

JOB DESCRIPTION

JOB TITLE:	Business Case Lead
MANAGED BY:	Head of Mass Transit
GRADE:	11

THE ROLE

The West of England Mayoral Combined Authority (WECA) has secured major funding to invest in mass transit plans to deliver the breakthrough that the region needs to develop committed and operational mass transit routes in the region. 'Mass transit' means public transport services that run frequently, provide plenty of seats, offer comfortable vehicles with modern amenities, and are more reliable by having dedicated operating space. Mass transit could take different forms in different places, based on what best meets the characteristics of each corridor: trams, rail, metrobus, guided buses, or other options.

This role is key to achieving this, supporting us in developing a 15-year plan for mass transit for all of our economic growth zones, our ambition to start delivery of the first projects within 4-5 years, and making a unified and compelling case to government for further investment.

As the Business Case Lead for Mass Transit, you will:

- Work with the wider Mass Transit team to shape proposals to create a unified and compelling case for investment.
- Lead the development, coordination and assurance of business cases for the Mass Transit programme.
- Provide strategic leadership on the application of HM Treasury Green Book principles and ensuring robust development of the Strategic, Economic, Commercial, Financial and Management Cases.
- Lead the development of monitoring and evaluation strategies, ensuring that business cases include robust arrangements for benefits management, evaluation and post-implementation review in accordance with HM Treasury Green Book and Magenta Book guidance.
- Lead the progression of business cases through regional and national assurance processes, ensuring that business cases are evidence-based, deliverable and represent strong value for money.

- Build and maintain relationships with key stakeholders including the Department for Transport, HM Treasury, Mass Transit Taskforce, regional partners, local authorities and programme sponsors.

KEY RESPONSIBILITIES

- Lead the development of project and programme business cases in accordance with HM Treasury and DfT guidance.
- Lead the development of strategic narratives and investment propositions that clearly articulate the need for intervention and demonstrate alignment with regional and national priorities. This is transformative opportunity for the West of England, and the investment proposition for the programme will need to be imaginative, creative, and linked into wider regional proposals, while also providing a high level of rigour and credibility.
- Coordinate specialist inputs, providing challenge and assurance where necessary, including transport modelling, economic appraisal, engineering, environmental, commercial and financial information, into coherent business case submissions.
- Lead engagement with DfT, HM Treasury, WECA Grant Assurance and other assurance bodies throughout the business case development process.
- Lead workshops and stakeholder engagement activities to support the development of investment objectives, critical success factors and options assessments.
- Working with other specialists in the Combined Authority, contribute to the development and assurance of Place-based Business Cases relevant to the Mass Transit programme, to identify opportunities to demonstrate where proposals will deliver value.
- Prepare and deliver reports, briefings and presentations for senior leaders, Boards, Committees and external stakeholders.
- Lead the development and implementation of monitoring and evaluation frameworks across the Mass Transit Programme, consistent with HM Treasury Green Book and Magenta Book guidance to demonstrate outcomes, benefits realisation and value for money.
- Manage consultants and specialist advisors to develop robust evidence bases and business case documentation.
- Develop programme performance measures, key performance indicators and evaluation methodologies to assess the achievement of strategic objectives and intended outcomes.
- Lead the identification, tracking and reporting of programme benefits throughout the project lifecycle.
- Commission and manage specialist monitoring and evaluation support where required.
- Provide assurance to funding bodies, senior leadership and governance boards on programme performance, outcomes and realised benefits.
- Support wider programme delivery activities and undertake comparable duties as required.

PERSON SPECIFICATION

ESSENTIAL (MUST HAVE)

Qualifications and Knowledge

- Educated to a degree level (or equivalent experience) in a relevant discipline, for example economics, transport planning or public policy.
- Excellent knowledge and practical application of HM Treasury Green Book guidance, the Five Case Model and assurance approaches.
- Strong understanding and experience of HM Treasury Magenta Book guidance, evaluation methodologies and benefits management approaches.
- Comprehensive understanding of economic appraisal, value for money assessment and public sector investment decision-making.
- Strong understanding of Department for Transport business case requirements, including Transport Analysis Guidance (TAG) where applicable.
- Knowledge of commercial, financial and management case development for major infrastructure programmes.
- Qualification or experience in project, programme or portfolio management.

Experience

- Significant experience leading the development and approval of business cases through Strategic Outline Case, Outline Business Case and Full Business Case stages for high-profile public sector investments.
- Experience of navigating assurance and securing funding approvals from government departments, combined authorities or funding bodies.
- Experience leading multidisciplinary teams and commissioning and managing consultancy support to deliver timely, high-quality results.
- Proven ability to influence senior stakeholders and build consensus across multiple organisations.

Skills and Competencies

- Excellent ability to build a creative and compelling argument for change, working across team and organisational boundaries to explore opportunities to maximise programme benefits
- Excellent communication and presentational skills, with the ability to communicate effectively with elected Members, constituent councils, colleagues across the Combined Authority, members of the public and other stakeholders and secure buy-in and engagement. Ability to give advice and, when necessary, negotiate assertively but with tact and diplomacy
- Analytical skills to research, interpret, and synthesise complex information and summarise for senior decision makers
- Ability to prioritise workloads, work under pressure, and meet deadlines while using initiative where required.

DESIRABLE

Qualifications and Knowledge

- Chartered status or membership of a relevant professional body.
- Relevant postgraduate qualification.
- Knowledge of infrastructure funding and approval processes within central government.

Experience

- Project management experience, including managing cost, risk, schedule, change, and requirements.
- Experience of project procurement and leading teams of consultants.
- Experience in post-opening evaluations, benefits realisation reviews or Post Project Evaluation studies for major transport or infrastructure programmes.