statutory guidance and codes of practice (e.g., Highways Act, Traffic Management Act, Road Traffic Regulation Act, Environmental Protection Act, Food Safety Act, Health & Safety, Licensing Acts, Consumer Protection legislation).
- Serve as the named senior responsible officer where appropriate for highways, regulatory, enforcement and emergency planning functions.
- Maintain robust systems for risk management, business continuity, and civil contingencies; lead incident and emergency response when required.

Service Delivery & Operations

- Oversee end-to-end delivery of:
 - **Transportation & Highway Infrastructure:** asset management, planned and reactive maintenance, network management, bridge/structures, winter service, traffic management, road safety engineering, street works coordination, street lighting and electrical assets.
 - **Strategic Transportation Planning & Investment (STPI):** transport policy, modelling, pipeline development, funding bids, programme management and major projects/active travel.
 - **Environmental Health & Trading Standards:** food safety, environmental protection, public health nuisances, workplace health & safety enforcement, product safety, fair trading, age restricted sales, illicit tobacco/alcohol, and investigations.
 - **Environmental Health & Licensing:** statutory licensing (e.g., alcohol, taxis, street trading, regulated entertainment, taxis and private hire), compliance and enforcement.
 - **Parking Services:** on-street and off-street parking policy and operations, enforcement, permits, ANPR and back-office systems, income optimisation and customer experience.



Performance, Quality & Improvement

- Establish and monitor KPIs, service standards and customer outcomes; drive continuous improvement, digital enablement and data driven decision making.
- Implement quality assurance frameworks, audit action plans and peer reviews; benchmark performance and pursue external accreditation where beneficial.

Finance, Commissioning & Commercials

- Hold accountability for multi-million-pound revenue and capital budgets; deliver MTFS savings, cost recovery and income generation.
- Lead commissioning and procurement of major contracts/term maintenance/concessions, ensuring robust contract management, performance, social value and compliance with procurement regulations.
- Maximise external funding (e.g., DfT, Active Travel England, CRSTS, TCR) and secure value for money across programmes and projects.

People, Culture & EDI

- Lead senior managers and diverse professional teams; promote a positive, learning-led culture with high engagement, wellbeing and inclusion.
- Ensure the workforce has the right capabilities, qualifications and CPD pathways; uphold professional standards and safe systems of work.
- Champion equality, diversity, and anti-discriminatory practice in service design and delivery.

Partnerships & Place Leadership

- Build strong operational and strategic partnerships with Members, the Liverpool City Region Combined Authority, Police, Fire & Rescue, Health, the VCFSE sector, utility companies, contractors, and neighbouring authorities.
- Represent the Council at regional and national forums; engage directly with communities, Ward Members and businesses on place-based priorities.

Sustainability, Net Zero & Public Environment

- Embed climate resilience, biodiversity, and circular economy principles in highways, lighting, waste disposal and fleet-related decisions.
- Reduce carbon emissions through asset optimisation, materials choices, energy efficient street lighting and sustainable transport programmes.



- Improve public environment quality, accessibility and safety, supporting active travel and inclusive design.

Customer & Communications

- Ensure customer focused services with clear standards, timely responses, and effective complaints handling.
- Lead on public communications for major works, regulatory activity and incident response; manage high profile and sensitive issues with transparency.

Health, Safety & Safeguarding

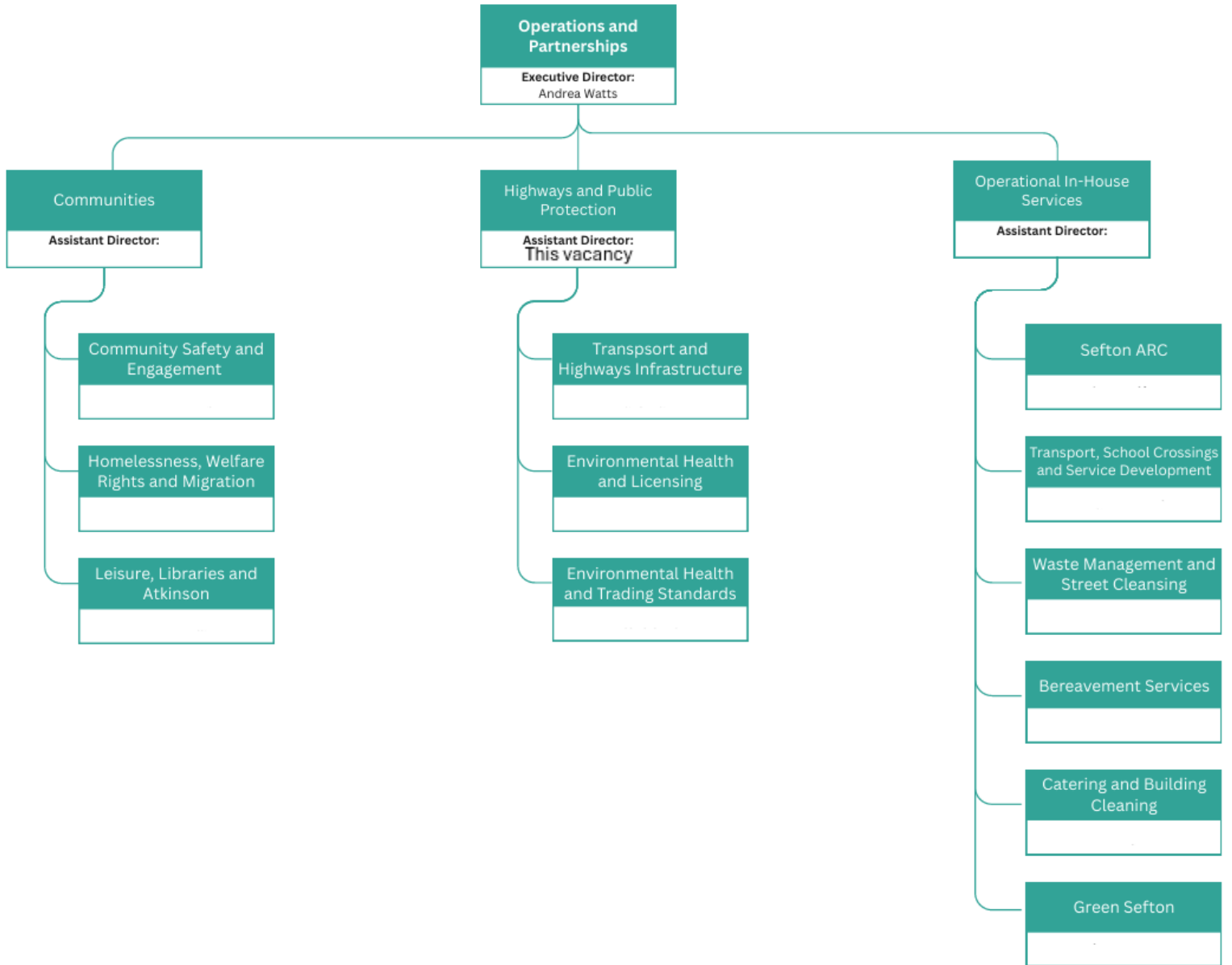
- Ensure compliance with health and safety legislation, CDM, and safe systems across all operations and works on the highway.
- Promote safeguarding awareness across services; escalate and report concerns in line with Council policy.

