

SERVICE DIRECTOR - STREET SCENE, FLEET AND HIGHWAYS

Candidate information brochure



www.rotherham.gov.uk

CONTENTS

INTRODUCTION FROM ANDREW BRAMIDGE, EXECUTIVE DIRECTOR	3
APPOINTMENT OF SERVICE DIRECTOR - STREET SCENE, FLEET AND HIGHWAYS	4
JOB PROFILE	5
PERSON PROFILE	6
STRATEGIC AND DIRECTORATE LEADERSHIP TEAMS	10
ABOUT THE COUNCIL	11
OUR VISION AND PRIORITIES	12
THE ROTHERHAM VALUES	13
BENEFITS OF WORKING FOR ROTHERHAM COUNCIL	14
ABOUT ROTHERHAM	15
INVESTMENT IN THE BOROUGH	17
CULTURE AND LEISURE OFFER	19

INTRODUCTION

from Andrew Bramidge, Executive Director, Regeneration & Environment

Thank you for your interest in the role of Service Director – Street Scene, Fleet and Highways at Rotherham Metropolitan Borough Council.

Here in Rotherham, we are looking to the future based on strong foundations: through our ‘Outstanding’ Children’s Services and our ‘Good’ Adults Social Care Services, we will always focus on the achievements of our children and young people and strive to ensure our residents live well. We are investing in council housing, transforming the town centre and taking forward major programmes of regeneration – not least, the new Rotherham Gateway station and the wider development it offers within the Don Valley Corridor.

But we want to go further. This Is Rotherham: a place committed to a fairer, more prosperous borough where everyone has the opportunity to succeed. And always, we want to work in a way that is true to our values: Caring, Honest, Proud.

It is an incredibly exciting time to join Rotherham Council – and this is your opportunity to do just that, to join a well-established management team supporting a highly experienced Leader and his Cabinet, to be at the heart of shaping our future as an organisation and a place.

As Service Director for Street Scene, Fleet and Highways, you will provide strategic leadership for the Council’s Waste and Street Scene, Fleet Management, and Highways and Flood Risk services, ensuring the effective delivery of essential frontline services that help keep the borough clean, safe, well maintained and connected.

You will be responsible for overseeing waste collection, street cleansing, fleet operations, highways maintenance, flood risk management and home-to-school transport, while ensuring services remain customer focused, efficient and responsive to local needs.

The role plays a key part in maintaining the quality of neighbourhoods, improving environmental standards, supporting community confidence and delivering local priorities for residents and councillors.

You will lead service transformation and major change programmes, drive continuous improvement and value for money, manage significant revenue and capital budgets, and ensure effective performance, workforce and risk management across the portfolio.

Working closely with elected members, senior leaders, partners and external agencies, you will provide strategic advice, develop strong partnerships, and represent the Council’s interests at a local and regional level. The role also includes supporting borough emergency planning and resilience arrangements, contributing to the wider strategic leadership of the Regeneration and Environment Directorate, and fostering a culture of high performance, accountability and customer-focused service delivery.

There is more information about the role and about us a Council within this pack; I hope you find this role of interest, and consider applying. If you’re looking for your next challenge, and you think you can help us to keep forging ahead, I look forward to hearing from you.



Andrew Bramidge

Executive Director, Regeneration & Environment,
Rotherham Metropolitan Borough Council



