Appendix 1: WYCA 2018/19 Draft Business Plan Summary

DELIVERY DIRECTORATE

Delivering the right projects whilst providing value for money

Ensuring the delivery of a portfolio of projects and programmes within the agreed cost, time and quality framework, which meet our strategic priorities and derive maximum benefit for the region

2018/19 Priorities	Resource Lead
Delivery of projects and programmes in the West Yorkshire Transport Fund with the targets of: 15 projects/programmes approved at Outline Business Case stage 10 projects/programmes approved at Full Business Case stage 5 projects/programmes to be on site CCAG phase 2 to be completed	WYTF Implementation Team
Implementing other significant Transport Projects (such as Rail accessibility schemes, New Station Street in Leeds, Cycling schemes, Castleford Rail Station Gateway and Halifax Bus Station improvements), with a target of 8 projects on site in 2018/19	Transport Projects Team
 Implementing Economic Regeneration Projects (including skills capital & innovation, Broadband and Better Homes), with targets of: Completing phase 2a and 2b of skills capital (delivering 24,898 sqm of new build floorspace and 12,100 sqm of refurbished floorspace) Enabling 200 new homes at Bolton Woods and Beech Hill Enabling 8,000 sqm of commercial floorspace across York Central/York Guildhall £3.2m LGF spend on tackling fuel poverty Delivery of 524 CHS as part of the Warm Homes Fund Broadband infrastructure to cumulatively deliver 43,086 Total Homes Passed of which 35,679 superfast (>24mb/s) Enable a further 250 homes and 200 jobs through Growing Places Fund loans 	Economic Regeneration Team
Continued implementation of the Smartcard and information Programme (SCIP) with Phase 5 going live in March 2019	SCIP implementation Team
Providing Feasibility and Assurance services across all portfolio's work including overseeing further calls for projects and re-profiling of programmes	Feasibility and Assurance Team
Managing the Assurance process, monitoring and reporting of progress, further development of risk & cost management controls and embedding the Portfolio Information Management System (PIMS)	PMO Team
Leading the Head office Refurbishment project and supporting the flexible ways of working project	Staff from the PMO team
Further development of policies, processes and working practices to maximise staff retention and embed the culture of a high performing team	Led by Director and Heads of Service

Develop and implement a strategy for resourcing revenue fund	ded	Led by Directo	r in partnership with
projects and corporate projects		Director, Reso	urces
Further work with the Policy Directorate to better define the		Led by Directo	r and Heads of Service in
boundary between the Policy and Delivery Directorates and ag	reeing	•	th Policy Directorate
handover terms	5		66, 2 6666.466
nundover terms			
Budget and Res	ources		
2017/18 Revenue Budget		Expenditure	£2.451m
		Income	(£2.450m)
		meome	(12.43011)
		Net	£0.001m
2018/19 Revenue Budget		Expenditure	£3.488m
		Income	(£3.716m)
		meome	(15.71011)
		Net	(£0.228m)
Net Revenue Budget change between years			(£0.229m)
Capital spend under the control of Delivery 2018/19			£186.405m
Financial Target(s) 2018/19			ТВС
2018/19 FTE			71.72

ECONOMIC SERVICES DIRECTORATE

Delivering effective services to drive inclusive growth

To attract global investors, support businesses to be more productive and inspire people to gain relevant skills, working with partners across all sectors.

