

## Job Description

<b>Job Title:</b>	West Midlands Bus on Demand (WMBOD) Safety and Assurance Lead
<b>Directorate/Team:</b>	Integrated Transport Services
<b>Location:</b>	16 Summer Lane or other site/location
<b>Responsible to:</b>	West Midlands Bus on Demand Transport Manager
<b>Responsible for:</b>	None
<b>Key working relationships:</b> (internal)	WMBOD Team; wider Customer Experience Team; H&S Team, P&C Team.
<b>Key working relationships:</b> (external)	Service Operators, Technology Provider, Service Stakeholders including elected members, passengers, passenger groups and local authority officers.

## Purpose of the Post

The Safety and Assurance Lead is a critical role in ensuring the safety, wellbeing, and protection of vulnerable individuals who rely on our services. This role provides strategic leadership and operational oversight of safeguarding practices across the service, ensuring full compliance with legal and regulatory obligations, and promoting a culture of care, vigilance and accountability. The postholder will lead on assurance activities, including audits, incident reviews, and continuous improvement initiatives, to ensure that safeguarding risks are identified, managed, and mitigated effectively. Working closely with internal teams, transport providers, passengers, carers, and any external safeguarding partners as appropriate. The Safety and Assurance Lead will act as the organisation's subject matter expert, embedding best practice and ensuring that safeguarding is at the heart of service delivery.

## Accountabilities

- Developing and implementing appropriate safeguarding protocols and procedures, with adherence by WMCA and operators, and lead on all safeguarding tasks for the implementation and delivery of the new Target Operating Model for demand responsive transport services in the region (including existing customers of the regions current ring & ride service).
- Lead the review, development, delivery, and ongoing management of the Safeguarding Action Plan to support the safe and effective operation of West Midlands Bus on Demand (WMBOD) services. This includes oversight of all operational components such as those provided by the service operators, the system booking and scheduling technology platform,, internal WMCA training, policies and procedures, and the commissioned customer contact function.
- Lead will coordinate and conduct regular safeguarding and assurance audits across operational activities. This includes performing site visits to service operators to ensure compliance with safeguarding and other licensing and vehicle standards and continuous improvement of service delivery.
- Lead will be accountable for the provision of expert, independent advice for any investigated safeguarding incidents undertaken by WMCA and operational partners, and support Customer Experience colleagues with specialist safeguarding advice. This will include recording the actions and outcomes from any investigated safeguarding incidents of near misses, and implement and manage the action tracker, ensuring that the actions identified are delivered.
- Lead will prepare and present reports to the WMBOD Transformation Board and the operational management structure to report on safeguarding issues identified, resulting actions and progress.

## Responsibilities

<b>Strategic</b>
<ul style="list-style-type: none"> <li>• Lead the development, implementation, and continuous improvement of safeguarding and assurance protocols and procedures, with adherence by WMCA and operators.</li> <li>• Act as the designated safeguarding lead, providing expert advice and guidance to staff, operators, and stakeholders</li> <li>• Protect WMCA from risk associated with operator, and other suppliers, non conformance.</li> <li>• Serve as the combined authority subject matter expert concerning the assurance of safeguarding across the WMBoD services and support the Bus Team as appropriate.</li> <li>• Work flexibly and with integrity to meet the needs of the WMCA and Integrated Transport Services.</li> </ul>
<b>People</b>
<ul style="list-style-type: none"> <li>• Actively engage with customers, stakeholders, including elected members and senior officers on relevant service related issues.</li> <li>• Commission and manage the work of consultants and area specialists to support the work of the team including licensing and vehicle specialists.</li> <li>• Support and deputise for the WMBoD Manager and the wider team as appropriate, including at stakeholder and passenger feedback meetings.</li> <li>• Support the work of the Contract Coordinator and other staff in the delivery of the service.</li> <li>• Represent WMCA in a professional manner at all times.</li> </ul>
<b>Operational</b>
<ul style="list-style-type: none"> <li>• Ensure operator compliance across a range of factors including but not limited to driver competence, DBS, accident/incident management, staff training etc.</li> <li>• Develop, manage and execute the inspection regime across the expanse of the WMBoD operation (including all depots, vehicles and drivers)</li> <li>• Lead continuous improvement initiatives in terms of safeguarding and assurance to enhance overall quality and efficiency across the service</li> <li>• Be accountable for safeguarding and assurance responsibilities and provide expert advice as required including supporting the activities of the wider Integrated Transport Services Directorate.</li> <li>• Identify any improvements to the current service safeguarding training and awareness programmes and commission training providers to fill any gaps</li> <li>• Ensure all personnel understand their safeguarding responsibilities and are equipped to respond appropriately to concerns</li> <li>• Work with the Partnership &amp; Contract Manager, Contract Coordinator and wider team, to analyse data and performance metrics to identify safeguarding and assurance trends, areas for improvement, and potential risks</li> <li>• Develop and maintain excellent working relationships with existing and new operators of the WMBoD service, local authorities and other stakeholders</li> </ul>
<b>Financial</b>
<ul style="list-style-type: none"> <li>• Identify, escalate and communicate areas of risk to minimise financial risk to WMCA</li> <li>• Work within the delegated financial limits and relevant allocated project budgets as required.</li> <li>• Ensure Value for Money and follows the appropriate governance processes for dealing with any financial activities.</li> </ul>
<b>Other</b>
<ul style="list-style-type: none"> <li>• Lead on initiatives that enhance the safety, dignity, and experience of vulnerable passengers</li> <li>• Display the required partnership ethos and behaviour with all partners in line with the behaviours and values of the West Midlands Combined Authority</li> <li>• Provide and present periodic monitoring and progress reports</li> <li>• Undertaking such tasks as may reasonably be expected commensurate with the scope and level of the role.</li> </ul>

