

CHESHIRE WEST & CHESTER COUNCIL

JOB DESCRIPTION

Title:	Director of Public Health
Job Reference:	
Accountable to:	Professionally accountable to the Council via the Chief Executive (and the Secretary of State for Health through OHID) Managerially to Deputy Chief Executive
Hours:	Full time
Work base:	The Portal, Ellesmere Port.
Salary:	Director 1 (up to £104,550)
Key Relationships	Cabinet/Portfolio holder Senior Management Team NHS bodies Cheshire & Merseyside Integrated Care Board CHAMPS DHSC OHID UKHSA Health and Wellbeing Board Local Resilience Forum Brio Leisure (Council Leisure Company) The public and the press

Job Summary

The Director of Public Health is the system leader for improving the health and wellbeing of residents, reducing inequalities in health outcomes and protecting local communities from public health hazards (infectious diseases and environmental threats). As such, the Director of Public Health is a statutory chief officer of the authority and the principal adviser on all health matters to elected members, officers and partners, with a leadership role spanning health improvement, health protection and healthcare public health. Section 73A (1) of the NHS Act 2006, inserted by section 30 of the Health and Social Care Act 2012, gives the Director of Public Health responsibility for:

- all of their local authority's duties to improve public health
- any of the Secretary of State's public health protection or health improvement functions that they delegate to local authorities, either by arrangement or under regulations – these include services mandated by regulations made under section 6C of the 2006 Act, inserted by section 18 of the 2012 Act
- exercising their local authority's functions in planning for, and responding to, emergencies that present a risk to public health
- their local authority's role in co-operating with the police, the probation service and the prison service to assess the risks posed by violent or sexual offenders
- such other public health functions as the Secretary of State specifies in regulations
- producing an independent annual report on the health of local communities

In order to deliver their responsibilities on behalf of the residents of Cheshire West and Chester the DPH will need to be a visible system leader in the health and wellbeing partnership arrangements. The DPH will be expected to use all the resources at their disposal to ensure that the local public health system is able to tackle the full range of determinants of health affecting communities in the borough of Cheshire West and Chester. Working with local communities, they should be able to

inspire development of innovative solutions that support improvements in health and wellbeing and reduction in health inequalities whilst at the same time maintaining the confidence of Councillors and government.

Description of the LA and the Public Health Department

Cheshire West and Chester is a council that helps you to play your part to make a difference. We have a great reputation locally and nationally, made possible by amazing colleagues working together to achieve great things and with ambitious plans for the future.

Our vital services touch people's lives every day. With almost 3,500 employees, we are responsible for well-known services such as social care, schools, housing, planning and waste collection, but there is much more to what we do, such as supporting businesses, registering births, deaths and marriages, pest control and more.

We are at the cutting edge of doing things differently. We work closely with a range of organisations and local people to make our area fairer, greener and stronger.

Covering an area of 354 square miles with 357,000 residents, we are located at the heart of the Northwest of England. We have strong urban and rural communities. Chester, the borough's city, is a site of historical importance as one of the UK's best-preserved walled cities.

The wider borough is characterised by a distinct rural/urban identity. The industrial towns of Ellesmere Port, Winsford and Northwich stand alongside remarkable countryside. This contributes to 37 million people who visit the borough each year. Strategically placed alongside the major conurbations of Merseyside and Greater Manchester, the borough also benefits from strong relationships with North Wales.

With Liverpool and Manchester airports just 30 minutes away, London just two hours by train and easy access to the M6 and M56 motorways, you are always just a short journey away from wherever you want to be.

Our joint Health and Wellbeing Strategy aims to reduce inequality, increase years of healthy life and promote improved mental and physical health and wellbeing for everyone in Cheshire West. The DPH will play a leading role within the Health & Wellbeing Board and Cheshire West Place Partnership in delivering this vision.

