

Item:
7



Report to Partnership Meeting 26 September 2014

PARTNERSHIP

SHARED SERVICES PROPOSAL: PUBLIC TRANSPORT INFORMATION PROVISION

Purpose of Report

To provide Members with an update on the proposal to create a new post with responsibility for co-ordinating the provision of public transport information across the HITRANS area as approved at the HITRANS Partnership meeting on 3rd June 2014.

Background

Following a request from one of our member local authorities, HITRANS officers have developed in partnership with Local Authority colleagues, a shared services proposal to establish a new post with the responsibility for co-ordinating the provision of public transport information across the HITRANS area and in so doing improve the quantity and quality of public transport information available to the public.

At the Partnership meeting on 3rd June 2014, it was agreed that the proposal be implemented based on the funding contributions set out in the report to that meeting and contained within the Appendix to this report. At this meeting, it was also agreed that for the post-holder to carry out the functions in the job specification effectively, the responsibilities of each partner should be set out within a Memorandum of Understanding. A copy of the final Memorandum of Understanding job description and person specification are attached to this report.

The job description and person specification for the post of Public Transport Information Officer include 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.

Next Steps

This shared service proposal to coordinate the provision of public transport information across the HITRANS area has formed the basis of the HITRANS application to the Bus Investment Fund as set out in the corresponding item to this Partnership Meeting.

The intention is that the post will be advertised in advance of this Partnership meeting (26th September 2014) with an appointment hopefully made prior to the next Partnership Meeting on 28th November 2014.

Recommendation

Members are asked to note this report.

Risk	Impact	Comment
RTS delivery	√	This work supports RTS objectives and the monitoring of their Implementation.
Policy	√	This work supports the development of our Passenger Transport Policies (H33) in particular H33B to 'Develop high quality passenger transport user information and mapping'
Financial	-	The funding contributions for this shared service proposal are set out in the Memorandum of Understanding attached to this report and agreed at the Partnership meeting of 3 rd June 2014
Equality	√	HITRANS support for improving public transport helps eliminate the barriers to travel for all and removes a number of physical accessibility barriers

Report by: Neil MacRae
Designation: Partnership Manager
Date: 16th September 2014

MEMORANDUM OF UNDERSTANDING

BETWEEN

Local Authority AND HITRANS

Relating to the funding arrangements and responsibilities for the
position of Public Transport Information Officer

Signed by:

Signed by:

Date:

Date:

Agreement

The objectives in this document are intended to be the basis of a Memorandum of Understanding (MoU) between HITRANS and (Local Authority) which outlines:

- the obligations between them
- the funding arrangements for establishing this position and
- the criteria by which the two year pilot will be evaluated.

Project Objectives

The establishment of a new post with the responsibility for co-ordinating the provision of public transport information across the HITRANS area

Improving the quantity and quality of public transport information available to the public in each local authority within the HITRANS area through the fulfilment of the duties set out in the job description for the post.

Project Funding

A report to the HITRANS Partnership meeting of 3rd June 2014 agreed the following annual contributions from each partner for the initial two year partnership.

Partner / Source	2014/15	2015/16
All Local Authorities – Bus Timetable Database Contract (saving on reduced license fees)	£10,000	£10,000
Argyll & Bute Council	£7,500	£7,500
Comhairle nan Eilean Siar	£5,000	£5,000
The Highland Council	£10,000	£10,000
Moray Council	£7,500	£7,500
Orkney Islands Council	£5,000	£5,000
Total funding for position of Public Transport Information Officer, plus on costs (social contributions, travel accommodation and expenses)	£45,000	£45,000
Highlands & Islands Enterprise (contribution towards JourneyGenie)	£7,500	£7,500
HITRANS (ITS, RTPI, Journeygenie and additional contribution towards materials / equipment for publicity)	£60,000	£60,000
Total funding for Shared Services Project	£112,500	£112,500

Each Partner is responsible for identifying and securing funding for their share of the partnership.

Project Management

This section outlines the responsibilities of each partner required to ensure that the key duties of the new post can be effectively delivered.

The project will be managed by the HITRANS Partnership Manager with the post holder reporting to the Partnership Manager. However, the project will be monitored and the Key Performance Indicators reviewed at regular meetings of the HITCOG members from each Local Authority.

There will be regular communication and close co-operation between the HITRANS Public Transport Officer and appropriate officers in each Local Authority.

HITRANS will be responsible for maintaining an electronic timetable database, supplying data to Traveline Scotland, and producing information for posting at bus stops. A key initial task of the post holder will be to establish the number of stops which currently hold information and agree with each local authority those which could hold information within available budgets. This list should be updated regularly when new timetable cases / bus shelters with display cases are installed.

