



## **Job Description**

<b>Post Title:</b>	Ring & Ride and Demand Responsive Transport Manager
<b>Directorate:</b>	Integrated Transport Services
<b>Reports to:</b>	Head of Bus
<b>Direct Reports:</b>	3 as follows; Ring & Ride and DRT Partnership and Contract Lead; Ring & Ride and DRT Customer Experience Lead; Safeguarding and Assurance Lead.
<b>Salary Band:</b>	SP46-SP50
<b>Key Relationships:</b>	Head of Bus and Bus Network Delivery Management Team, Integrated Transport Services Leadership Team; Service Operators and System Providers; Senior Service Stakeholders, including elected members, and passenger groups; West Midlands and Neighboring Local Authority Officers. WMCA Finance Business Partner and Customer Experience Senior Representative.

### **Role Purpose**

Demand Responsive Transport services in the West Midlands Region are going through a period of exciting development and change. The Ring & Ride and Demand Responsive Transport Manager will be responsible for the management of a new dedicated team in the Integrated Transport Services (ITS) Directorate of TfWM and lead this change by implementing, developing and managing the transition to a new target operating model for Ring and Ride and DRT services in the region, to bring about a step change to significantly improve service delivery and customer experience.

The Target operating model will only be successful through the post holder establishing, developing and managing a highly effective partnership, across multiple WMCA service areas, customers and external providers, dedicated to the provision of high-quality DRT services in the region to meet the expectations of passengers and stakeholders.

### **Responsibilities**

- Accountable for the strategic planning, development, and delivery of the West Midlands Ring & Ride Service (R&R) and all other Demand Responsive Transport Services (DRT) in the region, and all associated functions, to meet the aims and

objectives of the West Midlands Combined Authority (WMCA) aspirations defined in the Local Transport Plan, Vision for Bus and the Bus Service Improvement Plan as part of the wider integrated public transport network.

- Accountable for the implementation and mobilisation of the New Target Operating Model (TOM) for the provision of Ring & Ride and DRT services in the region to bring about a stepped change in service quality and significant improvements to the Customer Experience.
- Accountable for ensuring robust contracts are in place, in-line with the requirements of the Target Operating Model and effectively managed for the delivery of all DRT services and associated functions addressing performance issues in a timely fashion. Commission functions to support the delivery of DRT services inclusive of the Customer Contact Centre, Marketing & Promotion and Fares and Ticketing etc.
- Develop the governance, reporting and management structures in the service area to support robust and accountable decision making and service management.
- Manage existing contractual arrangements through to their expiry and work with the existing operators and service providers to achieve a smooth transition from the existing model to the new Target Operating Model.
- Develop, establish, and manage processes and procedures with delivery partners and customers for the effective monitoring and management of Ring & Ride and other DRT services in the region, aligned with the requirements of the new Target Operating Model. Oversee and establish the process for collection and reporting of accurate performance metrics.
- Be accountable for supporting the R&R and DRT Partnerships and Contract Lead develop, establish, and manage effective contract management and collaborative partnerships with all providers responsible for the delivery of DRT / R&R services in the region to ensure the safe, customer focused and effective delivery of services in the region.
- Be accountable for supporting the Customer Experience Lead to develop, establish, and manage an effective process for engaging and receiving feedback from passengers, representative groups and wider stakeholders to inform the customer focused operation and development of the service.

