

ROLE DESCRIPTION

Job Title	Operations Manager (Bus Franchising)
Salary Band	SCP 51-55
Reporting to	Head of Franchising
Directorate	Place
Service Area and sub area	Transport
Team	Franchising
Political Restriction	N/A

<p>1. Primary Purpose of the Post</p> <p>Background:</p> <p>The Liverpool City Region Combined Authority is embracing a once in a generation opportunity to integrate and improve our public transport network, aiming to make journeys quicker, cheaper, greener, and more reliable. Buses are at the heart of our Liverpool City Region transport network, with more than 400,000 journeys by bus every day – accounting for over 80% of all trips on public transport. The most vulnerable in society rely most on the bus network, helping them out of social isolation and into work. For these reasons, the Liverpool City Region wants to see a thriving, affordable and sustainable bus network, with a strategic approach driving a better customer experience and patronage growth.</p> <p>Following a major public consultation in summer 2023, Liverpool City Region Mayor Steve Rotheram made the landmark decision to move to a bus franchising model in the region, bringing bus services into public control and giving greater control over fares, routes, and timetables, allowing services to be operated in the interests of local bus users.</p> <p>Purpose of the Post</p> <p>As Operations Manager, you will be one of the senior leaders in the Franchising Programme, leading a team of experts on developing, procuring and operationalising the key areas that provide the foundation for a safe, affordable and accessible successful franchised network, one that is in line with our economic, environmental and social impact goals.</p>
<p>2. Your responsibilities</p> <p>You will lead the Operational elements of the Bus Franchising Programme and will be expected to drive engagement with internal and external stakeholders and provide clear and visible leadership as a key part of the Transport for Liverpool City Region Leadership Team.</p> <p>You will lead a team who will be responsible for:</p>



Network:

- Overseeing a phase-by-phase review of the current bus network and planning the networks to be specified in franchise tenders
- Taking account of all data relating to the current network and all strategies and aspirations for future growth in framing the future network
- Work with finance colleagues to ensure that network plans are properly costed, justified and aligned to budgets
- Evaluating bidder's proposals to meet or exceed network specifications
- Ensuring continuity of cross border services
- Designing and implementing an effective service permit scheme, under the terms of the LCR (Liverpool City Region) Bus Franchising Assessment.

Operations:

- Ensuring infrastructure, resources and relevant operating procedures are in place for the franchised bus network to operate successfully
- Ensuring the franchised bus network can be managed in real time, ensuring communications can be successfully maintained for customers and operational staff.
- Designing and implementing strategies and operating processes to ensure the safety of passengers and staff.
- Evaluating all aspects of bidders' operational plans to ensure competence and credibility across all key operational aspects such as bus maintenance, depot operations, driver training and safety in general

Fleet:

- Developing a fleet strategy for the franchised bus network, ensuring that all requirements are considered – such as decarbonisation/net zero goals, customer experience, operating efficiency, funding availability and procurement value for money
- Ensuring that the key criteria for the fleet strategy is clearly set out – ownership models, specifications, vehicle age etc
- Evaluating bidders' proposals on all elements relating to fleet

Depots:

- Developing a depots strategy which will allow bus franchising to be successfully implemented
- Ensuring proper account is taken of all potential approaches to the ownership and operation of depots
- Putting in place depot arrangements which facilitate the smooth running of the franchised network, including the trend towards zero emission vehicles (with the associated infrastructure requirements) and meeting efficiency targets (such as lost mileage)
- Ensuring depot arrangements are properly explained and specified in franchise tenders and that bidder's proposals on depots are thoroughly evaluated

The role holder may be required to undertake any other appropriate duties as deemed necessary.

3. General Corporate Responsibilities

- Effective leadership across the team and the wider CA (Combined Authority).



- Encouraging a continuous improvement culture to develop outstanding services, where value for money is delivered and innovation can flourish.
- Continuously demonstrating the behaviours of LCR First, Respect and Action Focus and encouraging others to do likewise.
- Regular dialogue and positive business relationship building with internal and external colleagues.
- Foster a positive working and learning environment, championing knowledge and information sharing and good working relationships.
- Building personal and departmental credibility.
- Participating in work to ensure that the wider CA (Combined Authority) is ready for Bus Franchising, especially across all Enabling Service areas
- Ensuring customer focus, inclusion, equal opportunities and value for money are at the heart of decision making and implementation.

4. General Managerial Responsibilities

- The postholder will be expected to deputise for the Head of Franchising as required and provide mentoring and advisory support to other members of the team and beyond.
- You'll lead a small in-programme team as well as working in partnership with the Combined Authorities in-house procurement, legal and finance teams.
- Ensure effective performance management, actively engaging with Combined Authority's performance management framework, delivering all personal and Service performance targets as agreed, managing identified risks, and contributing to the management of Directorate and Corporate risks.
- Every employee has a responsibility to ensure that their work complies with all statutory requirements and with Standing Orders and Financial Regulations of the Combined Authority, and to ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice, and the Combined Authority's safety plan.
- This role description is not intended to be prescriptive or exhaustive; it is issued as a framework to outline the primary areas of responsibility at the time of writing.

PERSON SPECIFICATION

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Qualifications and Training	E = Essential D = Desirable
Relevant professional qualifications and / or significant relevant transport sector leadership experience	E
Evidence and commitment to continuous personal and professional development	D

Experience and knowledge	E = Essential D = Desirable
Proven track record of developing relationships with and leveraging influence with Stakeholders/Partners at a senior level	E
Using data to inform strategies and decision making	E
Evaluating commercial tenders in a transport or related area.	E
Detailed knowledge of operators' business environment	D
Implementing or managing revenue and fraud prevention	D

Job specific experience
<p>Experience in one or more of the following criteria is essential:</p> <p>Designing public transport networks capable of delivering modal shift and patronage growth required to achieve net zero, economic development and social value objectives</p> <p>or</p> <p>Delivering large scale infrastructure programmes</p> <p>or</p> <p>Developing and implementing strategies for fleet that offer value for money, promote modal shift and patronage growth and help achieve net zero.</p>

Skills and abilities	E = Essential D = Desirable
Ability to lead, inspire and motivate others within a culture of proactive service delivery and continuous	E

improvement	
Strong negotiation, influencing and persuasion skills with flexibility in approach to deliver the right outcomes	E
Ability to develop and maintain effective working relationships with integrity, credibility and influence with politicians, civil servants, officers, and other key stakeholders.	E
Able to deliver and lead others, prioritising competing demands and ensuring a focus on meeting deadlines/milestones	E
Positive, flexible, responsive, dynamic and creative approach to problem solving, encouraging ideas from across teams, working around constraints and challenges to translate ideas into practice	E
Highly developed written and oral presentation skills with ability to present complex ideas in a clear and comprehensible way	E
Ability to negotiate, influence and give advice to politicians, senior managers and partner Organisations.	E

Personal Attributes & Behaviours	E = Essential D = Desirable
A passion to improve public transport services	E
An understanding of and a personal commitment to the Vision and Aims of LCR Combined Authority	E
A commitment to providing a high-quality customer service and ensuring service standards are met	E
Demonstrable commitment to diversity and inclusion, together with a clear appreciation of equalities issues	E
Flexible approach to working hours and willingness to work flexibly as and when required	E
Quality, time management and organisational skills	E
A commitment to achieving Social Value across all areas of work.	E
Knowledge of the key issues facing a City Region.	D



**LIVERPOOL
CITY REGION**
COMBINED AUTHORITY

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