

## ROLE DESCRIPTION

<b>Job Title</b>	Fleet Lead – Franchising
<b>Salary Band</b>	SCP 41-43
<b>Reporting to</b>	Operations Manager (Bus Franchising)
<b>Directorate</b>	Place
<b>Service Area and sub area</b>	Transport - Franchising
<b>Team</b>	Operations - Franchising
<b>Political Restriction</b>	N/A

<p><b>1. Primary Purpose of the Post</b></p> <p><b>Background:</b></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><b>Purpose of the Post</b></p> <p>As Fleet Lead, you will be a member of the Operations Team, responsible for evolving and implementing the fleet strategy which will allow bus franchising to be implemented in the Liverpool City Region.</p>
<p><b>2. Your responsibilities</b></p> <ul style="list-style-type: none"> <li>- Developing, evolving, and implementing a fleet strategy which will allow bus franchising to be successfully implemented.</li> <li>- Ensure that all key requirements are considered for the strategy – including decarbonisation/net zero goals, customer experience, operating efficiency, funding availability and procurement value for money.</li> <li>- Ensuring proper account is taken of all potential approaches to the ownership and operation of fleet.</li> </ul>



- Putting in place fleet arrangements and operating procedures which prioritise the safe and smooth operational running of the franchised network.
- Ensuring that inclusion and accessibility are considered in design/ set up of the fleet throughout implementation of the strategy.
- Leading the planning and implementation of the Fleet and associated infrastructure requirements needed to achieve the Combined Authority ambition of net zero by 2035 (electrification).
- Ensuring that the key criteria for the fleet strategy is clearly set out in franchise tender documentation – ownership models, specifications, vehicle age etc, and play a key role in ensuring that bidder’s proposals on fleet are consistent with the requirements/ offering improvements.
- Working collaboratively with the Network Lead and Depot Lead to ensure a coherent and aligned approach across all operational areas, and meeting targets (cost, timeline, efficiency, operational performance)
- Working in partnership with digital and technology colleagues to ensure that IT requirements are built in to plans at the earliest stage and delivered efficiently.
- Working collaboratively with the Asset Management and Capital Project Delivery Teams to ensure that delivery of fleet meets the overall fleet strategy.
- Working in partnership with Asset Management Teams and Bus Operators to ensure that all relevant safety and compliance processes are in place and regularly monitored.
- Working in partnership with Asset Management Teams and Bus Operators to ensure that standards and processes are in place for all vehicle records including licences and insurance.
- Leading the work to ensure that the CA can track and report on key operational metrics, such as fuel consumption, vehicle utilisation and maintenance schedules.
- Managing relationships and contracts with specialists and consultants to ensure effective delivery, value for money and maximising social value.
- Keeping up to date with changes and innovations in the transport industry and beyond, ensuring the Liverpool City Region Combined Authority is at the forefront of public transport.
- Using and managing data to inform decision making & strategy (incl data visualisation, dashboard creation, reporting mechanisms).
- Bringing visibility into the timelines of when the fleet will be available and details of the purchasing process, raising any delay risks and working closely with Network and Depots Leads and Project Management
- Guiding on change management process for the transition from the current to the franchising model
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**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 Operations Manager (Franchising) as required and provide mentoring and advisory support to other members of the team and beyond.
- You may have some line management responsibility (to be determined) and will be expected to provide leadership across the programme and beyond, as well as working in close partnership with the Combined Authorities 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.

#### **5. Recruitment Plan**

Competency Based Interview  
Assessment

## PERSON SPECIFICATION

**Job Title:** Fleet Lead – Franchising

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

Experience and knowledge	E = Essential D = Desirable	Identified By
Proven track record of developing relationships with and leveraging influence with Stakeholders/Partners at a senior level	E	A, P, I
Using data to inform strategies and decision making	E	A, P, I
Evaluating commercial tenders in a transport or related area.	E	A, P, I
Detailed knowledge of transport operators' business environment	D	A, P, I
Developing and implementing strategies for fleet that offer value for money, promote modal shift and patronage growth and help achieve net zero.	E	A, P, I

Skills and abilities	E = Essential D = Desirable	Identified By
Ability to lead, inspire and motivate others within a culture of proactive service delivery and continuous improvement	E	A, P, I
Strong negotiation, influencing and persuasion skills with flexibility in approach to deliver the right outcomes	E	A, P, I
Ability to develop and maintain effective working relationships with integrity, credibility, and influence industry experts and other key stakeholders.	E	A, P, I
Able to deliver and lead others, prioritising competing demands and ensuring a focus on	E	A, P, I



meeting deadlines/milestones		
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	<b>E</b>	<b>A, P, I</b>
Highly developed written and oral presentation skills with ability to present complex ideas in a clear and comprehensible way	<b>E</b>	<b>A, P, I</b>
Ability to negotiate, influence and give advice to politicians, senior managers, and partner Organisations.	<b>E</b>	<b>A, P, I</b>

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

**Key to Assessment Methods:**

KO – Knockout question	A - Application	P – Presentation	T - Test
FQ – Filter Question	I – Interview	E – Exercise	AC – Assessment



**LIVERPOOL  
CITY REGION**  
COMBINED AUTHORITY

**METROMAYOR**  
LIVERPOOL CITY REGION