**Sara Bailey**

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An award winning transport, sustainable transport, parking and electric vehicle infrastructure/green technology specialist with over 28 years experience, predominantly in the parking industry, on in- house, partnership and fully contracted schemes, 20 years management experience in local government and 10 years delivering alternatives to ICE’s. A qualified project and programme manager experienced in successfully delivering multi- million pound capital schemes on time and to budget. Experienced at large scale multi-million pound procurement and contract implementation and negotiation. Experienced organisational transformation manager, with particular skills in working with teams to deliver cultural change. Thorough knowledge of traffic and parking legislation including scheme design and delivery. Skilled at building successful relationships with internal and external stakeholders, strong at dealing in highly political fields. Strong leadership, people and communication skills, excels at mentoring and motivating teams. Specialised in smart parking technology and industry innovation.

4 years experience operating as a consultant, including 3 years as a limited company managing skilled industry sub-contractors relevant and appropriate to the projects needs, with a number of successful clients including Merton, Islington, Hounslow, Croydon, Ealing.

Strong industry contacts with established big players and new innovators alike, including NSL, Saba, ACOA, NCP, Egis, RingGo, Pay by Phone, Appyway, Smart Parking, Flowbird, IPS and City Sense (formally Smart Transport Hub), amongst others.

Key career highlights include:

Introduction of world first and award winning electric vehicle permit band system whereby electric vehicles are charged according to battery size (multiple nominations and one industry award received).

Reform of permit systems to achieve multi-million pound savings.

Review of moving traffic cameras and contract combining public protection and parking cameras and procurement of 137 CCTV cameras.

Introduction and extension of controlled parking zones, including managing consultations and stakeholders.

Car park upgrade programmes.

Digitisation of services including pay and display machine removal and conversion to cashless parking, virtual permits, e-forms and chat-bot technology.

Implementation of smart parking systems including sensor technology to monitor and manage traffic, drive behavioural change and increase income, e.g. via identifying optimal CCTV camera locations.

Organisational transformation of failing services, achieving efficiencies of over 30% via cultural change whilst maintaining and improving customer offering and reputation.

Digitisation of services including virtual parking permits, cashless parking services and ticketless and cashless on street services, providing budgetary savings and an improved customer offering.

Delivery of green and electric vehicle infrastructure, including 350 electric vehicle charging points (88 rapid) in a single borough, and an electric highway connecting Oxford to Cambridge, at no operational cost to the authority.

Contract procurement and negotiation, including complex European multi-partnership contracts.

Strategy and policy making, leading to political adoption, including working with elected members from all parties and a wide range of stakeholders, including for large capital projects such as multi-storey car park build.

Management of large multi-million pound revenue and capital budgets.

Scheme design and delivery, including highways schemes such as resident permit parking, traffic management and road safety schemes.

Forming successful teams that provide expertise across a range of service areas, ideally via mentoring existing staff in a high challenge/high support environment.

Holding staff workshops to engage and motivate staff.

\*\*See published industry accolades at end of document\*\*

**Experience**

***The Parking Guru Ltd – January 2022 – present***

Director of The Parking Guru Limited - company established in January 2022, although operating as an independent consultant prior to this. See website for details of assignments at Ealing, Croydon, Islington, Hounslow, Merton, Central Bedfordshire, East Hertfordshire. [www.theparkinguru.com](http://www.theparkinguru.com)

***Consultant, London Borough of Hounslow – April 2024 – present***

Providing consultancy services across a wide range of projects including sensor technology and main parking contract procurement, permit review and car park upgrade project.

***Consultant, London Borough of Islington, January 2023 - present***

Providing consultancy services across a wide range of projects including the current development of a parking strategy and a range of procurement services including the renewal of the main parking contracts with £133M value of contract to suppliers and £50M plus revenue budget generated from the parking scheme which the contract underpins. I have also implemented a major review of all permit types and revised the banding system, including introducing the worlds first hierarchical banding system for electric vehicles based on battery size, mirroring the emissions based charging applied to all other permits types, and generated in excess of £5M additional income per annum through the review. This has received several award nominations and won the British Parking Association Innovation award in 2023 . I have also overseen the transformation of the IT system, moving from on premisses servers to a hosted system and allowing the full digitisation of the service. Procurement of 137 moving traffic cameras including smart technology analysis of locations and additional CPZ restrictions

Key achievements:

World first award winning electric vehicle hierarchy permit scheme.

Additional £5M income per annum generated via permit review.

Transformation of IT systems.

Multiple successful procurements.

Implementation of smart technology to manage and monitor traffic, achieve net zero carbon ambitions and optimise income.

Ability to create a team of similar skilled industry consultants to deliver programme and project needs.

***Consultant, London Borough of Merton, April 2021 – December 2022***

Providing high quality innovative parking consultancy. Initial role was ‘Digital Transformation and Customer Services Programme Manager’’ improving the customer experience via digitisation including removal of pay and display machine infrastructure and conversion to cashless parking, introduction of AI chat-bot technology, full digitisation of parking permits etc. I have since had my contract extended several times and am now undertaking the original role and programme managing the ULEZ linked emissions-based charging for parking permits and on and off -street parking, procurement projects and re-organisation. Prior to leaving this commission I also set up several trials of re-purposing under utilised off street car parking spaces in order to offset income loss.