2018/19 Priorities	Resource Lead
 Continue to provide support to help businesses grow and become more productive through the LEP Growth Service, and embed a range of ESIF funded business support programmes, with the targets of: Supporting up to 2,750 businesses that want to grow Providing intensive support to 900 growth businesses Supporting the creation of 400 jobs in businesses receiving intensive growth support, investing £5m in capital projects with an average cost per job of £12.5k Supporting 100 high growth businesses to develop strategic growth plans Delivering 12 'Pop-Up' business advice events including 4 in more disadvantaged areas 	Business Support Team including: Growth Service, Strategic Business Growth Programme and Business Grants Team plus those below, with support from Comms
Provide Resource Efficiency funding and advice to businesses with a target of supporting 80 businesses to reduce costs on energy, water and waste.	Resource Efficiency Team
Provide support and advice on accessing innovation services and funding with a target to support a further 70 businesses to undertake innovation activity.	Access Innovation Team
Deliver sustainable travel plan advice and services to businesses, recruiting 75 new businesses to the Travel Plan Network and generating over £8m in M-card sales.	Travel Plan Network Team
Work with schools and business leaders to deliver an enhanced model of employability, enterprise and careers education to reach over 160 schools and 12,000 disadvantaged students.	Enterprise in Education Team (+ new posts tbc subject to new funding)
Promote and advise on the benefits of apprenticeships to over 1,000 businesses (if funding is secured).	Skills Funding Manager and Apprenticeship Grants Team (at risk if funding not secured)
Continued skills support for businesses, sector skills initiatives which upskill 1250 individuals in shortage areas; and development & monitoring of delivery agreements with FE colleges in readiness for the proposed devolved Adult Education Budget, in order to secure the right kind of vocational education & training provision to meet the skills demands on our economy.	Skills Funding Manager, Sector Skills Manager plus Digital Skills Coordinator & Economic Intelligence Manager (in Policy & Comms Directorate)

Attract global investors to the Region, undertake inward investment lead generation and deploy targeted grant funding, with the aim of creating 1,500 new jobs for the region and bringing 40 inward investment projects to the LCR.	Inward Investment Team and support from Comms team
Promote Leeds City Region investment propositions in the key sectors of advanced manufacturing; digital including fintech; healthcare and life sciences; and financial & professional services, with 180 investor meetings leading to 40 inbound visits hosted.	Sector leads in Advanced Manufacturing, Health & Life Sciences and Digital and support from wider Inward Investment Team above and Comms Team
Promote investor development, safeguard UK jobs and seek 'floating' investment opportunities within 120 internationally owned firms, in partnership with local authorities, seeking to identify 48 new investment projects from 240 meetings.	Key Account Managers (new posts subject to funding)
Inspire over 100 additional LCR businesses to export and 100 existing exporters to increase global trade, through the improved coordination of international trade services with partners, including through 10 new export initiatives.	International Trade Manager
Embed further the principles of inclusive growth into mainstream services through the targeting of employment & skills programmes towards low paid workers, focusing education support onto disadvantaged pupils, implementing employment brokerage to support employers to fulfil social value obligations within WYCA contracts, inspiring businesses to adopt leadership practices which support the progression of low paid workers, considering the application of specific grant conditions, adapting the inclusive growth narrative for inward investment and monitoring appropriate outputs.	To be led by the Executive Head of Economic Services and senior managers with support from PSC Directorate
Collaborate with Policy, Strategy & Comms colleagues on new digital and productivity-led services linked to the inclusive industrial strategy, including reviewing the application of sector prioritisation and considering productivity outputs alongside job outcomes.	To be led by the Executive Head of Economic Services and senior managers with support from the Head of Economic Policy
Refine the efficiency and effectiveness of our grant programmes and implement the recommendations from the grant review process, in line with the Assurance Framework, including a new partnership agreement for delivering support for smaller grants, as well as the inclusive growth principles above.	Head of Business Support & Business Grants Manager to lead with support from specific grant teams including T&I input
Accelerate digital careers activity and develop a digital talent offer as well as activity to address the future infrastructure skills needs linked to HS2 and other transport/regeneration investments, and replacement demand in manufacturing and engineering, including by securing and delivering additional ESIF programmes.	Head of Employment & Skills & Digital Skills Coordinator (in Comms) to lead with support from Enterprise in Education team to promote in schools and T&I team to connect to inward investors. Additional resources subject to ESIF & other bids.
Introduce/test activity to maximise local employment opportunities through major capital investments, including a business facing Gateway for local employment.	Head of Employment & Skills to lead, working with Delivery Directorate and Jobcentre Plus/Local Authority partners

