

Greater Manchester Combined Authority

Resources Committee

Date: 22 March 2024

Subject: Establishment of Assistant Director of Transport Communications

Report of: Andrew Lightfoot, Deputy Chief Executive GMCA and Steve Warrener,
Managing Director TfGM

Purpose of Report

To seek approval for the establishment of a new Assistant Director of Transport Communications to support the delivery of a more integrated function across GMCA and TfGM, as set out in the new joint Chief Executive role expectations and as part of a wider programme of GMCA/TfGM review commissioned by the Committee

Recommendations:

Resources Committee is requested to:

1. Approve the establishment of a new Assistant Director of Transport Communications at SM6
2. Note that this will see the associated disestablishment of the existing Head of Strategic Communications at TfGM, delivering a budget saving of £18,000 - £21,600

Contact Officers

Andrew Lightfoot, Deputy Chief Executive GMCA andrew.lightfoot@greatermanchester-ca.gov.uk

Steve Warrener, Managing Director TfGM steve.warrener@tfgm.com

1. Introduction/Background

Resources Committee agreed the role profile and expectations of a new GMCA/TfGM Group Chief Executive role in November 2023, which included the requirement 'to work with both GMCA and TfGM to increase the level of integration of functions and activity between both organisations'. The Committee commissioned a programme to review closer working and possible integration of functions in GMCA and TfGM, with the communications function one of the first to be considered.

Since then work has taken place between the two organisations to explore this, with the agreed eventual outcome being a 'standardised approach across TfGM and GMCA, ensuring clear, aligned and consistent messaging and campaigns which meet the expectations of the Mayor, Transport Commissioner, Active Travel Commissioner and GMCA and TfGM management and which are delivered in the most efficient way possible.'

2. Rationale

The creation of this role, and the associated disestablishment of the existing Head of Strategic Communications role at TfGM, would:

- Deliver an £18,000 - £21,600 budget saving
- Retain dedicated senior communications support for TfGM
- Support alignment of the communications support for all GM portfolios, including transport, via a single senior management team

3. The role

The postholder would support the Mayor of Greater Manchester, Transport Commissioner, Active Travel Commissioner, GMCA and TfGM Group Chief Executive and TfGM senior management, as well as providing strategic leadership and management to the transport communications team, with the aim of ensuring clear, aligned and consistent transport communications content and campaigns to enable Greater Manchester to meet its strategic objectives.

The role would be within the communications senior management team of GMCA, reporting to the Director of Communications, but work within TfGM.

4. Remuneration

The post is SM6 ((£69,858-£78,314) which is in line with similar Assistant Director roles in GMCA.

5. Financial considerations

The creation of this role and disestablishment of the existing Head of Strategic Communications in TfGM would deliver a budget saving of £18,000 - £21,600

Andrew Lightfoot, Deputy Chief Executive GMCA

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Steve Warrener, Managing Director TfGM steve.warrener@tfgm.com

