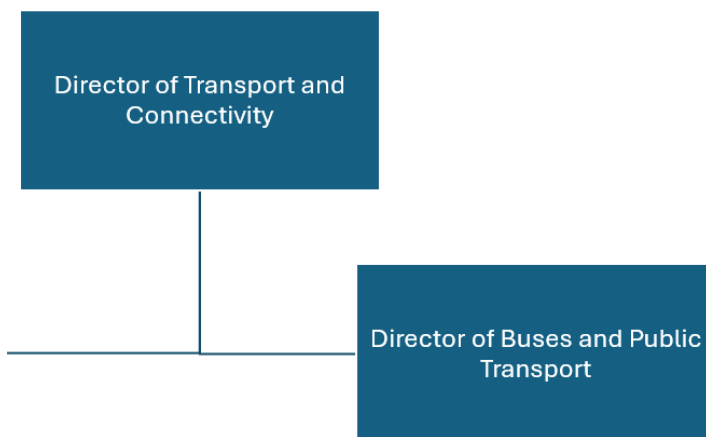


## Job Description

<b>Post Title:</b>	Head of Buses and Public Transport
<b>Salary Band:</b>	£73,469 – £90,000
<b>Duration:</b>	Permanent
<b>Reporting to:</b>	Director of Transport and Connectivity
<b>Service Areas:</b>	Transport and Connectivity
<b>Political Restriction:</b>	This post is politically restricted under the Local Government and Housing Act 1989, as amended by Local Democracy, Economic Development and Construction Act 1989 and the post holder may not have any active political role either in or outside of work, specifically may not hold political office
<b>Line Management Responsibilities</b>	Yes – Leadership of public transport team (including strategy, operations, integration and performance functions)

### Structural Position



#### 1. Primary Purpose of Post

The Head of Buses and Public Transport is a senior leadership role responsible for the strategic development, oversight and performance of bus services and wider public transport provision across Hull and East Riding

The postholder will lead a multidisciplinary team responsible for operational oversight, performance monitoring and the development of short, medium and long-

term strategies for bus services and other public transport modes, including rural and demand responsive transport.

The role will ensure the development of high-quality statutory documentation, including Bus Service Improvement Plans (BSIPs) and other transport strategies, positioning HEYCA as a credible and ambitious Combined Authority with the Department for Transport (DfT).

The postholder will also lead work on the integration of public transport services, including the development of a future integrated ticketing system, ensuring seamless, accessible and under-focused travel across the region.

Reporting to the Director of Transport and Connectivity, the role will play a key part in delivering the Combined Authority's ambitions for improved connectivity, economic growth, decarbonisation and inclusion.

## 2. Corporate Responsibilities

- Provide strategic leadership and expert advice to the Director, Mayors and Members on public transport policy and delivery
- Ensure statutory compliance in the preparation of transport strategies, plans and submissions to government
- Oversee high-quality engagement with the Department for Transport and other funding bodies
- Ensure strong governance, accountability and transparency in decision-making
- Consider financial, legal, operational and reputational impacts of all recommendations
- Promote equality, accessibility and inclusion across public transport services
- Ensure compliance with procurement, data protection and regulatory frameworks

## 3. Role Responsibilities

### **Strategic Leadership and Policy Development**

- Lead the development of short, medium and long-term strategies for buses and public transport services
- Oversee statutory plans including Bus Service Improvement Plans (BSIPs) and relevant policy frameworks

- Ensuring alignment with HEYCA's priorities including growth, decarbonisation and connectivity
- Provide expert advice on public transport, reform and service delivery models

#### **Operations and Performance Management**

- Oversee operational performance of bus and public transport services
- Monitor service reliability, punctuality, patronage and customer satisfaction
- Implement performance frameworks and continuous improvement processes
- Work with operators and partners to resolve performance issues

#### **Planning, Investment and Programme Development**

- Support development of investment strategies and funding bids for public transport
- Oversee development of network plans and service improvements
- Ensuring deliverability and value for money in all interventions

#### **Public Transport Integration and Place**

- Lead development of integrated public transport across the region
- Oversee the development of transport solutions for rural and underserved communities, including demand-responsive transport
- Oversee integrated ticketing and multi-modal connectivity
- Ensure seamless travel across urban and rural areas which supports access to employment, education, healthcare and services.
- Drive innovation and improvements in user experience, accessibility and mobility

#### **Stakeholder and Partnership Management**

- Lead relationships with operators, local authorities and partners
- Drive collaborative delivery of transport improvements
- Represent HEYCA in regional and national transport forums
- Engage with stakeholders, businesses and communities to inform service planning and delivery

**Statutory Reporting and Government Engagement**

- Ensure all statutory document and submissions to the Department of Transport are robust, evidence based and high quality
- Lead on BSIPs, funding submissions and reporting
- Position HEYCA as a credible and delivery-focused authority

**Leadership and Team Management**

- Lead a multidisciplinary team across operations, strategy and integration
- Set objectives, manage performance and develop staff
- Build a high-performing, collaborative and innovative team culture

**Corporate and Cross-Organisational Working**

- Work across transport teams (strategy, highways, data)
- Support wider HEYCA objectives
- Contribute to corporate planning, performance reporting and continuous improvement

**Person Specification**

<b>Qualifications</b>	<b>E = Essential D = Desirable</b>
Degree or equivalent in a relevant discipline (e.g. transport planning, public policy)	E
Postgraduate qualification or relevant professional accreditation	D
Management or leadership qualification	D

<b>Experience and Knowledge</b>	<b>E = Essential D = Desirable</b>
Significant experience in bus or public transport planning, operations or policy	E

Experience working at a senior level within public sector or regulated environment	E
Experience developing statutory transport strategies (e.g. BSIPs)	E
Experience working with transport operators and local authority partners	E
Experience in performance monitoring and service improvement	E
Understanding of public transport policy, funding and regulatory frameworks	E
Experience developing integrated transport or ticketing systems	D
Knowledge of rural transport challenges and solutions	D
Understanding of Combined Authorities and devolution agenda	D

Skills, Abilities and Personal Attributes	E = Essential D = Desirable
Strong strategic leadership and decision-making capability	<b>E</b>
Excellent stakeholder engagement and influencing skills	<b>E</b>
Strong communication skills, including briefing senior leaders and members	<b>E</b>
Ability to manage complex and politically sensitive issues	<b>E</b>
Strong analytical and problem-solving capability	<b>E</b>
Ability to lead and develop high-performing teams	<b>E</b>
Commitment to accessibility and customer-focused service delivery	<b>E</b>
Innovative and solution focused approach	<b>D</b>

Commitment and Behaviour Competencies	E = Essential D = Desirable
• We do it when we say we will	E
• We aim for excellence	E
• We keep people informed	E
• We strive to learn and develop	E
• We give and receive constructive feedback and act on it	E
• We treat others with respect and dignity at all times	E
• We will be open and honest in a respectful manner	E
• We will maintain confidentiality	E
• We will ensure compliance with Corporate Governance procedures, procurement regulations and the Data Protection Act	E
• We will behave according to the Employees' Code of Conduct.	E

**Note: This Job Description is not exhaustive, and employees will be expected to undertake other responsibilities commensurate with the seniority of the post.**