

## ROLE DESCRIPTION

<b>Job Title</b>	Head of Franchising
<b>Salary Band</b>	Up to £110,555
<b>Reporting to</b>	Director of Transport
<b>Directorate</b>	Place
<b>Service Area and sub area</b>	Transport
<b>Team</b>	Franchising
<b>Political Restriction</b>	This post is politically restricted

<b>1. Primary Purpose of the Post</b>
<ul style="list-style-type: none"> <li>• Support the Director of Transport in delivering LCRCA's vision of an integrated transport network which is safe, affordable and accessible and in line with our economic, environmental and social impact goals.</li> <li>• To create a centre of excellence within the LCRCA to execute franchising responsibilities and the award of major contracts for the operation of bus and rail services. To design, negotiate and implement commercial strategies which provide the optimal solution for the delivery of passenger services in terms of quality, performance and efficiency – all underpinned by an effective contractual framework</li> <li>• To lead the bus franchising programme through a phased approach to deliver a fully franchised system across the whole of the Liverpool City Region in line with the required timescales</li> <li>• To develop and implement the operating model to be adopted beyond the expiry of the current Merseyrail rail concession</li> <li>• Be a proactive, collaborative member of the LCRCA Senior Leadership Team.</li> </ul>
<b>2. Your responsibilities</b>
<ul style="list-style-type: none"> <li>• Ensure that any franchising or operating models are designed and measured from a 'customer first' perspective</li> <li>• Quickly build and develop capacity within the franchising team to ensure strong commerciality across the planning, design, tendering, negotiation and implementation phases of any franchising programme</li> <li>• Review and implement a resource structure that has expertise across all key activities including operational, contractual, financial and stakeholder engagement workstreams</li> </ul>



- Working in conjunction with other LCRCA colleagues, ensure a proper and robust governance structure is in place for key decision making at all important milestones of the programme
- Lead the implementation of the bus franchising programme, ensuring delivery against agreed programme milestones and full implementation of the LCRCA vision for Bus Reform
- Lead the development of the future operating model for Merseyrail to be implemented after the end of the current concession
- In both cases, ensure a proper and sustainable financial framework is in place, fully approved and understood by all key leaders and stakeholders within the Combined Authority and its key partners
- In both cases, ensure that the public transport network is capable of delivering the modal shift and patronage growth required to deliver net zero, economic development and social value objectives
- Ensure that market engagement with transport operators underpins the successful design, delivery and implementation of any franchising arrangements
- Working with the Assistant Director – Network Performance, design contract management and performance management regimes that maximise the quality, reliability and affordability of public transport services
- Lead the specification of franchise design and commercial structures to deliver the LCRCA bus franchising strategy
- Develop and secure agreement for the specification of the Operating and Contractual model for Merseyrail, ensuring any options and their implications are properly evaluated
- Manage the programme budget and expenditure to ensure successful delivery of the programme objectives within each given year, with a strong focus on proactive reporting and forecasting to provide high levels of internal assurance
- Oversee the management of the bus franchise tendering process including the negotiation and execution of franchising agreements to provide bus services that best support the Liverpool City Region’s objectives
- Oversee the implementation of a new operating model for Merseyrail, ensuring optimal delivery of rail services that best support the Liverpool City Region’s objectives
- Lead the coordination of all relevant stakeholder engagement and building relationships with key partners – including Local Authorities, Operators, representative bodies (for passengers, businesses and communities) and Trade Unions - to plan and improve public transport services that best support the region’s objectives
- Manage effective relationships with outgoing and incoming operators to ensure effective mobilisation of new franchises/contracts
- Deliver effective public engagement and consultation throughout the phased approach to bus franchising to ensure a fully franchised model which is inclusive and accessible and serves the best interests of passengers.

**3. General Corporate Responsibilities**

Effective leadership and management of staff within a Service/group of functions encouraging a continuous improvement ethos to develop outstanding services/functions, where VFM (value for money) is delivered and where innovation can flourish.