Special Conditions

- Participation in emergency planning and out of hours rota as required.
- Full UK driving licence (or ability to travel between sites) desirable.



Organisation Chart:





Appendix B: Assistant Director - Highways and Public Protection: Person Specification

Personal Attributes Required	Essential (E) or Desirable (D)	Method of Assessment
Qualifications & Professional Memberships		
Degree, professional qualification or equivalent experience in a relevant field (e.g., Civil Engineering, Transportation Planning, Environmental Health, Trading Standards, Public Administration, Regulatory Services).	E	AF/C
Evidence of continuing professional development at senior management level.	E	AF/C
Postgraduate management qualification (e.g., MBA, MPA, ILM Level 7, or equivalent).	D	AF/C
Health & Safety qualification (e.g., NEBOSH General/Construction).	D	AF/C
Membership of relevant professional bodies (ICE, CIHT, IHE, CIEH, CTSI, IOSH).	D	AF/C
Experience		
Proven senior leadership of large, multi-disciplinary services within local government or a comparable regulated environment.	E	AF/I
Significant experience in at least two of the following domains, with strong understanding across all: <ul style="list-style-type: none"> Highways maintenance and asset management (including street lighting). Strategic transportation planning, funding and delivery of capital programmes. Environmental health, public health protection and regulatory enforcement. Trading standards investigations and compliance. Licensing policy, operations and enforcement. Parking strategy, operations and enforcement. 	E	AF/I
Track record of delivering complex capital and revenue programmes on time, on budget, and to quality standards.	E	AF/I
Strong financial management of multi-million budgets; commissioning, procurement and contract management of major frameworks/term contracts.	E	AF/I
Managing high profile incidents, political interfaces, and sensitive communications.	E	AF/I

Leading organisational change, digital/service redesign, and continuous improvement with measurable performance gains.	E	AF/I
Building productive partnerships at Local and Regional levels with agencies, communities and the private sector and securing successful external funding bids.	E	AF/I
Experience working with the DfT, National Highways and Sub-national Transport Bodies.	D	AF/I
Delivery of Net Zero, active travel or place-based regeneration programmes.	D	AF/I
Experience implementing ISO/quality management systems or accreditation (e.g., ISO 9001/14001, Considerate Constructors, ROSPA).	D	AF/I
Knowledge and Skills		
In depth knowledge of the relevant legislative and regulatory frameworks (e.g., Highways Act, Traffic Management Act, Road Traffic Regulation Act, New Roads and Street Works Act, Environmental Protection Act, Food Safety Act, Licensing Act, Consumer Protection legislation).	E	AF/I
Strong grasp of asset management principles, lifecycle costing, risk and resilience.	E	AF/I
Excellent political awareness and ability to operate effectively in a democratic environment.	E	AF/I
Advanced commercial, commissioning and contract management skills and performance frameworks.	E	AF/I
Data informed decision making; ability to set KPIs, interpret performance information and drive improvement.	E	AF/I
Outstanding leadership, people management, negotiation and stakeholder engagement skills.	E	AF/I
High level of written and verbal communication, including report writing for Cabinet/Committees and public consultation materials.	E	AF/I
Understanding of smart mobility, ITS, ANPR, and digital platforms for network and regulatory services.	D	AF/I
Knowledge of climate adaptation, low carbon materials, and energy efficient street lighting technologies.	D	AF/I
Behaviours and Attributes		
Values driven, inclusive leadership that model integrity, accountability and respect.	E	AF/I
Customer focused with a strong community and place-based ethos.	E	AF/I
Strategic thinker with the ability to translate vision into deliverable plans.	E	AF/I



Resilient, calm under pressure, and adept at managing risk and ambiguity.	E	AF/I
Collaborative, empowering and committed to staff development and wellbeing.	E	AF/I
Commitment to equality, diversity and anti-discriminatory practice.	E	AF/I

Assessment Methods

- Application Form
- Interview
- Certificates (where applicable)
- Additional assessment methods may be used where appropriate (e.g., presentation, micro-teaching, or task)

Prepared by: Andrea Watts

Designation: Executive Director - Operations and Partnerships

Date: March 2026.