Each Local Authority will remain responsible for holding registrations and pre-registration notifications, confirming receipt of them to the Traffic Commissioner, and acting on them for the purposes of network monitoring, advising Councillors and Community Councils, negotiating changes, etc. Local Authorities may also choose to produce publicity leaflets/booklets, and website information as appropriate to supplement Traveline Scotland, Journeygenie and on street information displays.

Each Local Authority will remain primarily responsible for provision of bus stop infrastructure and wholly responsible for its maintenance. They will also be responsible for arranging the display of the bus stop information produced by HITRANS.

Short notice registrations MUST be kept to a minimum and only used in real emergency situations to ensure that the timetable of actions set out in Table 1 (see page 5) can be maintained.

Electronic Bus Service Registrations (EBSR) will be handled in much the same way as paper submissions and should be e-mailed to the Post-holder as soon as possible after receipt and acceptance by the Traffic Commissioner.

The Post-holder will copy the relevant Local Authority Officer into each weekly Traveline data e-mail.

Each Local Authority will be responsible for the maintenance of their respective NaPTAN database. The Post Holder shall be informed by the Local Authority Officer of any changes to the NaPTAN database so stops can be added to / deleted from routes.

The Post-holder will produce all at-stop timetable notices for each Local Authority for every timetable change. These timetable notices will be sent to the Local Authority Officer who will first review the contents and then arrange for their installation. Ideally the post holder and Local Authority will be able to develop agreements with local Operators or similar to carry out this function and help reduce costs.

Monthly (or as required) tele-conferences with all appropriate Local Authority Officers should be arranged to ensure the system is working effectively.

Timescales (from receipt of a pre-registration notification) for actions required are shown in the Table 1.

Contingency

The Public Transport Information Officer will provide training (for at least one officer from each Local Authority) in the maintenance of the timetable database and other functions required to produce timetable notices and supply Traveline Scotland with data for their area so that there is adequate cover in the event of the Public Transport Information Officer being unable to undertake the functions of their post as a result of illness or other circumstances. This training will also be given to one or two colleagues within the HITRANS team to provide further resilience.

Project Programme

The position of Public Transport Information Officer (Fixed term – Initial 2 year contract) will be advertised at the earliest opportunity after the HITRANS Partnership Advisors meeting on 21st August 2014.

Other Project Milestones

- Interviews/ Appointment- Early October 2014
- Start Date – End November 2014
- Finalise KPI's following outcome of Bus Investment Fund Application – December 2014
- HITCOG Meetings to review project - Quarterly or as required
- Decision to extend / continue indefinitely / terminate project – c. April 2016

Project Monitoring and Evaluation

This section outlines a number of the Key performance Indicators on which the two year plot will be evaluated and the evidence base on which any long term commitment to the project will be made.

Once the post-holder is in place, it is anticipated that a key initial task will be to finalise the Key Performance Indicators on which will be used to monitor and evaluate the project. These will include the following;

- Number and quality of at stop timetable information displays in the HITRANS area
- Public transport information available online and in print
- Timeliness of information is provided to Traveline Scotland, Local Authority and at stop
- KPI's drawn from Real-time Passenger Information systems operating in the HITRANS area.
- Number of NAPTAN records in each HITRANS / Local Authority area
- Number of departure board requests on Traveline Scotland by HITRANS / Local Authority area

Table 1. Timetable of actions following receipt of a pre-registration notification

Action	Persons Responsible	Timescale	Detail
Council informs HITRANS of pre-reg notification	Local Authority Officer	2 days	Copy of notification to be forwarded
Council informs HITRANS of acceptance of registration	Local Authority Officer	2 days	Copy of registration to be forwarded
Post Holder inputs registration into electronic timetable database and supplies Traveline Scotland, Real-time supplier and relevant Local Authority with update	HITRANS Officer	1 week	Data input of registrations onto timetable database
Post-Holder supplies Council with hard copies of timetable notices for service changes	HITRANS Officer	1 week (5 working days prior to start date)	Produce timetable notices and distribute to transport operator or local authority as appropriate
Erect Timetable display notices	Local Authority / Transport Operator	1 week	Erect notices in bus shelters, bus stops and transport interchanges
Real-time Information system supplier updates database liaising with relevant Operator or HITRANS officer over any edits	RTPI System provider / Transport Operator / HITRANS Officer	2 weeks (prior to start date & running concurrently with previous 2 actions)	Entry of timetable information onto Real-time system database and relay onto local buses and electronic displays
Total time required = 4 weeks minimum			



JOB DESCRIPTION

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

Based: Highlands and Islands

Salary (£26,255 - £28,644)

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, Comharlie 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
- 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
Skills and Qualities	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		
Knowledge and Experience	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, AutoCAD and other computer assisted design capabilities
	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		
Qualifications and Attainments	E14	Educated to degree level or equivalent relevant work related experience	D	Member of a relevant professional body