- Foster a positive working and learning environment, ensuring effective team leadership which champions and encourages display of organisational behaviours and fosters good working relationships.
- 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.
- Demonstrate the Combined Authority’s commitment to equal opportunities and promote non-discriminatory practices in all aspects of work undertaken; promoting full consideration of equality impacts of decisions on all Protected Characteristics. Advance non-discriminatory practices in all aspects of work undertaken
- Share and communicate a clear understanding of the Combined Authority priorities across the Directorate
- Ensure compliance with legislation and Combined Authority policies and procedures in relation to governance including supporting the scrutiny process and the completion of the annual governance statement
- Comply with all statutory requirements and with Standing Orders and Financial Regulations of the Combined Authority
- Display organisational behaviours of LCR First, Respect and Action Focus encouraging others to do likewise and role model the leadership expectations outlined in the Combined Authority Leadership Charter to inspire and empower the wider Combined Authority team
- Establish effective relationships and collaboration with constituent local authorities/bodies to support long term ambition and delivery of the Combined Authority Corporate plan
- Ensure the development, provision and analysis of high-quality management information and documentation that is timely, accurate and meaningful.
- Embed a culture that places customers first, adopts a can-do approach and focuses on communities and working locally
- Work with public and other relevant bodies to support LCR’s communities, through services and activities which address local concerns and foster social capital and resilient communities
- Promote the work of the Combined Authority and LCR locally and nationally, championing local decision making and ‘Devolution by Default’
- Be responsible for the wellbeing and health and safety of staff in line with organisational policies and guidance around attendance at work and health and safety
  - Ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice, and the Combined Authority’s safety plan.

**5. Recruitment Plan**

Competency Based Interview  
Psychometric Testing  
Assessment

**Key words:**

Terms candidates may search to find this job online

Head of Franchising

## PERSON SPECIFICATION

**Job Title:** Head of Franchising

<b>Qualifications and Training</b>	<b>E = Essential D = Desirable</b>
A relevant degree, qualifications and/or significant relevant Transport experience; and membership of (or eligibility to join) a recognised, relevant professional body	<b>E</b>
Evidence and commitment to continuous personal and professional development	<b>D</b>

<b>Experience and knowledge</b>	<b>E = Essential D = Desirable</b>
Experience as a Commercial or Business Development Director across different modes/sectors (or in an equivalent senior leadership role) with accountability for commercial and contracting disciplines and an in-depth knowledge of contract management, procurement and service level agreements	<b>E</b>
Experience of working within a political environment including advising and briefing politicians	<b>E</b>
Proven track record of developing and utilising links with Stakeholders/Partners at a senior level	<b>E</b>
Track record of designing, negotiating and implementing major contracts with significant experience of working closely with legal and financial advisers	<b>D</b>
Detailed knowledge of operators' business environment	<b>D</b>
Experience of using financial and commercial awareness and the ability to analyse complex information to deliver objectives	<b>D</b>

<b>Skills and abilities</b>	<b>E = Essential D = Desirable</b>
A passion to improve public transport services	<b>E</b>
Ability to lead, inspire and motivate others within a	



culture of proactive service delivery and continuous improvement	<b>E</b>
Highly developed influencing and persuasion skills with a determination to deliver	<b>E</b>
Strong negotiating skills with flexibility in approach to deliver the right outcomes	<b>E</b>
Insight into different contracting models and approaches to contract/performance management	<b>E</b>
Ability to develop and maintain effective working relationships with integrity, credibility and influence with national and local politicians, civil servants, officers, and other key stakeholders.	<b>E</b>
Able to deliver and lead others, prioritising competing demands and ensuring a relentless focus on meeting deadlines/milestones	<b>E</b>
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>
Highly developed written and oral presentation skills with ability to present complex ideas in a clear and comprehensible way and significant experience of presenting to Board or Executive Team level	<b>E</b>
Experience and ability to build effective working relationships with a wide range of stakeholders	<b>E</b>
Ability to negotiate, influence and give advice to politicians, senior managers and partner organisations.	<b>E</b>

<b>Personal Attributes and Commitment</b>	<b>E = Essential D = Desirable</b>
An understanding of and a personal commitment to the Vision and Aims of LCR Combined Authority	<b>E</b>



A commitment to providing a high-quality customer service and ensuring service standards are met	<b>E</b>
Demonstrate commitment to equal opportunities together with a clear appreciation of equalities issues	<b>E</b>
Flexible approach to working hours and willingness to work flexibly as and when required	<b>E</b>
Quality, time management and organisational skills	<b>E</b>
Ability to attend meetings across and outside the City Region	<b>E</b>
Knowledge of the key issues facing a City Region.	<b>D</b>