

Section 4

Management Structure

4. Management Structure

- 4.1 An effective management structure for the 'Sustainable Travel Demonstration Town' project is vital to its overall success. The co-ordination of the overall project will be undertaken by the Sustainable Travel Co-ordinator, with the current position of Public Transport Marketing and Development Officer developing to fill this role.
- 4.2 Figure 2 shows how the Sustainable Travel Co-ordinator, Sustainable Travel Team and Personalised Travel Planning Team interact with the internal and external "delivery contributions". Figure 3 shows how the new Sustainable Travel Team will fit into the existing Transport and Engineering Services structure. It is essential, if staff review and development processes are to be carried out effectively and to ensure that a robust reporting structure is in place, that the new team complement and reinforce the existing teams.
- 4.3 The positions outlined in red in Figure 3, within the main organisational structure indicate existing roles that will have a direct influence and make a substantial contribution to the overall project. These roles will remain in their respective teams so as to minimise disruption for review and reporting procedures.
- 4.4 Figure 2 (Sustainable Travel Demonstration Town Management Structure) indicates the specific layout as to how the project will be managed. The Sustainable Travel Co-ordinator will represent the hub of the project, managing information and resources between internal and external project partners who will feed into the project board through this postholder.
- 4.5 The Project Board provides extensive experience, knowledge and skills within all aspects of Transport and Engineering Services and will provide the overall guidance and support for the project. Reports will be submitted by the Sustainable Travel Co-ordinator to the Project Board on a regular basis, indicating any requests for further resources to undertake the schemes and providing feedback on the progress of the Project. The Transportation Group Manager will act as the key day-to-day linkage between the Project Board and the Sustainable Travel Co-ordinator.

- 4.6 The internal groups (as shown in both diagrams) will provide the extra knowledge and experience that will be required in specific scheme areas, whilst the Greater Peterborough Partnership will provide a consultative base of a wide spectrum of stakeholders within the city.
- 4.7 The Personalised Travel Planning Team will be provided externally through Sustrans who will undertake the Travelsmart® initiative and liaise with Socialdata to provide research information. Other project partners will play key roles in individual schemes and the resources and information will be co-ordinated by the Sustainable Travel Co-ordinator.
- 4.8 The job descriptions for the new roles are highlighted within annex 2 along with the skills and experience that will be brought to the project by existing roles within the City Council's Transport and Engineering Services.

Sustainable Travel Demonstration Town Management Structure

Key to Figure 2



New positions who will have substantial input into the project



Existing positions who will have substantial input into the project



External project partners with substantial input into the project.