The DPH is responsible for the Public Health and Partnerships Team that is comprised of approximately 20 individuals. The DPH also has an expanded portfolio that includes inclusive leisure, working closely with our award-winning Council Company Brio Leisure CiC. Public Health has very strong and effective matrix management relationships across all areas of the Council and within our new integrated Cheshire West NHS Place team. The DPH is also a core member of the joint NHS and Local Authority leadership team, providing direct influence and leadership opportunities to improve health and wellbeing outcomes right across the borough.

Job purpose and key responsibilities

The fundamental purpose of the postholder is to provide the leadership to drive improvements in the health and wellbeing of the residents of Cheshire West and Chester, to reduce inequalities in health outcomes and working in collaboration with UKHSA to protect local communities from threats to their health through infectious diseases, environmental and other public health hazards. In delivering the key responsibilities described below, the postholder is expected to demonstrate a high level of expertise in the Faculty of Public Health Competencies (Appendix 1) and the person specifications (Appendix 2).

- a) Support the Chief Executive and Councillors in developing and delivering the Council's strategic agenda.
- b) Be the chief officer and principal adviser on public health to the Council, local communities and local partners.

- c) Operate strategically as a member of the corporate management/executive board and across the Council influencing policy and practice.
- d) To deliver commission, and or deliver services which are effective, value for money and meet quality standards.
- e) To act as a leader across the local system of public services, influencing change and enabling a culture of continuous improvement in health and wellbeing, innovation and evaluation.
- f) Utilise the public health resources imaginatively and cost effectively across all domains of public health in order to improve health and wellbeing of local communities and reduce inequalities in health outcomes.
- g) Accountable for both the shaping and delivery of the Health and Wellbeing agenda taking account of the national agenda and benchmarking (using the national outcomes frameworks; public health, NHS and social care).
- h) Deliver an independent annual report on the health and wellbeing of local communities for publication by the Council, to stimulate debate and/or action by the Council and partners.

The person specifications for the post are set out in appendix 2. In delivering the responsibilities outlined above, the postholder and his/her team will undertake the following tasks:

1. Strategic Leadership

- Delivery of a system to support surveillance, monitoring and evaluation of health and wellbeing and inequalities in health outcomes of local communities (including an easily accessible Joint Strategic Needs Assessment System).
- Ensure all activity undertaken by the Council takes account of both, the need to reduce inequalities as well as the requirements of the Equality and Diversity Act.
- To ensure scientific principles are applied to assessing need, exploring interventions and assessing progress of the Council's strategic agenda.
- Ensure as a core member of the Health and Wellbeing Board and in partnership with the wider Cheshire West and Chester, partners and the public, the development of plans to enable local communities to become healthy, sustainable and cohesive.
- Ensure a programme of action (both within and out with the Council) to impact on the wider determinants of health that will promote improvements in health and wellbeing of local communities and reduction in health inequalities.
- Provide assurance that the health protection system for local communities is fit for purpose.
- To work closely with Directors responsible for people (children, vulnerable communities and older people) to ensure to develop, implement and maintain a "fit for purpose" integrated strategy which meets the needs of local communities and is cogent with the national approach.
- Collaborate across organisational boundaries to ensure communities in Cheshire West and Chester benefit from population health and care programmes includes being an active member of the Cheshire and Merseyside Public Health Collaborative (CHAMPS) and working closely with the NHS Cheshire & Merseyside Director of Population Health.
- Contribute towards public health research and training opportunities with the University of Chester as described within the agreed memorandum of understanding with the Council.

2. Directorate Specific Accountabilities

- To be an advocate for improving health and wellbeing and reducing health inequalities.
- Exercise the statutory responsibilities including the delivery of the mandated services.
- To advise Cheshire West and Chester on its statutory and professional public health obligations.
- Work with UKHSA and other partners to ensure local communities are protected from infectious disease threats (including food and water borne disease, pandemics, etc) and environmental hazards.
- Ensure the development and delivery of a credible plan to improve health and wellbeing of communities in the borough of Cheshire West and Chester and reduce health inequalities.
- Ensure that the Council has implemented its EPRR responsibilities and through Co-chairing of the Local Health resilience Forum, that partner organisations have delivered their EPRR responsibilities.