APPOINTMENT OF SERVICE DIRECTOR

Personal Job Title: Service Director - Street Scene, Fleet and Highways	
Reporting to: Executive Director - Regeneration & Environment	
Key role objectives	
The post holder will have responsibility for the management, development and delivery of services within Waste & Street Scene, Fleet Management and Highways & Flood Risk. These services are essential to ensuring the Borough has an efficient waste collection service, is clean, well-maintained and that the Council is equipped with an effective and well-maintained fleet to deliver its services, including Home to School Transport. Maintaining the quality of neighbourhoods, both from an environmental and safety point of view, is of the highest priority for Rotherham's residents. These services have a key role in the drive to more localised services and delivering on local priorities for Councillors and residents. The role of these services in improving social cohesion and promoting community relations underpins confidence in the Council to deliver for its residents. The postholder will have a track record of leading and managing change to achieve improved outcomes in the delivery and transformation of services, including an ability to provide high level challenge and bring negotiating and influencing skills to communicate with stakeholders to deliver effective and successful partnerships.	
Shortlisting and interview criteria	
• Substantial and successful direct management experience of services and resources in environmental and community safety services • Exploiting new opportunities, leading and managing change to achieve improved outcomes for customer focused services • Establishing effective performance measures and a performance culture that achieves corporate and service objectives • Delivering successful partnership working with a wide range of internal and external people, developing a positive personal and organisational profile • Formulating, leading and implementing successful strategies and programmes that cross services or professional boundaries and provide integrated service outcomes, including providing strategic advice within a statutory framework • Experience of applying risk management in setting strategy and in identifying and managing principal risks to achievement of objectives • Passionate about people – you will be excited by the opportunity to build teams, shape morale and create a culture of customer focused excellence	
Job Specific Notes	
Job specific qualifications	NA
DBS Level	Basic
Shift Working/Out of Hours/Unsociable Hours	Occasional
Standby rota	Required for Borough Emergency Rota
Other working arrangements	No
Politically Restricted Position	Yes

Job Profile	SERVICE DIRECTOR	
Key Duties/Areas of Responsibility 1. Manage a range of discrete services, contributing to the strategic direction, impact and overall performance of the Directorate as a member of the Directorate Leadership Team (DLT). 2. Develop a range of customer-focused services that are responsive and flexible with regard to customer need. 3. Identify clear objectives for the whole service, overseeing development and performance management of action plans and ensuring identification and response to major risks. 4. Provide full and detailed information to Elected Members and Cabinet to assist them in decision making with relation to activities covered by the Service. 5. Review and challenge a range of management information to ensure best practice, value for money and most effective delivery models within the Service 6. Initiate and oversee the implementation of major change within the service including assessment of options and appropriate consultation and outcome review. 7. Develop and foster effective relationships with external stakeholders, partners and agencies, representing and promoting the Council's interests with these groups. 8. Ensure sufficient resources available to deliver service priorities through effective workforce planning including recruitment and selection, retention, talent management and succession planning. 9. Contribute to the Council's budget process, advising Senior Leadership Team (SLT) and Elected Members on service priorities and implications of budgetary options. 10. Agree and prioritise the Service budget, ensuring spending is kept within agreed limits, including the services substantial Capital programme. 11. Lead, manage and develop senior managers of the Service, ensuring delivery of management accountabilities through appropriate delegation. Provide support, assistance and deputising function to the Strategic Director, including Directorate responses to Borough emergencies and service continuity planning.		



Person Profile	SERVICE DIRECTOR	Rotherham Metropolitan Borough Council 
1. Key Areas of Knowledge and Experience		
Know-how (Level 8)		
Successful track record and background of consistent achievement as a senior manager in a large complex organisation		
Substantial and successful experience and direct management in one or more of the services within the portfolio of this post		
Exploiting new opportunities, leading and managing change to achieve improved outcomes based customer focused services		
Strategic budget management in a comparable organisation, including evaluation of competing budgetary priorities within tight financial limits		
Establishing effective performance measures and a performance culture that achieves corporate and service objectives		
Delivering successful partnership working with a wide range of internal and external people, developing a positive personal and organisational profile		
Formulating, leading and implementing successful strategies and programmes that cross service or professional boundaries and provide integrated service outcomes, including providing strategic advice within a statutory framework		
Experience of applying risk management in setting strategy and in identifying and managing principal risks to achievement of objectives		
Practical knowledge of the legislative frameworks and key issues relevant to the portfolio of service responsibility		
2. Qualifications		
Level 7 qualification e.g. Post Graduate Certificates and Diplomas with extensive experience in the relevant specialist area and other related areas of work, or a wider range of areas Or Evidence of the equivalent level of knowledge gained through work experience		

