

# LONDON BOROUGH OF HACKNEY

## Job Description

<b>POST TITLE:</b>	Street Trading Officer
<b>DIRECTORATE:</b>	Climate, Homes & Economy
<b>SERVICE:</b>	Markets , Shop Fronts & Street Trading Service
<b>GRADE:</b>	SO2
<b>LOCATION:</b>	Ridley Rd office, Market and Street Trading sites across the borough of Hackney
<b>RESPONSIBLE TO:</b>	Service Area Manager Markets, Markets & Street Trading Operations Manager
<b>RESPONSIBLE FOR:</b>	Up to 1

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### **PURPOSE OF THE JOB:**

The post holder is responsible for achieving a right first-time customer experience within the Markets & Street Trading Service, through effective team management, ensuring agreed performance targets are delivered through onsite observations, feedback, coaching, leading by example, training, and quality interactions with customers. Developing the team's skills, knowledge and behaviours to achieve high performance and provide regular reports to management in relation to performance indicators.

To assist with the operational management of licensed street trading related activity within the borough and to work within the regulatory framework in order to deliver high quality street trading activities by taking day to day overall operational responsibility for the delivery of statutory services; which comply fully with all relevant legislation and associated timescales. The post holder is required to take direct line management responsibility of the street trading officers allocated to the street trading team and to liaise extensively with a wide range of internal departments, regulatory organisations and council stakeholders to deliver high quality street trading services which meet the council's aspirations with regard to growth and economic development.

You will be responsible for initiating appropriate enforcement, advisory or informative actions within the areas of responsibility with the aim of ensuring the successful performance of the markets and street trading activities as well as securing safe, clean and efficient street trading areas. This will also include in the remit of initiating appropriate enforcement activities with regards to illegal dumping and disposal of commercial waste within the designated markets and street trading areas.

To proactively develop a more commercial approach to growing the sales of street trading pitches in our portfolio of licensed street trading sites, identifying new trading locations and opportunities for growth by developing effective sales and marketing strategy that will deliver our ambitions for increasing income generation from pitch rental and the consolidation of debt recovery of unpaid rents & services and to establish high standards of presentation of our street trading sites and trader compliance to the licence terms and conditions.

The post holder will lead on reviewing existing customer service delivery models, pricing structures and promotional materials and activities with a view to growing street trading rental income and lowering trader turnover.

### **MAIN AREAS OF RESPONSIBILITY:**

1. To work a varied shift pattern which will incorporate working from 7am to 10pm Monday to Sunday Including mandatory weekend working every Saturday and/or Sunday where directed by your contractual agreements. This also includes late nights and the occasional public holiday, in order to meet the service requirements.
2. To undertake effective operational management of the relevant street trading operations and services; ensuring that resources are used effectively to address priority issues and achieve service, performance and quality standards targets.
3. To work with the Markets & Street Trading Operations Manager and the Markets Manager to establish and further develop Street Trading in Hackney to facilitate economic regeneration and provide a thriving sustainable public amenity and visitor attraction.
4. To plan and deliver a programme of daily inspections and enforcement (as appropriate) as required undertaken by both the street trading manager and street trading service officers allocated to each trading site.
5. Ensure high visibility and accessibility across the street trading sites with 50% of the working day with the exception of the weekend trading days where 80% of the working day should be spent on site and actively on patrol.
6. To plan, manage and oversee regulatory compliance related activity in order to ensure adherence to the relevant consumer protection, food standards and market / street trading related legislation / regulations, taking action as appropriate where these are not met.
7. To undertake consistent, proportionate, targeted, accountable and transparent enforcement action, in accordance with best practice advice and guidance and enforcement policies, commensurate with the grade and post, to resolve any identified non-compliances. This will include seizing and suspending goods, preparing and serving statutory and fixed penalty notices, simple cautions and other legal documents, and preparing files of offences investigated to recommend for prosecution commensurate with the scheme of delegation.
8. To assist the Markets & Street Trading Operations Manager with undertaking the relevant regulatory processes relating to the interview/assessment of, granting, variation and revocation of market and street trading licences.