Key achievements:

£85K budgetary savings within first 2 weeks of role

Introduction of AI chat-bot technology to reduce PCN challenges

Payment infrastructure modernisation (transition to cashless parking)

Trials of repurposing unused off street parking spaces to offset income loss

***Strategic Lead, Parking and Taxis, Milton Keynes Council. September 2016 – January 2021***

Overseeing a £14.5M revenue generating parking service (pre-Covid) and £600K taxi licensing and enforcement service. Including overseeing day to day operations, procurement exercises for all main contractors, review, management of existing and implementation of new CPZ restrictions, sustainability, technology and innovation projects such as emissions based charging, MK wallet, car share, park and walk initiatives, new payment terminal infrastructure, electric vehicle infrastructure, management and permit schemes, scan cars, cashless parking, multi-storey car park build and operation covering 16,000 on street parking spaces, 2 multi-storey car parks, 30 off street car parks and 28 resident parking permit only schemes.

Key achievements:

£250K budgetary savings (reducing expenditure to under £600K) reforming the failing taxi licensing and enforcement service (with no previous knowledge or experience) in 2016/17 whilst simultaneously improving passenger safety as well as reducing the attrition of drivers registering with neighbouring authorities since the 2015 Deregulation Act.

Procurement and implementation of complex multi-partnership operational parking contract, achieving 5% year on year savings.

Delivery of innovative fully digitised parking system facilitating the use of ANPR vehicles for reconnaissance enforcement, achieving enforcement savings of over £100K per annum.

Installation of new payment terminal upgrade across the borough, providing ticketless payments.

Build of new multi-storey car park.

Implementation of widespread CPZ restrictions.

***Strategic Manager, Parking, Milton Keynes Council. January 2010 - August 2016.***

Overseeing the parking service in a similar capacity as described above but also installing a network of hundreds of rapid and standard electric vehicle charging points as part of the Office for Low Emissions Vehicles multi-million pound Plugged in Places funding, moving these to an operationally cost neutral position at the end of each phase. Creating a tariff hierarchy whereby the most polluting vehicles/single occupancy vehicles paid the highest parking charge and electric/hybrid and car share vehicles paid £0 or a nominal amount to improve congestion, air quality and the environment. Design, consultation and implementation of traffic management schemes including resident parking and limited waiting schemes. Traffic and parking strategy.

Key achievements:

Installation of 350 electric vehicle charging points (including 88 rapids), largely externally funded.

‘Electric highway’ linking Oxford to Cambridge via Milton Keynes.

Contract procurement and implementation to achieve fully managed service at no cost to the Council.

Political adoption and implementation of ‘green hierarchy’ whereby more polluting vehicles/single occupancy vehicles pay the most.

Adoption of (highly controversial) Transport and Parking Strategy (Statement of Intent)

***CMK Parking Change Manager. English Partnerships/Milton Keynes Council. January 2005 – December 2009.***

Creating and consulting on parking planning and development strategy to encourage more sustainable transport to work whilst also ensuring parking availability adapted to the increasing demand of a growing city to retain economic vitality.

***Parking Prosecutions/Operations and Appeals Manager. Milton Keynes Council. June 2001 – December 2010.***

Prosecuting parking offenders in the Magistrates Court pre decriminalised parking (2002) and then implementing decriminalised parking and wide-spread paid for parking and permit schemes, then overseeing the operations and appeals post DPE.

***Parking Officer. Monmouthshire County Council. January 1997 – May 2001.***

Notice processing for a non-decriminalised in house parking scheme.

**Education**

* Diploma in Management, University of Leicester, 2005.

Three year course undertaken in my own time whilst full time employed.

* Certificate in Management Studies, Milton Keynes College.

One year course undertaken in my own time whilst full time employed.

* Construction Design and Management, Institute of Civil Engineers. 2020
* Managing Successful Programmes Practitioner, APM Group, 2010
* Programme and project management course.
* Level 2 Equalities and Diversity, NCFE, 2010
* Complete Project Management, ETC, 2008
* A-Level Sociology, Oxford and Cambridge, Pontypool, 1997
* A-Level Philosophy, Associated Examining Board, Pontypool, 1997
* 10 GCSE’s A\* - B, including Maths, English and Sciences, Croesyceiliog Comprehensive School, South Wales, 1995
* Diploma in Exercise Physiology, Stonebridge Associated Colleges, Distance learning, 2007

One year course paid for and undertaken in my own time (whilst full time employed) out of personal interest

* Level 3 Exercise Physiology, ASET, Distance learning, 2007

One year course paid for and undertaken in my own time (whilst full time employed) out of personal interest.

* Level 2 Certificate in Nutrition and Health, NCFE, Distance learning, 2008

One year course paid for and undertaken in my own time (whilst full time employed) out of personal interest.

References available upon request

Supporting articles

Name checked in <https://www.transportxtra.com/publications/local-transport-today/news/73809/islington-introduces-uk-s-first-multi-band-parking-permit-scheme-for-evs>

''The new permit system was created and implemented by Islington’s assistant director of parking services Rubena Hafizi and parking consultant Sara Bailey.''

Pictured in June 2023 Parking Review

British Parking Association Innovation Award 2023 (in conjunction with Islington Council and Smart Transport Hub)

Pictured in October 2023 Parking Review

A group of people standing together

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