Person Specification					
Candidates/post holders will be expected to demonstrate the following:	Essential / Desirable		How Evidenced?		
Experience	E	D	A*	I*	T*
Proven experience in safeguarding and quality assurance or quality control roles within the transportation industry.	x		x	x	
Excellent understanding of transportation regulations, safety standards, and quality management systems	x				
Significant experience of leading and influencing others (including operators, service users and customers) with the ability to deal with difficult situations and people.	x		x	x	
Extensive organisational skills to create clear systems and processes to managing safeguarding concerns and track actions.	x			x	
Cultural sensitivity and empathy, with an ability to identify and serve the needs of a range of customers from different backgrounds and experience of helping people with mobility and other impairments, challenges, and requirements.	x			x	
Establishing policy and procedural development and implementation across the area of responsibility		x	x	x	
Establishing desirable safeguarding and assurance behaviours and values within a partnership		x		x	
Skills / Knowledge	E	D	A*	I*	T*
Excellent interpersonal skills and ability to communicate at all levels.	x			x	
Negotiation and Influencing Skills	x			x	
Customer Focus	x			x	
Establishing and working in Partnership		x		x	
Collaboration and Teamwork	x			x	
Ability to quickly build credibility with key stakeholders (including user groups and customers) and successfully influence at all levels		x		x	
Qualification / Education / Training	E	D	A*	I*	T*
Degree level qualification or equivalent experience		x	x		
Member of a Professional Transport Sector Body		x	x		
Certification in quality management (e.g., Six Sigma, ISO 9001)		x			

**\*Key:** A = Application, I = Interview, T = Testing/Assessment

Core Expectations	
<b>Health, Safety &amp; Wellbeing</b>	All employees have a duty to take reasonable care for the health, safety, and wellbeing of themselves and of other persons who may be affected by their acts or omissions at work; and co-operate with their employer so far as is necessary to enable it to successfully discharge its own responsibilities in relation to health, safety, and wellbeing.
<b>Equality &amp; Diversity</b>	Promote and champion equality and diversity in all aspects of the role.
<b>Learning &amp; Development</b>	Participate in and take responsibility of any learning and development required to carry out this role effectively.
<b>Performance Management</b>	Actively engage in the performance management process and take responsibility for managing performance outcomes.
<b>GDPR</b>	Ensure the reasonable and proportionate protection, processing, sharing, and storing of WMCA information in accordance with the relevant legislation, corporate policies,

	and in the best interests of the data subjects (Data Protection/GDPR), the WMCA, our partners, and the West Midlands, in all aspects of the role.
<b>Adherence to Policies</b>	Be aware of and comply with all organisation policies.
<b>Other</b>	There may be a requirement to work outside normal office hours on occasion, including a requirement to work within stakeholder and partner offices within the WMCA constituent area on a regular basis.

### Values

Our culture is underpinned by what we do and how we do it. Our behaviours outline the ways we need to work to deliver success, become truly inclusive, and make the organisation somewhere where everyone can give their best contribution.

Value	Competency	Behaviour
<b>Collaborative</b>	Team Focussed	Works as part of team, managing and leading.
	Service Driven	Customer, resident, and partner focussed.
<b>Driven</b>	Empowered & Accountable	Takes ownership and leads when needed.
	Performance Focused	Ambitious and going the extra mile.
<b>Inclusive</b>	'One Organisation' Mindset	Believe in each other's expertise.
	Open & Honest	We do what we say we are going to do.
<b>Innovative</b>	Forward Thinking	Embrace change and open to new possibilities.
	Problem Solving	Go for clear and simple whenever possible.

### Additional Post Requirements

Essential Car User		Politically Restricted Post		Disclosure and Barring Service (DBS)				Vetting	
Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Basic <input type="checkbox"/>	Standard <input type="checkbox"/>	Enhanced <input checked="" type="checkbox"/>	None <input type="checkbox"/>	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

### Job Evaluation Details

Date Evaluation Agreed	JEP Reference	Grade	Job Family
17/10/25	JEP663	SP37-SP41	