Review the options for increasing the effectiveness of export support within the region, in collaboration with the Policy, Strategy and Communications Directorate, in order to help increase the region's export performance.	Head of T&I plus International Trade Manager to lead working with the network of trade partners.	
Attract a greater number of transformational inward investments ar assist to create a more resilient economy through strengthening link with existing foreign owned businesses. Establish a specific KAM function within the Trade and Investment	team to lead working closely with Comms & Marketing New KAM staff to be recruited (subject	
Team. Work to develop a coordinated approach with local authorities to packaging investment opportunities more effectively in order to create more attractive offers for global investors.	to funding being secured) To be led by Head of T&I with additional resource to be identified	
Working with colleagues in Policy and Delivery to further develop the strategy for securing end user investment in Enterprise Zones.	To be led by Head of T&I with additional resource to be identified	
Budget and Resources		
2017/18 Revenue Budget	Expenditure £9.901m Income (£8.620m) Net £1.281m	
2018/19 Revenue Budget	Expenditure £8.631m Income (£7.342)m Net £1.289m	
Net Revenue Budget change between years	£0.008m	
Financial Target(s) 2018/19	ТВС	
2018/19 FTE	62.53	

TRANSPORT SERVICES DIRECTORATE

Connecting people to places

To transform, through strong relationships with local partners and transport providers, the services provided by the CA to be efficient, community led and customer focused.

2018/19 Priorities	Resource Lead
Information	
Providing direct customer contact services including Metroline	Metroline and Customer Services teams
Coordinating the production of passenger information	Service Development Team (inc real time information)
Timetable data and content preparation	Data Team
Increase the proportion of information interactions/enquiries that are online to 98%	All
Retail	
Ensuring robust financial process are in place for administering concessions and Integrated ticketing services	Financial Processes Team
Delivering direct customer sales and information through Travel Centres including back office	Travel Centres team
Managing WYCA offices	Office Facilities Team
Increase the proportion of MCard sales via self-service/travel centre alternatives to 75%	
Asset Management	
Managing our buildings, bus shelters and other on-street public transport infrastructure	Facilities and Assets team
Day to day running of our staffed and unstaffed bus station facilities	Bus Station Services team Cleaning staff
Bus Services	
Coordinating and delivering transport services for those with personalised travel needs through AccessBus and home to school transport services for children with Special Educational Needs	Door to Door Transport Team and SEN team
Monitoring performance of transport services against contracts and surveying quality	Monitoring and Survey team
Procuring bus services, coordinating bus network changes and highway liaison	Bus Network and Highways Liaison team
Coordinating education transport services	Education Transport Team

In 2018/9 the Directorate will also deliver a programme to transform Transport Services through:

Information	Led by HoS and Information and
Devise and implement new strategy by June 2018 to move from a	Marketing Manager
paper based information provision to a fully digital self service provision focused on live travel information "on the move" to drive efficiency and savings	Policy Manager + assistant from PSC to support high level policy/horizon scan R&I analysis support