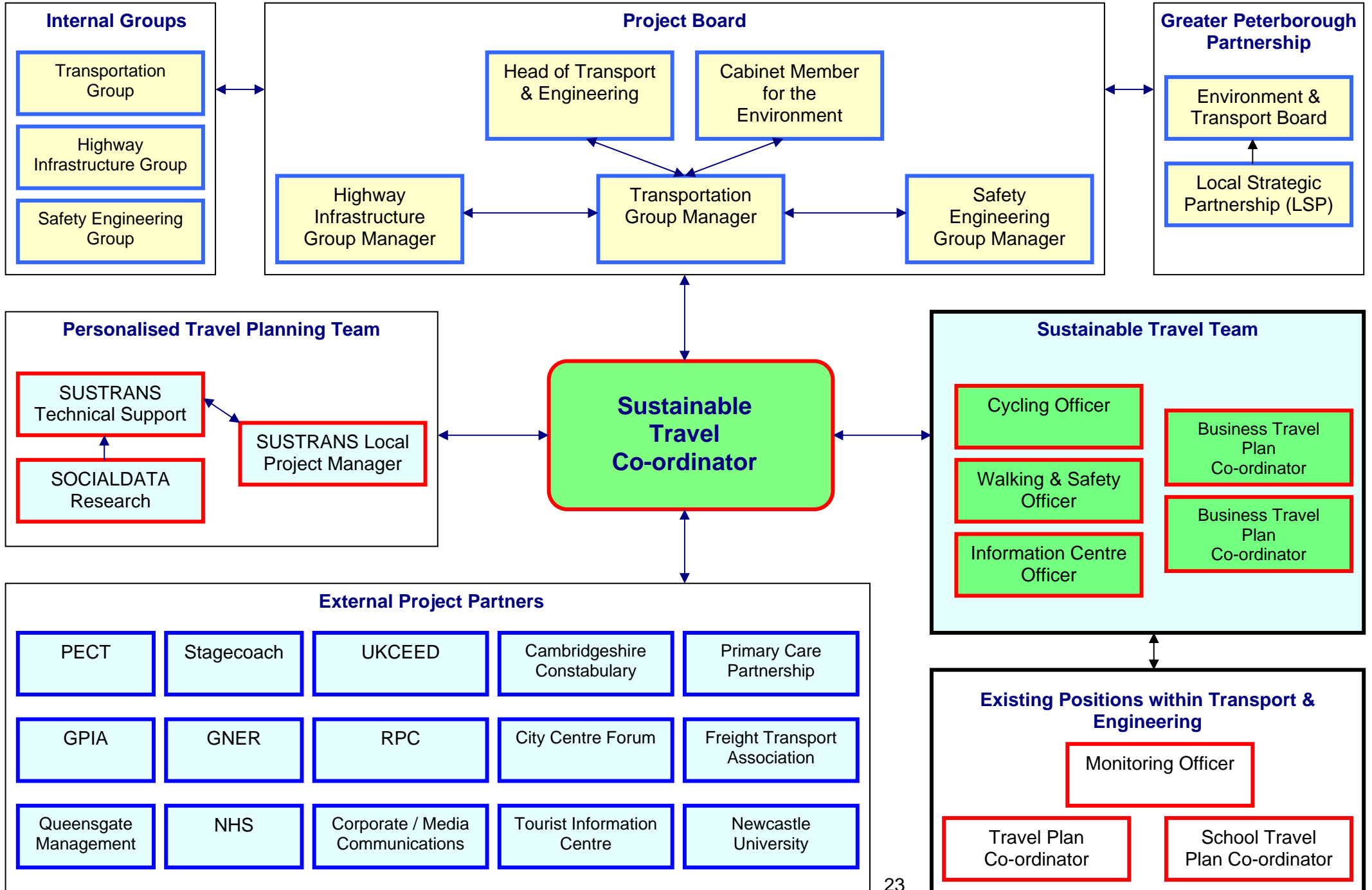


External project partners with significant input into the project



Internal project partners with significant input into the project

Figure 2. Sustainable Travel Demonstration Town Management Structure



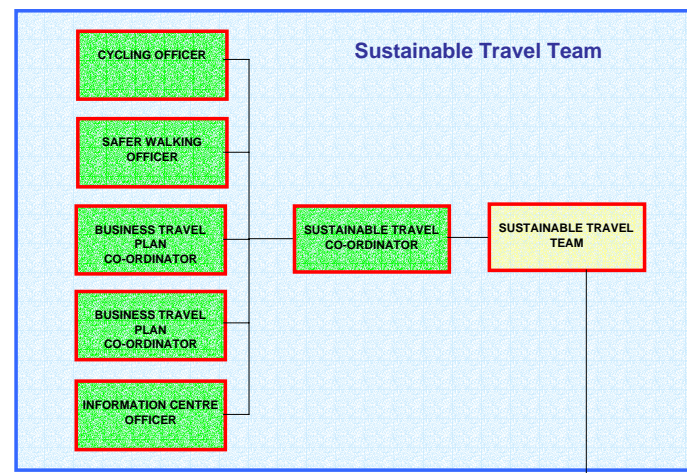


Figure 3. Proposed integration of 'Sustainable Travel Team' into the existing Transport & Engineering Services Management Structure