Person Profile	SERVICE DIRECTOR	
3. Key Skills		
Communication (Level 6)		
- Exchanges wide ranging complex and contentious information with a different sets of people, orally and in writing - Delivers well-structured communication to different people and uses a range of influencing skills effectively - Uses effective negotiation skills and deals with potential conflict - Produces highly complex reports/documents to suit the needs of the audience		
Decision Making (Level 8)		
- Makes decisions on a very wide range of issues which may involve several work areas and where a number of options exist - Deals with complex decision making involving high risk consequences		
Problem Solving (Level 6)		
- Uses an analytical approach to solve very complex situations or problems - Analyses and interprets very varied and highly complex information from several sources - Uses lateral or creative problem solving where there is little precedence to draw on or a high level of uncertainty exists - Develops long-term solutions and strategies		
4. Rotherham Leadership Expectations		
Honest and accountable <i>Drives and delivers work, collaborating across council and with partners</i> <i>Embraces challenge, demonstrates resilience, takes responsibility and seeks new ways of working</i> <i>Manages difficult situations and conversations at the earliest opportunity, escalating where appropriate</i>		
Respectful and inclusive <i>Is open, approachable and authentic</i> <i>Is able to build trust with others</i> <i>Values diversity and views of others</i> <i>Challenges inappropriate behaviours</i>		
Ambitious and agile <i>Creative, innovative and enterprising in seeking solutions</i> <i>Positive, adaptable, open to change and responsive to feedback</i> <i>Leads by example, sets high standards and takes responsibility for personal development</i>		
Professional and proud <i>Open, honest, consistent and impartial</i> <i>Seeks to continuously improve services that deliver value for money</i> <i>Works to and demonstrates organisational values</i> <i>Enthusiastic, encouraging and is an ambassador for Rotherham and its people</i>		

5. General Requirement – job advert
Able to work flexibly, including any service specific hours
Able to travel to various locations throughout the Borough within a reasonable timescale
No serious health problem which is likely to impact upon job performance (that cannot be accommodated by reasonable adjustments)
Good attendance record in current/previous employment (not including absences resulting from disability)
NB: Health and attendance criteria will only be assessed following an offer of appointment. (Equality Act 2010)
6. Statements Applicable to all Jobs – job advert
All duties and responsibilities should be carried out in accordance with agreed Council policy and procedures, in particular those relating to: Environmental; Health and Safety; Equal Opportunities; Risk Management; Data Protection; Safeguarding and Financial Regulations.
Safeguarding is everyone's business. All Council employees, elected members, contractors and volunteers share a responsibility, both corporately and individually, to ensure that every person is treated with dignity and respect and protected from others who may abuse them. We have a duty of care to safeguard and promote the welfare of children, young people and adults, and must raise any concerns without delay.
Emergency Planning All employees will be required to undertake emergency planning duties commensurate with the grade of the post.
The job profile is an outline only and may vary from time to time without changing the character of the job or level of responsibility. The post holder must be flexible to meet the operational needs of the Council.
The person profile covers key areas of experience, knowledge, skills etc. Methods of assessment other than interview may be used (as appropriate to the job) to assess what a candidate can do and how they act in a specific area or situation. These include: ability test; work related task; occupational personality questionnaire and presentation. Where this is the case, shortlisted candidates will receive details in advance of the selection process.
The One Rotherham Values and the Employee Expectations outlined in the person profile are the minimum standards of behaviours required for working at Rotherham MBC in any post and are assessed as part of the selection process. <i>They are not required to be addressed in the application form.</i>

This job and person profile has been prepared in accordance with the requirements of the Council's Equal Opportunities in Employment Policy. We undertake to make any "reasonable adjustments" to a job or workplace to counteract any disadvantages a disabled person may have. Disabled applicants who meet the essential shortlisting criteria will be guaranteed an interview. In the event of a large number of applicants meeting the essential criteria, desirable criteria or occupational testing may be used as a further shortlisting tool.

STRATEGIC AND DIRECTORATE LEADERSHIP TEAMS



ABOUT THE COUNCIL

Alongside partners, we play an important role in working with other providers of public services across Rotherham for approximately 272,000 residents and 100,000 people who work in Rotherham (37,000 from outside the borough).

Regionally, the Council has a key role to play as one of the four constituent authorities that make up the South Yorkshire Mayoral Combined Authority (SYMCA). Focused on economic growth and regeneration, the Council works with SYMCA across a range of priorities including the economy, skills, transport and infrastructure. From April 2026, the Integrated Settlement for South Yorkshire will add further opportunities to the work done by the Council, alongside other members such as SYMCA..

The Council's constitution sets out how the Council operates, how decisions are made and the procedures that are followed to ensure that this is efficient, transparent and accountable to local people.