9. To plan and oversee the management of licensed trader recruitment processes for our designated sites and produce and present regular officer delegated decision reports as required.
10. To produce detailed 'outcome based' service performance reports and take the appropriate management action to ensure that performance targets are achieved.
11. To actively engage with the relevant internal and external services, including trader & residents' groups , local business owners and business improvement districts as directed by the Markets & Street Trading Operations Manager.
12. To drive and oversee the effective financial management of the street trading account and make recommendations to the Markets Manager and Markets & Street Trading Operations Manager with regard to income management and generation, debt management and budget forecasting, implementing resulting agreed actions and approaches as required.
13. To continuously improve service quality, customer services and operational efficiency through regular service user visits, Implement and act on customer feedback measures, deliver improved working practices and procedures within the area of responsibility.
14. Coach and lead officers in using a consultative sales process when identifying the best trading location ,pitch and licence type when engaging with new and existing business operators/
15. Carry-out regular live coaching observations on street trading service officers ensuring all observations are recorded, on the spot coaching feedback is provided and followed up in the next 121 meeting.
16. To provide technical advice on street trading issues and provide detailed advice and guidance to managers, elected members, the public, service users and other stakeholders as required.
17. To oversee the day to day management of licensed street trading activity as directed by the Markets Manager and the Markets & Street Trading Operations Manager.
18. To provide performance data, officer delegated reports and regulatory guidance documents as directed by the Markets Manager and Markets & Street Trading Operations Manager.
19. To provide advice and guidance to the public, local businesses, Members, other Council officers on street trading related matters, and respond to service queries and complaints as directed by the Markets Manager and Markets & Street Trading Operations Manager.
20. To conduct benchmarking reviews, surveys and service reviews (as directed by the Markets Manager and Markets & Street Trading Operations Manager) to ensure ongoing compliance with the relevant legislative frameworks (including the London Local Authorities Act 1990 (as amended)).
21. To assist with the collection of and preparation of fees and charges and budgeting reports as required and to monitor and report on the accounts receivable arrangements relating to market / street trading licence fees.
22. To liaise extensively with the Licensing & Finance Officer in order to ensure the effective management of licensed street traders' accounts and limit the impact of licensed street trader debt on the ring-fenced markets & street trading account.

23. To attend and support relevant street trading related steering groups, partnership meetings and business forums as directed.
24. To assist the Markets Manager and Markets & Street Trading Operations Manager with the implementation and review of the relevant income and debt management systems / protocols.
25. To assist the Markets Manager and Markets & Street Trading Operations Manager in converting commissioned strategies into operational reality via the development, review and delivery of service delivery plans.
26. To provide licensed street traders with advice and guidance with regard to the regulatory framework, including detailed advice on finance related matters, such as pitch fee arrears, invoice queries and payment options.
27. To liaise with internal council departments, utility organisations, service contractors and other relevant statutory service providers; to deliver high quality ancillary services which contribute positively towards the street trading environment.
28. The post holder is responsible for achieving a right first-time customer experience within the Markets & Street Trading Service, through effective team management, ensuring agreed performance targets are delivered through onsite observations, feedback, coaching, leading by example, training, and quality interactions with customers. Developing the team's skills, knowledge and behaviours to achieve high performance and provide regular reports to management in relation to performance indicators.
29. Assume overall responsibility for trader liaison, advice, consultation and engagement across markets & street trading sites and for overseeing customer service across our street trading portfolio demonstrating a high quality of customer care in line with council policy and values.
30. Has budgetary responsibility for allocated street trading sites with relation to the collection of payments from permanent and casual traders in relation to pitch fees and container fees and the effective management and enforcement of the arrears process to ensure all accounts are paid up in full.
31. Maintaining satisfactory records and managing the arrears process in line with the terms and conditions and in collaboration with our finance team. Recording and reporting of any issuing of verbal, written and final written warnings, Payment plans, Suspensions and revocations of licences and the preparation of prosecution cases for traders in breach of the arrears process.
32. Motivate, manage and lead a first-class customer service team through coordinating and monitoring work and training programmes, setting clear priorities, objectives and expectations, maintaining high customer service standards, meeting deadlines and financial targets.
33. Assume responsibility for the team's welfare and training and development, providing feedback and supervision, conducting appraisals and setting out and maintaining expected standards of behaviours against our corporate values.