- Work with partners to achieve maximum value for money for the invested subsidy in the delivery of the service inclusive of growing patronage, establishing a robust fares and ticketing strategy and seeking service efficiencies whilst meeting the needs of the passengers.
- Work with service operators and wider partners to explore options for the transition of the DRT fleet and depot infrastructure to achieve the WMCA ambition of decarbonising the vehicles by 2030. Build the business case for the utilisation of £10m of ringfenced funding from the City Region Sustainable Transport Settlement (CRSTS).
- To inform and influence any transformation of DRT services in the region to ensure that operational considerations are part of any decision-making process. Be one of the principal members and participants to the DRT/R&R Transformation Board.
- To engage with other mayoral combined authorities, local authorities and the wider market involved in the provision of DRT services. Research best practice, and implement amendments where required, to develop the service in the West Midlands region.
- Accountable for ensuring that the safeguarding requirements of the service are fulfilled, recorded, monitored and regularly reviewed for all delivery partners. Manage and support the Safeguarding and Assurance Lead to undertake regular audits of the service operators and support functions and in commissioning the support of the WMCA Health and Safety Team and HR Business Partners and external specialists.
- Support the Safeguarding and Assurance lead in establishing processes and procedures for undertaking and/or commissioning safeguarding and assurance checks of DRT service operators and of operators providing fixed route local bus services in the region under contract to TfWM.
- Accountable for the £6.5m annual budget, other revenue streams and any associated capital budgets for the provision of DRT services in the region. Work with the Integrated Transport Services (ITS) Finance Business partner to monitor, plan and assist in the reporting of the financial performance of all appropriate budgets for the delivery of the service.
- Establish and manage the new R&R and DRT team within the ITS Directorate of TfWM. Provide line management support to direct reports and manage their personal

development. Contribute to the matrix management of the Bus Delivery and Integrated Information Team. Support the development of apprentices and other staff within the team and wider organisation. Manage the work of consultants and other external contractors providing specialist services to TfWM.

- To represent the Combined Authority and develop and maintain excellent working relationships with MPs, locally elected members, senior officers, Local Authority Colleagues and other stakeholders including at public forums. Prepare and present reports, proposals briefing notes and reports to key stakeholders, relevant boards and other partners.

## Person Specification

<b>Experience</b>	<i>Please specify (X) whether the experience required is Essential (E) or Desirable (D)</i>		<b>Assessment Method</b>		
	E	D	App*	Int**	Other***
Planning, Implementation and management of Demand Responsive Transport services inclusive of those targeted at the elderly and less mobile.		X	X	X	
Effective leadership and management of individuals and delivery of multi-disciplinary partnerships.	X			X	
Contract management and track record of negotiating and influencing skills.	X			X	
Establishing and maintaining effective multi-disciplinary partnerships to deliver a customer focused service.	X			X	
Growing a public transport service to improve use and value for money.		X		X	
Safeguarding and Assurance in public transport operations and associated services.		X	X	X	
Contract transition and mobilisation and, associated program management preferably in public transport operations and associated services.	X		X	X	
Establishing processes and procedures for the effective management of public transport services.	X			X	
<b>Skills/Knowledge/Abilities</b>	<b>E</b>	<b>D</b>	<b>App</b>	<b>Int</b>	<b>Other</b>
Excellent interpersonal skills and ability to communicate at all levels.	X			X	
Leadership, Negotiation and Influencing skills.	X			X	
Customer Focus	X			X	
Commercial Acumen	X			X	
Collaboration and Teamwork.	X			X	
Option appraisal, problem-solving and decision making.	X			X	

Stakeholder management and engagement	X			X	
Results and outcome orientated	X			X	
Knowledge of the relevant Acts of Parliament and related legislation for the operation of buses and other functions associated with the delivery of DRT services		X		X	
<b>Qualifications/ Professional Memberships</b>	E	D	App	Int	Other
Degree level qualification or equivalent experience.		X	X		
Member of a Professional Transport Sector body.		X	X		

\* Application

\*\* Interview

\*\*\* Details will be shared at interview stage

### Core Expectations

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

### Health and Safety

All employees have a duty to take reasonable care for the health and safety 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 and safety.

### Equality and Diversity

To promote and champion equality and diversity in all aspects of the role.

### Learning and Development

To participate in and take responsibility of any learning and development required to carry out this role effectively.

**Performance Management**

To actively engage in the performance management process and take responsibility for managing performance outcomes.

**GDPR (General Data Protection Regulation)**

To 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.

**Other**

There may be a requirement to work outside normal office hours on occasion to meet work deadlines, give presentations, attend meetings etc., including a requirement to work within stakeholder and partner offices within the WMCA Constituent area on a regular basis.