The Council is led by a Labour Cabinet, has 59 councillors representing 25 wards inside the Rotherham Borough geographical boundary, with wards having a mixture of 2 and 3 elected members.

There are a number of committees and panels which are responsible for decision making within the organisation, including Council, Cabinet, Audit Committee, Standards and Ethics Committee and Scrutiny.

Details of all these, as well as copies of agendas, papers and official minutes of proceedings can be found on the Council's website.



OUR VISION AND PRIORITIES

Our Vision

“Rotherham is our home, where we come together as a community, where we seek to draw on our proud history to build a future we can all share.

“We value decency and dignity and seek to build a town where opportunity is extended to everyone, where people can grow, flourish and prosper, and where no one is left behind.

“To achieve this as a council we must work in a modern, efficient way, to deliver sustainable services in partnership with our local neighbourhoods, looking outwards, yet focussed relentlessly on the needs of our residents.”

Our Vision and Priorities



Public consultation, stakeholder engagement and co-production have been an important part of improving the quality of the services provided. Public consultation informed the priorities in the Council Plan 2025-30 which drives all of our activity.

In order to monitor Council Plan outcomes and achieve its commitments, an annual Year Ahead Delivery Plan (or our ‘big to do list’) is developed, agreed and monitored.

Formal progress reports are presented in public at Cabinet meetings twice a year, with the most recent update due to be considered in April 2026.



THE ROTHERHAM VALUES

We know that it is important that we work together and have a shared understanding. The Rotherham Values demonstrate how all staff behave with each other, our partners, elected members and customers:

CARING

We...

- Are inclusive and know our communities
- Take time to listen and understand what matters
- Act as 'One Council' with a spirit of togetherness

HONEST

We...

- Are accountable and take ownership of our actions
- Communicate clearly and openly
- Reflect and learn from our experiences

PROUD

We...

- Are ambitious in everything we do for our people and place
- Start with strengths and what is working well
- Celebrate Rotherham and act as ambassadors for the borough

BENEFITS OF WORKING FOR ROTHERHAM COUNCIL

PENSION

The Council offers access to a contributory pension scheme with the Council paying in over double the amount you pay towards your pension benefits payable on retirement.

It includes an annual pension plus a lump sum upon retirement.

It also provides the option for flexible retirement and support for any family in the event of your death.

ANNUAL LEAVE

Leave entitlement ranges between 31 and 34 days for Chief Officers, plus 8 bank holidays and an additional 3 concessionary days' leave.

You may also request to purchase additional holiday with the cost able to be spread over the remainder of the leave year.

Time off is also available for medical appointments, bereavement and family emergencies.

FLEXIBLE WORKING

We operate a comprehensive range of flexible working opportunities to allow you to achieve a balance between your work and home life.

Wherever it is practicable we try to accommodate your requests to work flexibly but access to schemes is dependent on the nature of the work you do.

HEALTH AND WELLBEING

The Council offers an employee assistance programme, including counselling and occupational health assessments.

We have a rolling programme of health and wellbeing initiatives based on staff feedback and we have a range of guides for managers and staff to support your health and wellbeing.

SALARY SACRIFICE

The Council has several Salary Sacrifice Schemes in place which typically save about a third of the amount sacrificed if you are a basic rate taxpayer and up to a half if paying the higher rate.

These include:

- Car Leasing
- Additional Leave Purchase
- Cycle to Work

FAMILY FRIENDLY POLICIES

We are currently reviewing to ensure we are best in class in terms of inclusive and supportive policies.

Current provision includes:

Maternity/Adoption leave – up to 52 weeks leave of absence with pay provided for certain specified periods within this (subject to length of service criteria and personal choice).

Maternity support leave of up to 5 days paid leave is available for partners/carers at or around the time of birth/adoption.

Parental leave – up to 4 weeks unpaid leave can be taken per year up to the child's 18th birthday.

ABOUT ROTHERHAM

Home to over 272,000 people and situated at the heart of South Yorkshire, the borough comprises the minster town of Rotherham itself and a further 100 square miles of smaller towns, attractive villages and rolling countryside.

Rotherham is a largely green borough: 70 % rural with three country parks, more than 130 public open spaces, woodlands, rivers and waterways and all within a stone's throw of the Peak District.