34. To provide supportive management to all staff through coaching and development, to ensure they are performing to agreed standards and to ensure all training needs are addressed and realistic and achievable training plans are in place for staff within budget and with minimum supervision.
35. They will develop targeted strategies to manage business compliance and the reduction arrears and non-compliance to licence terms and conditions across the borough through the effective targeting of resources and awareness raising
36. To manage the effective deployment of staff and resources on a rota system to ensure we deploy the right people, in the right place at the right time to optimum efficiency and effectiveness to deliver a best in class quality service.
37. Manage, monitor, regulate and enforce appropriate laws, regulations, terms and conditions., Ensuring officers discharge enforcement action in line with council policy and legislation. Maintaining accurate records and providing effective leadership and coaching for officers on a case by case basis.
38. To implement and manage performance targets for street trading officers in respect of pitch sales, occupancy growth, case management and enforcement activity.
39. Drive continuous improvement initiatives through leading and contributing to cross service, corporate and partnership projects and workshops and support the development and evaluation of key Council and partnership strategies and plans.
40. Maintaining satisfactory records of the Reporting and issuing of verbal, written and final written warnings, Suspensions, revocations and the authorisation of the issuing of fixed penalty notices (FPNs) as well as the preparation of prosecution cases for traders in breach of regulations.
41. Lead and develop a team of customer centric enforcement officers to ensure trader compliance at all times and utilise knowledge and expertise to coach and guide officers through the enforcement process, building cases and taking prosecution action for continued noncompliance to licence conditions.
42. Responsible and accountable for developing customer service standards, enforcement delivery and training regimes through effective partnership working with other stakeholders and services. To play a significant role in ensuring that the Markets & Street Trading Service is recognised as the best Markets & Street Trading service in the UK within both the public and private sectors.
43. To visit private land locations within 7 metres of the highway, to deal with complaints regarding illegal street trading and take the advice or take appropriate enforcement action.
44. Prepare reports, provide statements and give evidence as required to address breaches of legislation and/or licence conditions and to attend court to act as a witness for the London Borough of Hackney.
45. The gathering of intelligence & evidence for use by other regulatory services.
46. Carry-out sporadic and programmed audit inspections on street trading sites on a daily basis ensuring licence conditions compliance and subletting is identified and recorded.

47. Monitoring and maintenance of daily records of trader attendance %, enforcement actions issued and any street cleansing concerns and report to the relevant departments and put in place solutions to remedy concerns.
48. To work closely with Waste Services to develop and implement the Council's policy for all aspects of Waste Services' waste reduction and recycling work as they affect Street Trading operations, in line with the statutory obligations of the authority and to represent the Council in these matters.
49. Attend the Officer Licencing Panel with evidenced recommendations for new and existing licence variations on a Monthly basis.
50. Attend the Officer Licencing Panel (OLP) when required to do so to submit or provide a statement or enter in evidence in the event of a licence holder being invited to attend an OLP hearing.
51. Prepare reports, provide statements and give evidence as required to address breaches of legislation and/or licence conditions and to attend court to act as a witness for the London Borough of Hackney.
52. To be responsible, through the effective management of the Compliance & Auditing both internally & externally with the team and service users. Providing a high level of quality investigations into all compliance breaches, complaints and queries ensuring all Street Trading Services related MEs, complaints, FOI requests and Member enquiries are responded to in a timely manner as set out by the Council.
53. To ensure the team represents the Council's objectives and values by acting as a role model in providing a professional customer focused front-line service to traders and service users to deliver a best in class service.
54. To provide an effective and efficient level of service to traders to enable traders to maximise their trading performance.
55. Always aware of how our services impact on service users and customers with a specific focus on the needs of a diverse borough.
56. Represents the Council in a positive manner to protect the Council's reputation
57. To deputise for the senior market service officers as and when required, providing the necessary briefings, support, advice and guidance.
58. These responsibilities may vary from time to time in accordance with the needs of the service. The post holder is required to work flexibly in undertaking the duties and responsibilities of the post as directed by the Service Area Manager in order to assist with the delivery of a responsive Markets and Street Trading service which meets the demands placed on the Council. The post holder is also expected to work outside of normal hours, including carrying out inspections and enforcement and other activities associated with the post in the early morning, in the evening and at weekends, as required.