- Provide support to the Deputy Chief Executive Health & Wellbeing/Director of Adult Social Care and Health (including as a member of the Directorate Management Team) in the collective development of the Directorate strategies and operational management standards to ensure that Directorate initiatives and priorities are achieved
- Inform, support, and advise Members of the Council so that they can perform their executive, scrutiny and representational responsibilities and ensure that decisions are appropriately informed, and service delivered according to Council priorities.
- Work in partnership with NHS, Adult Health and Social Care, and Children and Families services to take responsibility for Population Health and Care, including oversight and promoting population coverage of immunisation and screening programmes.
- Provide public health advice to the Cheshire West Place Committee to support the commissioning of appropriate, effective (based on evidence), and equitable health services.
- The Lead Director in supporting the Health and Wellbeing Board to deliver its statutory duty to promote integration for the benefit of local communities.
- The SRO for the local Combatting Drugs Partnership, and responsible for leading the Cheshire West and Chester partnership to deliver the 3 strategic priorities as set out in the new 10-year drugs strategy From Harm to Hope.
- Collaborate across local authority boundaries to ensure residents of Cheshire West and Chester benefit from population health and care programmes.

3. Resource Management

- To be accountable for the budget including reporting on the use of the public health ring fenced grant.
- To manage Council resources (People, property, information, and finance) imaginatively and efficiently.
- Manage public health staff (Appendix 3) and ensure that they can influence in such a way as to ensure health and wellbeing in its fullest sense is central to the borough of Cheshire West and Chester.

4. Commissioning

- Ensure services for improving health and wellbeing of local communities are commissioned within the Council policy for procurement and monitoring system and are responsive to the needs of the communities in Cheshire West and Chester and over time.
- To set the framework for standards for commissioning and delivery; including the promotion of innovative approaches and appropriate risk management systems which are responsive to performance challenges.
- To ensure scientific principles of evaluation underpin all commissioning and delivery, of health and wellbeing services.

5. Advocacy

- Develop a constructive relationship with the media and the public, within the context of the Council Communications policy.
- To use the Faculty of Public Health, the LGA, the ADPH, OHID and other channels to advocate for the public's health.

Management arrangements

The Director of Public Health will be professionally accountable to the Council (and Secretary of State for Health through OHID) and managerially accountable to the Deputy Chief Executive of the Local Authority with access to the Chief Executive as appropriate. An initial job plan will be agreed with the successful candidate and reviewed annually.

The Director of Public Health will:

1. Manage the development and appraisal of a team of 20 staff (including trainees) to ensure the achievement of the team's work programme and review the performance of both team and individual.
2. Manage budgets (the Public Health Allocation).

3. Be expected to take part in on call arrangements for communicable disease control/health protection as appropriate depending on local arrangements
4. Ensure appropriate management and support for Specialty Registrars (in Public Health)

Professional obligations

Professional responsibilities will be reflected in the job plan. The Director of Public Health will be expected to:

1. Participate in the organisation's staff and professional appraisal scheme and ensure participation of all staff members.
2. Ensure quality improvement (and clinical governance) programmes are an integral component of the public health approach in the Council.
3. Contribute actively to the training programme for Foundation Year Doctors/Specialty Registrars in Public Health as appropriate, and to the training of practitioners and primary care professionals within the locality.
4. Pursue a programme of CPD, in accordance with Faculty of Public Health requirements, or other recognised body, and undertake revalidation or other measures required to remain on the GMC/GDC Specialist Register with a license to practice or the UK Public Health (Specialist) Register or other specialist register as appropriate.
5. Practise in accordance with all relevant sections of the General Medical Council's Good Medical Practice (if medically qualified).
6. Agree any external professional roles and the time required to deliver those roles with the Council.

