

## **Report to Partnership Meeting 3 June 2014**

### **RESEARCH AND STRATEGY DELIVERY**

#### **SHARED SERVICES PROPOSAL: PUBLIC TRANSPORT INFORMATION PROVISION**

##### **Purpose of Report**

To update Members on the proposal to create a new post with the responsibility for co-ordinating the provision of public transport information across the HITRANS area.

##### **Background**

Following a request from one of our partner local authorities an initial proposal for co-ordinating the provision of public transport information across the HITRANS area was discussed at HITRANS HITCOG meeting on 4<sup>th</sup> March and then at the Partnership Advisors meeting on 13<sup>th</sup> March 2014.

A revised proposal taking cognisance of feedback received at both these meetings was then taken to HITRANS Partnership meeting on 4<sup>th</sup> April and it was agreed that HITRANS Officers would further develop the detail of the proposed role including funding arrangements and job description.

As the Partnership Report on 4<sup>th</sup> April outlined, the provision and promotion of accurate timetable information underpins our public transport network. However, it is an area that both operators and public bodies have found increasingly difficult to set aside sufficient staff resource to meet overall expectations from customers and stakeholders. As a consequence some local authorities and operators have been unable to meet their obligations for providing the timetable information which is essential for the successful operation of several public transport information systems and websites including Traveline Scotland, JourneyGenie and Real-time bus information.

##### **Funding and Remit**

By combining existing resources allocated to the provision of public transport information there is an opportunity to create a single position with responsibility for this function across the whole HITRANS region which is designed to be cost neutral and resource neutral to the member local authorities and would allow the partnership umbrella already established through HITRANS to facilitate this.

Below is a table with the proposed contributions from each partner funding required for the position, overheads and equipment / materials. This includes an anticipated saving from a future renewal of a Bus Timetable Database contract. The procurement of a new contract for this service would be a priority for the new post-holder.

One of the benefits of adopting a shared services approach is that it will provide new opportunities to apply for external funding to help improve the delivery of these key transport functions across the region and the intention is to develop an application to the Bus

Investment Fund to significantly extend provision of roadside information and infrastructure within the lifetime of the project.

<b>Partner / Source</b>	<b>Funding (£)</b>
All Local Authorities – Bus Timetable Database Contract (saving on reduced license fees)	10000
Argyll & Bute Council	7500
Comhairle nan Eilean Siar	5000
The Highland Council	10000
Moray Council	7500
Orkney Islands Council	5000
Highlands & Islands Enterprise (contribution towards JourneyGenie)	7500
HITRANS (SWIFT, RTPI, JourneyGenie and additional contribution towards materials / equipment for publicity)	60000

Attached as an appendix to this report is a copy of the draft job description and person specification for the post of Public Transport Information Officer.

This includes provision for the following;

- Position to be advertised on an initial two year temporary contract to allow an assessment of the partnership project to be made before any long term commitment is made.
- Option for the post-holder to be based anywhere within the HITRANS area provided the availability of suitable office space and support.
- Requirement for the post-holder to travel and work closely with each partner local authority public transport team.
- Oversee the day to day management of the real-time information systems operating in the HITRANS area.
- Oversee the development and maintenance of the JourneyGenie website.
- Take a lead role in developing new and innovative Intelligent Transport Systems across the HITRANS area.

For the post-holder to carry out the functions in the job specification effectively, it will require a clear understanding of what each partner is responsible for delivering. Therefore, it is proposed that a Memorandum of Understanding is developed with each Local Authority (as arrangements may be different in each). This Memorandum of Understanding should also set out the Key Performance Indicators (KPI's) against which the performance of the partnership is monitored and evaluated.

## **Recommendation**

Members are invited to approve the following recommendations;

1. Development of a new post with the responsibility for co-ordinating the provision of public transport information across the HITRANS area.
2. The funding contributions for each Local Authority as set out in the table within this report.
3. That a finalised job description, person specification and Memorandum of Understanding be agreed between the Partnership Director and the Local Authority Permanent Advisors.
4. Seek advice of the Partnership's Human Resources support on the appropriate remuneration and conditions of service. It is anticipated that this will be at the same level as the Active Travel Officer.