Retail Devise and implement new strategy by June 2018 to grow ma MCard with WY Ticketing Company introducing new retail cha including mobile phone ticketing. Modernise the service offer Travel Centres to streamline these and realise savings	rket for Manager and Policy Manag support high R&I analysis s	and Service Delivery involving Retail Teams er + assistant from PSC to level policy/horizon scan upport ort to deliver changes	
Asset Management Strategy	Led by HoS ar	nd Facilities and Assets	
Develop a five year plan to maximise rental income and cost	Manager		
effectively maintain the CA's portfolio of operational and non-	_	et Development Team	
operational property with an initial target to increase income		- to support strategic view	
generation from property rental by 10% in 2018/19	Delivery supp	ement and Finance support ort – interface with	
	Transport Fur		
Bus Services Strategy		or HoS and involving Bus	
Support the transformation of bus services in partnership with			
operators through Bus 18 and the Leeds PTIP		PSC – Policy Manager	
Ensure the effectiveness of the young people's concessionary	iare	nsultation team	
scheme seeking to increase patronage at a reduced cost to the			
taxpayer			
Devise and implement a new policy for bus service support when the service support support when the service support when	nich		
promotes inclusive growth at a reduced cost to the taxpayer			
Working with Policy and Strategy Directorate to develop a new	V		
delivery model for public transport services in the future	viana Lad by Divant	on HaC and Comica	
Scope out/agree new delivery frameworks for operational servith transport operators/partners.		or, HoS and Service	
 Improving management information to develop a more 	Development	Development Manager	
transparent approach to the unit costs of service provision	n		
Develop Bus 18 and LPTIP Bus Delivery Board into effective			
strong customer focussed partnerships	, c,		
 Scope out how the Joint Venture Company for ticketing c 	an be		
developed into a means by which WYCA and operators sh			
cost of providing public transport infrastructure, informa			
ticketing products			
Coordinating WYCA operational plans and liaison with bus operational plans are plant to the plant of the plan	erators Led by Direct	or, HoS and with input	
to meet emerging local and national Air Quality requirements	and from other Di	rectorates	
Clean Air Zones			
Budget and Reso	ources		
2017/18 Revenue Budget	Expenditure	£127.300m	
	Income		
	Net	£82.331m	
2018/19 Revenue Budget	2018/19 Revenue Budget Expenditure		
	Income	· · · · · · · · · · · · · · · · · · ·	
	Net		
Net Revenue Budget change between years		£0.310m	
Financial Target(s) 2018/19		ТВС	
2018/19 FTE		194.7	

POLICY, STRATEGY & COMMUNICATIONS DIRECTORATE

Leading thinking, securing funding

To develop a leading, inclusive Industrial Strategy, a radically new economic policy framework for Leeds City Region; a new vision for the kind of place we want the City Region to be, and use this as part of our pitch for securing a devolution deal that covers the City Region; and to agree a long term funding settlement with Government

2018/19 Priorities	Resource Lead
 POLICY, STRATEGY & RESEARCH Strengthen our local powers and secure investment to maintain and enhance the CA's investment in the region (currently c.150m a year) Continue to make the case for an ambitious devolution deal. Develop proposals for future local growth funding. Be "bid ready" for opportunities that arise from Government where they support our priorities. Deliver the current ESIF programme and influence the design and implementation of the successor national programme (shared prosperity fund). 	Core function of all roles – all policy team input led by Director. With specific input on devolution and on future funding. Support from Delivery and Economic Services and in demonstrating the case for investing here through case studies
Development of a single, bold Local Inclusive Industrial Strategy	Led by HoS supported by policy managers and policy officers
 Support Private Sector Growth through proposals to enhance the region's digital and innovation capabilities and through a focus on improving skills. Explore ways to lever private sector-led collaboration and mutual improvement to raise the productivity of firms Develop a City Region wide digital framework recognising the importance of the development of a digital and technology strategy for the region Develop proposals for an ambitious retraining programme Develop the case for further enhancement of the Combined Authority's engagement with the education system 	Led by HoS with input from policy managers/officers and input from Economic Services
 Deliver improvements to Place to deliver inclusive and clean growth A web-based map product to transform our ability to align investments and use it to support identification of the pipeline of projects. Deliver the EZ Programme to Outline Business Case stage Support development and, as needed, the delivery of an LCR Housing Deal Identify and develop opportunities from the Government's Clean Growth Strategy to the region's economy. Support the move to cleaner air through cleaner buses 	Led by HoS with input from policy managers/officers and input from Delivery on business case development and challenge of policy agenda.