Rotherham has the benefit of a wide choice of housing within the boundary of the town itself with pleasant suburbs like Wickersley, Whiston, and Broom and lovely villages like Brampton-en-le- Morthern, Harthill, and Wentworth. House prices are among the most attractive in the UK, with town and country homes ranging from large, detached houses to picturesque cottages, modern estates to Victorian and Edwardian properties.

Rotherham is one of four metropolitan boroughs in South Yorkshire with good transport connections.

25 wards covering a wide range of urban, suburban, and rural areas.

70% of Rotherham is open countryside.

Rotherham's population of 272,000 mostly live in urban areas.

Population is ageing, with around 52,200 people aged 65 years or over.



Diverse community which includes 31,000 people from minority ethnic groups (11.7% of the population).

The Pakistani community is the second largest ethnic group after White British.

22% of residents live within the 10% most deprived areas of England.

Over 18,000 children were living in "absolute poverty" in 2023.



The Council's children's services have been transformed and were rated as 'Outstanding' by Ofsted in December 2025.

In Rotherham, people who live in the least deprived areas live on average 10 years longer as a female, and 13 years longer for a male, than the most deprived.

On average our population live around a third of their life in ill health; 26 years for females and 23 years for males.

There are significant gaps in healthy life expectancy, meaning those from more deprived communities can expect to live for more years in poor health.



Over the last few years, the Council has benefited from an uplift in government investments into Local Authorities with an extra £9.2 million of funding granted in the 2026/27 financial year. Social care remains the Council's biggest area of expenditure with 60% of the budget allocated to supporting the borough's most vulnerable adults and children.

The cost-of-living crisis continues to put a strain on residents, with some families being pushed to onto the breadline. The Council is investing in our communities to help residents facing crisis through schemes such as the Crisis Resilience Fund, Healthy Holidays programme, and investing in support for people diagnosed with cancer.

With Government backing, the Council is forging ahead with plans for the new Mainline Station – part of the wider Don Valley Corridor project with SYMCA and national government – which aims to put Rotherham on the map and build a stronger local economy.

High-quality green spaces and assets, including the award-winning Clifton Park, as well as a number of country parks, woodlands and nature reserves.

Adult skills are comparatively low, particularly at degree level, and educational attainment is also low in comparison to our nearest demographically similar neighbours.





INVESTMENT IN THE BOROUGH

Rotherham is undergoing an exciting transformation, forging ahead with a series of major regeneration projects that are reshaping the future of the town. These initiatives – part of the Council’s commitment to investing in Rotherham’s future – are creating dynamic new opportunities for businesses, residents and communities alike, helping to build a more inclusive economy.

It’s our largest regeneration programme in a generation, having attracted more than £100m of government investment already. Here’s a glimpse into some of our projects:

- **Forge Island** – Completed in summer 2024, Forge Island is a key town centre development with a new 8-screen Arc Cinema, Travelodge and restaurants. The vibrant redevelopment has transformed the area into a must-visit destination, perfect for days out with family and friends.
- **Markets and Library** – A major redevelopment is underway. This will create a modern and accessible central library, vibrant markets, extensive public realm and improved links to the town centre and college.
- **Rotherham Gateway** – Plans for the Rotherham Gateway mainline station have taken a step forward after the Department for Transport approved funding for the project to progress to a Full Business Case. The station will restore inter-city services to Rotherham for the first time in 40 years, and connect directly to the tram-train network. A part of the Northern Powerhouse Rail, it will be a key part of the Don Valley Corridor, including significant housing development and high-quality employment areas.
- **Templeborough Business Hub** – Providing an important transport and employment zone between Rotherham town centre and Sheffield, a location for innovative, globally recognised industry and a primary focus for Rotherham’s industrial economic growth.
- **Dinnington and Wath** – We’ve secured government funding to revitalise two of our town centres. In Dinnington, we are clearing derelict buildings, enhancing the outdoor market, and creating a new town square to boost the local economy. In Wath, we are constructing a modern library and community hub, featuring commercial spaces and improved public areas.
- **Leisure economy and skills** – Using funding secured from the government, we’ve rejuvenated our country parks at Rother Valley and Thrybergh with new facilities, and supported the opening up to the public of the historic Wentworth Woodhouse, a Grade I listed country house in the north of the borough. Meanwhile, in partnership with Gulliver’s Valley, the Skills Street initiative is a programme aimed at helping young people gain valuable skills and work experience by connecting them with local businesses and training opportunities.