5. Advertise the position of Public Transport Information Officer subject to the completion of these recommendations.

**Report by:** Neil MacRae  
**Designation:** Partnership Manager  
**Date:** 26<sup>th</sup> May 2014

<b>Risk</b>	<b>Impact</b>	<b>Comment</b>
<b>RTS delivery</b>	√	<b>This work supports several strategic objectives of the RTS.</b>
<b>Policy</b>	√	<b>This work supports the development of Policies H29, H30 and H33 as set out in the RTS Delivery Plan</b>
<b>Financial</b>	-	<b>The proposal is for an initial 2 year partnership. The funding contributions of each partner are set out in the table contained within this report.</b>
<b>Equality</b>	-	<b>Improvement of public transport services helps reduce social exclusion by improving access to employment and services</b>

# Appendix A



## JOB DESCRIPTION

### PUBLIC TRANSPORT INFORMATION OFFICER (FIXED TERM – INITIAL 2 YEAR CONTRACT)

Based: Highlands and Islands

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#### General

The post-holder will manage and maintain the provision of public transport information on behalf of the five local authorities within the HITRANS area. The post-holder will be responsible for developing and improving the provision of roadside and online public transport information as part of this new shared service. The post-holder may be based at any suitable location within the HITRANS area but will also be expected to travel within the area as required.

#### Job Purpose

1. The post-holder is being recruited to fill a new position which is being created to develop a new shared service approach to the provision of public transport information in the Highlands and Islands.
2. The post-holder will join a small team of staff supporting the Partnership and our partner Councils in securing the delivery of the priorities set out in the Highlands and Islands Transport Strategy and the related Delivery Plan.
3. Responsibility for the management and maintenance of accurate timetable data/information for bus, ferry and air services as required and ensuring that this information is made available to Traveline Scotland on behalf of the Local Authorities in the HITRANS area.
4. The post-holder will be responsible for developing, improving and expanding the provision of public transport information available online, in print, at bus stops and other transport interchanges.
5. Oversee and implement a budget for developing and maintaining other Information sources and Intelligent Transport Systems in the HITRANS areas including real-time information systems and websites such as JourneyGenie.
6. In delivering these functions the post-holder will be expected to work closely with transport operators and the public transport teams as well as other transport and planning personnel in each Local Authority.

## **Main Duties**

1. The post-holder will report to the HITRANS Partnership Manager on a day to day basis but will also be expected to engage with the public transport manager in each of HITRANS five Local Authorities as required.
2. Manage and accurately maintain bus, ferry and air timetable information for services within the HITRANS area.
3. Ensure all relevant timetable information is timeously supplied to Traveline Scotland.
4. Oversee the day to day management of the real-time information systems operating in the HITRANS area.
5. Oversee the development and maintenance of the JourneyGenie website.
6. Take a lead role in developing new and innovative Intelligent Transport Systems across the HITRANS area.
7. Oversee and work with staff in HITRANS member Local Authorities to manage and extend the provision of roadside information and supporting infrastructure available.
8. Working with the Partnership Manager on the delivery of the Partnership's operational priorities and business plan.
9. To work closely with and provide support or training to local authority staff to ensure provision of public transport information is efficiently undertaken across the area.
10. To develop and monitor a series of Key Performance Indicators against which the objectives of the shared service and other KPI's relevant to the monitoring of the Regional Transport Strategy can be monitored and evaluated.
11. To provide regular progress reports / updates to the HITRANS Partnership Advisors and Board and also its member Local Authorities.
12. To support the Partnership Manager and other colleagues in identifying economic, funding and innovative solutions that may help improve provision of information and supporting infrastructure in the area.
13. To ensure post-holder activities are delivered efficiently, on time and within agreed budgets.
14. To represent HITRANS externally in a number of forums on areas relevant to the job purpose as appropriate.
15. The post-holder will be need to maintain effective working relationships with a number of key individuals including:

### **Within HITRANS:**

- Partnership Director & 2x Partnership Managers

### **Within Local Authorities:**

- Public transport managers in Argyll and Bute Council, Comhairle nan Eilean Siar, The Highland Council, Moray Council and Orkney Islands Council
- Other Roads and Transport staff within member Local Authorities

### **Other External:**

- Local and national transport operators
- Traveline Scotland
- Transport Scotland
- Community groups and partners, consultants, contractors, media and press

## **Corporate and Strategic Responsibilities**

1. To support the Partnership Director in leading in the planning and delivery of a range of HITRANS services and supporting Partnership Members in realising vision for the future.
2. To maintain and promote the core values and corporate goals of HITRANS, ensuring that they are communicated effectively to staff and stakeholders.
3. To support Partnership Members in undertaking their roles.
4. To lead, direct and performance manage the functions and projects for which the post-holder has responsibility.
5. To support the building of a valued, confident, developed, empowered and innovative workforce.
6. Support the development and promote effective internal and external partnerships to ensure integration and delivery of HITRANS objectives.
7. To support the formulation of a financial strategy for HITRANS, and ensuring timely reports are produced and financial regulations are adhered to.
8. Ensuring adherence to HITRANS constitution, policies and procedures in respect of specific activities and decisions.
9. Support the Partnership Director in ensuring that the Partnership Members are adequately briefed on all matters of consequence within HITRANS.
10. Support the production and delivery of continuous improvement through service performance planning, monitoring and evaluation and contributing to corporate performance in relation to Best Value.

## **General Accountabilities**

1. To ensure that information received and disseminated, whether verbal, written or electronic concerning fellow employees, prospective employees or service users is treated in the strictest confidence, and that all such information is brought to the attention of the Partnership Director who will ensure it is regulated and controlled in compliance with Data Protection legislation.
2. Uphold and promote Equal Opportunities within HITRANS in service delivery.
3. As HITRANS is committed to the effective management of risk, it is the responsibility of all employees to carry out their duties and responsibilities with adequate regard for Risk Management as outlined within HITRANS Risk Management Policy.
4. To ensure that their duties and responsibilities are performed in a safe manner so that risk to health and safety for yourself, any other employee or member of the public is minimised.
5. This job description is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.
6. Ensuring that you comply with the No Smoking at Work Policy
7. To support and comply with the Policy for the management of Health and Safety of both organisations.
8. To work in accordance with the arrangements described in the organisations health and safety management systems, including any project or department specific requirements.
9. To carry out other duties in support of HITRANS wider aims and objectives as required.

**NOTE: It is anticipated that the successful candidate would commence in post no later than XXXXXX 2014**

## PERSON SPECIFICATION

### PUBLIC TRANSPORT INFORMATION OFFICER (FIXED TERM – INITIAL 2 YEAR CONTRACT)

Based: Highlands and Islands

FACTOR		ESSENTIAL		DESIRABLE
<b>Skills and Qualities</b>	E1	Excellent communication and interpersonal skills	D1	Ability to deal with media enquiries.
	E2	Ability to build relationships with partners, supporters and the general public	D2	Organisation of events
	E3	Excellent IT literacy skills		
	E4	Excellent organisational skills		
	E5	Ability to be a team player		
	E6	Ability to work independently and make decisions with minimal supervision		
	E7	Ability to prioritise workload and meet tight deadlines		
<b>Knowledge and Experience</b>	E8	Understanding the distinctive transport needs in the Highlands and Islands of Scotland.	D4	Working with local authorities and other public sector bodies
	E9	Experience in transport planning, transport operations or other relevant work experience	D5	GIS mapping and information databases such as Trapeze
	E10	Experience of working with and managing programmes within the Microsoft Office software package and other databases	D6	Good understanding of the wide benefits of integrated sustainable transport and land use planning, policy and practice
	E11	Experience of partnership working		
	E12	Project management experience, including delivery & management of a budget		
<b>Qualifications and Attainments</b>	E14	Educated to degree level or equivalent relevant work related experience	D	Member of a relevant professional body