Deliver the Energy Accelerator	
Secure developer contributions for public transport from new	
developments	
Develop policies to transform our City Region connectivity	Led by HoS with input from policy
Translate the LCR Connectivity Strategy into defined inclusive growth	managers/officers and input from
corridor plans.	Delivery on business case
Shape the development of Leeds Station, High Speed Two Northern	development and challenge of polic
Powerhouse Rail, Calder Valley improvements, Transpennine Route	agenda.
Upgrade and East Coast Mainline.	
Influence and shape the regional and national rail policy and work	
with operators on the operational performance of the current	
franchises.	
Develop and establish a new WYCA rail plan	
Develop the policies within the Transport Strategy into actions	
Support the delivery of the Leeds Public Transport Investment	
Programme	
Support Transport Operations with their transformational	
programme including a review of tendered services and how	
'mobility as a service' could support our objectives.	
 Develop Local Cycling and Walking Infrastructure plans. 	
Influence Highways England's Road Investment Strategy	
Shape Transport for the North's investment programme.	
Shape Transport for the North's investment programme. Develop proposals for four new rail stations to OBC	Lod by Dosoveh and Intelligence
Shape Transport for the North's investment programme.	Led by Research and Intelligence
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- Market intelligence for route development to support bus operators in the development of the bus network.
- SMART card transactional analysis
- LPTIP Monitoring and Evaluation framework
- Development of the CA's GIS tools to support project and program monitoring (within the context of formally agreed GIS strategy for the CA).
- Impact assessment of the Growth Service, the LEP Capital Grants Programme, the Travel Plan Network, the large capital grant applications (over £100K).
- Development of LCR Labour market information
- Impact of Northern Powerhouse Rail, rail policy and CA interventions in the bus industry.

COMMUNICATIONS, ENGAGEMENT & MARKETING

Market services and delivery of CAs, initiatives and programmes

- Communications and Engagement support across all major programmes – Provide Agency value (over £1m) worth of advice and delivery. Providing a link between communities of interest and decision making internally and with partners.
- Market Employment & Skills offerings delivering higher take up rates than comparable regions in the UK.
- Market Leeds City region as the Digital centre of the UK driving increases in trade & inward investment opportunities.
- Market Economic Services through the 'Growth Service' (14 different groups of offerings) and 'Invest Leeds City Region'. Target 66% in next 3 years from base of which is an agency value of over £0.5m worth of advice & delivery.
- Market Transport Services and TravelCard offerings. Agency value (over £1m) worth of advice and delivery.
- Policy & Strategy reports and analysis amplification (over £0.3m) worth of advice & delivery.
- Amplify the achievements of the CA and partners in delivering large scale transformative infrastructure projects establishing credibility with funders.
- Establishment of single overarching place based narrative for the region.
- Promotion, engagement and marketing of cycling and active travel and the required infrastructure

Head of Involvement, Communications & Engagement formerly Head of Communications

Heads of Corporate Communications & Engagement

Head of Marketing

Marketing Team
Design Team
Corporate Communications
Market Research
CCAG team

Create a full service Digital engagement, marketing and communications function delivering efficient and valued engagement channels

- A single web presence £0.3m Investment to save £0.3m per annum.
- A social media strategy delivered through fewer channels in a more targeted and measurable way. Double followers & Treble engagement scores. Cost of PR/Consultation transaction to be reduced by 50%.
- Establish a modern intranet platform that enables true partnership working across WYCA/LEP but also across district partners and external third parties. Cost savings target £100k p.a.

Head of Involvement,
Communications & Engagement –
formerly Head of Communications

Head of Digital

Head of Marketing

Digital Team
Design Team

- Create ICT / Communications strategy working group with savings target on planned expenditure equal to £250k p.a.
- Establish a central and available Consultation & Engagement team offering advice and services to all partners and programmes to the value of £0.5m via Engagement Hub.