Driving a more inclusive local economy

Rotherham is home to the internationally renowned University of Sheffield Advanced Manufacturing Research Centre, located at our Advanced Manufacturing Park (AMP). Where innovative product solutions are made, companies like McLaren and Rolls Royce have chosen to locate here, alongside emerging tech firms that are developing the next generation of advanced technologies.

As part of the UK's first Investment Zone, it is estimated that this initiative will attract £1.2 billion of private investment and 8,000 new jobs by 2030 in South Yorkshire.

Our award-winning approach to Social Value is maximising the benefits of the Rotherham pound, with social value commitments having been incorporated into all eligible contracts with external suppliers. By 2025, this process secured nearly £28 million in social value commitments and over £8 million of commitments were delivered.

In 2021 the Council received accreditation as a real living wage employer by the Living Wage Foundation. Our Employment Solutions team have supported more than 1,250 to get into or stay in work, since it was established in 2020. At the same time, we are mid-way through the biggest council homes building programme since the 1970s.

Rotherham's Visitor Economy

Investment across the Borough is continuing to strengthen Rotherham's visitor economy. From Wentworth Woodhouse to Gulliver's Valley, from Grimm and Co to Magna, we have a wealth of attractions that provide things to do for people of all ages.

In 2025 the borough also became the world's first Children's Capital of Culture, designed and delivered by children and young people. A year-long celebration of our young people and creativity, it has empowered children and young people to have a voice and play an active role in the borough's future.



CULTURE AND LEISURE OFFER

Rotherham is bustling with cultural and leisure activities. Many of the borough's attractions are associated with the history of the town, as well as drawing on the incredible landscapes of this beautiful part of the country. Residents and visitors to the area will find plenty to do.



Some of Rotherham's attractions include:

Clifton Park: The Green Flag Award winning park is at the heart of Rotherham's community, to be enjoyed by all. The beautiful park, voted as one of the country's top ten favourite green spaces, takes in wonderful gardens, water splash, play facilities, tennis courts and even a land train to take visitors to and from the museum. It is home of Rotherham's biggest cultural event, Rotherham Show, and the Reytons Homecoming Gig in 2024, attracting 20,000 visitors and generating £1 million for Rotherham's economy.

Gulliver's Valley Theme Park: The multimillion-pound Gulliver's Valley Theme Park is situated in Rother Valley, off junction 31 from the M1. The family-run theme park designed for children aged from 2 to 13 offers a selection of rides, shows and attractions.

Grimm and Co: A children's literacy charity with a magical twist, Grimm and Co, located in the town centre, specialises in storytelling and educational services. It offers workshops, events, and a unique café and retail experience, inspiring young people's imagination through writing, art, and fantasy. The organisation also focuses on engaging communities in creative, enriching activities.

The Magna Science Adventure Centre: Set in the old Templeborough steelworks, this is the UK's first such centre, bringing science to life for children of all ages. Explore the wonders of science and technology in the four pavilions of air, earth, fire and water. Outside there is a huge adventure playground and summertime splash park.





Giving every Rotherham child the best start in life

In December 2025, our Children's Services were rated Outstanding by Ofsted. Coupled with the highest grade in Rotherham's SEND services, this makes Rotherham one of the best Children's Services in the country.

Meanwhile, our highly regarded Baby Packs initiative provides all our new babies and parents with free starter kits containing essential items like nappies, wipes, and baby clothes to support them in the early stages of parenthood, so no Rotherham child goes without, and every child has the best start in life.

Ensuring our communities are safe, healthy and live well

More than 3,500 adults rely on social care services provided by the Council, and with our ageing population, we want to ensure everyone can live safely and independently for as long as they choose to do so.

Our Adult Social Care services have recently been rated 'Good' by the CQC, making them the joint-second top scoring authority in Yorkshire and the Humber.

Our Learning Disabilities transformation programme has seen hundreds more people receive support in the community and this year we will complete work on Castle View, a new £8m purpose-built facility for adults with complex needs, alongside specialist learning.

We're also excited to be rolling out the next generation of assistive technologies, as well as deepening our partnership working with our Health Service partners.