These duties and responsibilities should be regarded as neither exclusive nor exhaustive as the post holder may be required to undertake other reasonably determined duties and responsibilities commensurate with the grading and scope of the post

## Person Specification

### PHYSICAL EFFORT AND WORKING CONDITIONS;

**Outdoor working** - The post holder is expected to be on or near the market at all times in all weather conditions.

**Physically demanding** - Role involves walking or standing for most of the day. There is also an element of manual handling.

### LONE WORKING;

**Aggressive / irate behaviour** - The job holder is expected to have a good awareness of what is going on, to pre-empt potential conflict and be able to diffuse pressurised situations using his/her negotiation skills and experience. They should have a good appreciation of personal safety.

### SKILLS, ABILITIES AND KNOWLEDGE:

1. Ability to put staff engagement at the heart of everything we do; recognising high performance and driving positive customer experience for our service users and consumers.
2. At least three years management experience of operating in a complex multidisciplinary organisation with a multi-million pound turnover including experience of budget management.
3. Proven effective management of Compliance & Auditing both internally & externally with the ability to provide a high level of quality investigations and recommendations.
4. Demonstrate an organised approach to managing workloads and conflicting priorities, as well as a clear focus on delivering customer service and sales orientated results, through effective strategies and plans. You will be managing a team of dedicated multi skilled and committed staff and will be expected to show strong leadership skills.
5. Demonstrate a strong understanding of the customer journey, how to influence, develop and improve the customer experience with a track record of service centric achievements.
6. Understanding of equalities and diversity best practice in relation to service delivery, managing staff and service users.
7. Proven track record of managing multidisciplinary teams, a creative approach to resolving customer complaints, tackling complex enforcement problems and successfully promoting and driving sales.
8. Proven revenue retention and revenue growth.
9. Ability to demonstrate how they champion partnership working and build high performing teams.

10. A sound and proven knowledge of Licencing, Enforcement legislation, case law and best practice.
11. Ability to build effective relationships. You will be spending the majority of the time working with various internal and external teams, building and cultivating new relationships with potential and existing partners within all parts of the organisation.
12. Flexible and adaptable communication skills and social style depending on differing customer audiences.
13. Experience of performance management within a set policy frameworks and good understanding of employment law.
14. Experienced in managing profit & loss accounts and resource management to strict budgetary requirements.
15. Proven experience in time management of complex and varied tasks.
16. Experienced in operating within a corporate policy regime.
17. Demonstrate the ability to lead and coach a high performance team to deliver an exceptional customer service experience.
18. A detailed knowledge of how the following Acts of Parliament relate to the work undertaken by the service:
  - a. All of the London Local Authorities Act 1990 and the London Local Authorities, Licencing Act 2003 & TFL Acts 1998-2008
  - b. Part III of the Food Act 1984
  - c. Highways Act 1980
  - d. Shop Fronts Licencing
  - e. The Freedom of Information Act 2000
  - f. GDPR
  - g. The Business & Planning Act 2020
  - h. Council's Equalities Policies and Strategies
  - i. Health and Safety at Work legislation

18. Sound knowledge of how the following Acts relate to the work undertaken by the service:
  - a. Police and Criminal Evidence Act.
  - b. Criminal Procedure & Investigations Act 1996.
  - c. Regulation of Investigatory Powers Act 2000.

**DESIRABLE (but not essential):**

Certified practitioner of PRINCE2 or MSP

Ability to analyse data, identify trends and propose solutions

Qualified in PACE interview techniques

To hold a full clean driving licence for Category "B" vehicles with a manual transmission.

***NB: All employees are expected to adhere to the Council's Diversity & Equality and Health and Safety Policies.***