Create a strategic communications and external affairs function promoting inclusive growth measures, policy choices & the region

- Overall Advertising Value Estimate measure target 2018/19 of £5m (2015/16 = £1m).
- Establish real awareness and sense of presence in Whitehall &
 Westminster with MP partners and Officials. Devise and measure a
 metric. In addition minimum of 3 Westminster/London events a year
 and build a team WY/LCR/Yorkshire amongst MPs.
- In region partnerships built upon and value delivered e.g. Welcome to Yorkshire, YEN, National Parks, IoD, CBI, Chambers, FSB, NPP and many more. Devise measure for value.
- Establish an ongoing partnership programme with districts and other key delivery partners
- Devolution establish the support for and create conditions for a deal on a preferred geography with required powers.

Head of Involvement, Communications & Engagement– formerly Head of Communications

Heads of Corporate Communications & Engagement

Head of External Affairs

External Affairs Team
Design Team
Corporate Communications

Use internal communications to embed the organisation's values & Enable Transformation

- Establish a professional, high value, service orientated values driven culture across the organisation.
- Support and enable transformation programmes with internal communications, channel shift, external engagement assistance.
 Working with all Directorates especially Transport Services and Resources Directorates.

Head of Involvement, Communications & Engagement formerly Head of Communications

Heads of Corporate Communications & Engagement

Corporate Communications

Budget and Resources		
2017/18 Revenue Budget	Expenditure	£3.597m
	Income	(£0.134m)
	Net	£3.463m
2018/19 Revenue Budget	Expenditure	£6.046m
	Income	(£0.461m)
	Net	£5.585m
Net Revenue Budget change between years		£2.122m
Financial Target(s) 2018/19		ТВС
2018/19 FTE		101.81

RESOURCES DIRECTORATE

Enabling the right solution

To transform our processes and support for the organisation around a business partner model ensuring that we have our own house in order as a champion for Inclusive Growth. We need to ensure high value for money, given the financial pressures we and our partners face.

2018/19 Priorities	Resource Lead
Embedding a new structure for Finance to enable more strategic focus and updating key processes to better meet customer needs and maximise efficiencies. Achieving a balanced financial outturn at year end, achieving 100% statutory compliance and paying all undisputed invoices within 30 days.	Finance Team
Embed the new procurement team and implement the procurement strategy with a specific focus on further embedding social value principles into procurement practices, ensuring there are no successful legal challenges to procurement decisions and on devising an efficiency savings programme for revenue budgets with a target of delivering 5 savings initiatives	Procurement Team
Embedding the new OD structure for the Legal Team and introducing new working practices to enable a greater customer focus. Fully implementing the GDPR action plan and new processes to ensure ongoing statutory compliance, including meeting 100% of FOI/EIR deadlines	Legal Team
Develop new process for delegations and more streamlined decision making across officers and committees, while ensuring 100% compliance with statutory requirements regarding committee agenda publication.	Governance Team
Implement year 1 of the Corporate Technology Strategy - including developing a customer service management system (ITIL), defining a flexible working technology strategy, security and compliance enhancements and review of mobile equipment. Ensuring that the core network and Microsoft cloud services are available for at least 99% of the time and limiting non-critical open service desk request to 100 or below	ICT Team
Embedding the new HR structure and implementing the new HR strategy, moving to a model of more strategic focus and greater efficiency.	HR Team
Updating and implementing new HR policies/strategies including the workforce development strategy and diversity strategy and initiatives to support the organisation in delivering STEM activities. Working with	HR Team

nt avs	
Health and Safety Team	
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Com	
Internal Audit team	
act	
ast	
Led by Director with all teams	
of	
ion All teams	
3,	
All teams	
All tooms	
All teams	
All teams	
ac	
	0m
Income (£98.184)	
Net (£83.555)	m)
Expenditure £13.2	
Income (£100.018m)	
·	•
(£3.186)	m)
Т	ВС
7.0	5.4
	Health and Safety Team Corporate Planning and Performance team Internal Audit team Led by Director with all teams All teams All teams All teams Expenditure £14.629 Income (£98.184 Net (£83.555) Expenditure £13.2 Income (£100.018 Net (£3.186) T