

ROLE PROFILE: SERVICE MANAGER (DELIVERER and PROVIDER) HC11

JOB TITLE: Public Transport Services Manager

ROLE PURPOSE:

The purpose of the role is to manage a operational service area(s) to meet the identified needs of the council and its customers.

ACCOUNTABILITIES SPECIFIC TO THIS ROLE

To lead and manage the commissioning, tendering, and ongoing performance of socially necessary bus services and other passenger transport contracts, ensuring coverage of rural communities with limited commercial provision.

To be responsible for ensuring regulatory compliance and service standard; ensure that all public transport services, including community transport, comply with national and local legislation (e.g., Public Service Vehicles regulations, BSOG, SEN transport guidelines).

To be accountable for enabling the delivery of service objectives through giving guidance and direction to in house staff and suppliers within the commissioning framework, through contracts and direct provision for the service area.

To be responsible for providing relevant technical advice and services to support corporate services and initiatives.

To be responsible for managing the commissioning of significant budgets in excess of £5 million per year.

To provide advice to Members and senior officers on the delivery of services.

To be responsible for ensuring that statutory and discretionary service are delivered and that performance outcomes and financial targets are being achieved. To lead on the development and review of policy relating to bus provision, concessionary fares, community transport, ticketing and fares, stakeholder management, Bus Reform Plans

To be responsible for working with bus operators to ensure appropriate safeguarding measures are in place in respect of transport relating to children and vulnerable adults.

To be responsible for ensuring appropriate contract management and procurement procedures are in place to maintain appropriate service standards, management of risks and value for money.

To lead on initiating, developing and implementing service and process improvements to ensure that services continue to achieve value for money and meet the needs of users.

To lead the operational response to major service interruptions (e.g., extreme weather, school disruptions), and ensure timely handling of public transport-related complaints, enquiries, and consultations.

To work across the whole council to support public transport use across all service areas. Support the council's climate change and sustainable travel goals as well as social driver to improve rural isolation, by increasing rural accessibility, reducing car dependency, and promoting modal shift through improved rural connectivity.

ACCOUNTABILITIES

1. Lead the service area(s) to deliver operating plans and contractual arrangements, focusing on the needs of the defined localities within Herefordshire.
2. Plan, manage and monitor the use of available financial, physical and human resources, making efficiency savings as required.
3. Co-ordinate and integrate council resources to deliver both routine operations and to manage complex business issues and risks to meet agreed service standards.
4. Identify customer requirements to inform service specifications and the delivery of locality-based customer focused outcomes.
5. Act as a technical reference for the service and its customers, maintaining and applying an up-to-date knowledge of expertise area.
6. Identify better ways of doing things and make recommendations for wider improvements to policies, systems, practices and procedures.

SKILLS, KNOWLEDGE & EXPERIENCE

- Experience of managing staff, budgets and service areas successfully in pursuit of challenging performance expectations.
- Qualified in area of professional expertise.
- Track record of effective service delivery in a public service environment.
- Experience of service and quality improvement methods and their implementation.
- Ability to identify trends and develop new concepts.
- Experience of managing networks in a partnership environment, including working knowledge of partnering/ contract management.
- Ability to analyse performance information and take appropriate action.
- An excellent professional, technical and developmental record in a relevant technical area that is public service focused, including relevant specialist knowledge over a range of procedures underpinned by theory, acquired through qualification to Qualifications & Curriculum Framework Level 5 for specialist

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| <ol style="list-style-type: none"> 7. Participate effectively and contribute to corporate programmes to help deliver change management and service improvements. 8. Manage others, setting clear goals, and deliver a coherent approach to staff development and training within the service area to continuously improve performance. 9. Establish and maintain good working relationships with internal colleagues, and represent the council on appropriate forums where required. 10. Understand and meet all required legislation and governance to deliver the required standards. | <p>knowledge and managerial knowledge or equivalent experience for both.</p> | |
| | <p><i>Employees and culture</i></p> <ul style="list-style-type: none"> • Employee engagement • Co-operation • Concept formation • Change management | <p><i>Relationships</i></p> <ul style="list-style-type: none"> • Influence • Level of understanding by others of information provided • Peer and partnership feedback |
| | <p><i>Customer Service</i></p> <ul style="list-style-type: none"> • Quality and timeliness of advice/ service provided • Customer satisfaction/ service quality | <p><i>Value for Money</i></p> <ul style="list-style-type: none"> • Cost reduction • Service improvement |

PERFORMANCE MEASURES

LEADERSHIP BEHAVIOURS

Trust

Developing and maintaining relationships based on a culture of transparency and open communication. Supported by integrity and the confidence that you are reliable and fulfil commitments.

Honesty

Demonstrating truthfulness, integrity, and transparency in all communications, decisions, and relationships. Being trustworthy, reliable, and accountable for your actions. Acting with sincerity and fairness, even in challenging situations.

Responsibility

Taking ownership of individual and collective actions, decisions, and delivering on commitments. Being reliable, fulfilling obligations and being accountable for outcomes and results. Proactively contributing to the achievement of your own, the team and council goals.

Inclusivity

Working in partnership and with all our diverse communities. Embracing diversity, equity and inclusion by recognising and valuing the unique perspectives, backgrounds and experiences of our staff, customers and residents. Creating an environment where every individual is valued, respected and can belong.

Value

Upholding high standards, ethics and integrity to guide our actions and decisions. Demonstrating commitment to creating and delivering value in our work by recognising and appreciating each other, our resources, processes, customers, community and environment.

Empathy

Demonstrating a genuine and caring understanding of others' feelings, perspectives, and experiences. Listening attentively, acting with compassion, supporting with respect and kindness and considering the impact of our actions on others.

STATUTORY DUTIES (service specific must be completed before the Role Profile is valid)

Compliance with the Council's constitution

Reviewing overall service delivery with regard to the duties imposed by the Transport act 1985 concerning the provision of public passenger transport service

Ensure accurate, accessible, and up-to-date public transport information is available across digital, printed, and physical channels (bus stops, real-time systems)

Compliance with the Public Sector Contract regulations 2015 and associated council constitutional requirements and guidance

To secure the provision of public transport services, including subsidising bus routes that are not commercially viable but are socially necessary in line with public sector value for money principles