OUR VALUES - the DPH will role model core values through...

Teamwork



Working flexibly, co-operatively, effectively, utilising resources, expertise and knowledge with others

Honesty



Always acting in a caring, responsible and accountable manner which maintains the integrity of the council as a public service

Respect



By valuing individual contributions and encouraging a culture of mutual respect

Innovation



Being innovative in everything we do; applying creative ideas to improve services and meet the council's outcomes

Value For Money



Financial impact and value for money are considered in everything we do for the benefit of the Council and our residents

Empowerment



Giving employees the responsibility to make decisions and striving to facilitate the contribution of others



Teamwork



Honesty



Respect



Innovation



Value for money



Empowerment

Appendix 1

Faculty of public health competencies **(2015 PH Specialty Training Curriculum)**

Use of public health intelligence to survey and assess a population's health and wellbeing

To be able to synthesise data into information about the surveillance or assessment of a population's health and wellbeing from multiple sources that can be communicated clearly and inform action planning to improve population health outcomes.

Assessing the evidence of effectiveness of interventions, programmes and services intended to improve the health or wellbeing of individuals or populations

To be able to use a range of resources to generate and communicate appropriately evidenced and informed recommendations for improving population health across operational and strategic health and care settings.

Policy and strategy development and implementation

To be able to influence and contribute to the development of policy as well as lead the development and implementation of a strategy.

Strategic leadership and collaborative working for health

To use a range of effective strategic leadership, organisational and management skills, in a variety of complex public health situations and contexts, dealing effectively with uncertainty and the unexpected to achieve public health goals.

Health Improvement, Determinants of Health and Health Communications

To influence and act on the broad determinants and behaviours influencing health at a system, community and individual level.

Health Protection

To identify, assess and communicate risks associated with hazards relevant to health protection, and to lead and co-ordinate the appropriate public health response.

Health and Care Public Health

To be able to improve the efficiency, effectiveness, safety, reliability, responsiveness and equity of health and care services through applying insights from multiple sources including formal research, health surveillance, needs analysis, service monitoring and evaluation.

Academic public health

To add an academic perspective to all public health work undertaken. Specifically, to be able to critically appraise evidence to inform policy and practice, identify evidence gaps with strategies to address these gaps, undertake research activities of a standard that is publishable in peer-reviewed journals, and demonstrate competence in teaching and learning across all areas of public health practice.

Professional, personal and ethical development

To be able to shape, pursue actively and evaluate your own personal and professional development, using insight into your own behaviours and attitudes and their impact to modify behaviour and to practise within the framework of the GMC's Good Medical Practice (as used for appraisal and revalidation for consultants in public health) and the UKPHR's Code of Conduct.

Integration and application of competencies for consultant practice

To be able to demonstrate the consistent use of sound judgment to select from a range of advanced public health expertise and skills, and to use them effectively, working at senior organisational levels, to deliver improved population health in complex and unpredictable environments.

The DPH as a public health leader is expected to have both the technical expertise as well as the ability to use those techniques to both, lead and support the development of complex solutions to improve the health and wellbeing of local communities. In addition, they are expected to have skills and the attitudes to be able to present the results of applying their technical expertise so that they are understandable and stimulate actions by a range of individuals and organisations.

PERSON SPECIFICATION
DIRECTOR OF PUBLIC HEALTH
CHESHIRE WEST AND CHESTER

Competencies and other requirements

Behaviours	Recruitment and selection
<p>Leadership Establishing and promoting a clear public health vision which is coherent with the business strategy and the political vision for the borough of Cheshire West and Chester and consistent with Government policy and takes account of social and economic trends. This is about role modelling through their own actions the types of behaviours expected of others in creating a high performing public health culture.</p> <ul style="list-style-type: none"> • Developing an effective PH team with appropriate skill mix to enable the Authority to deliver its full range of PH responsibilities • Developing effective relationships with elected members to ensure a coherent PH vision and operational plan • Work with fellow directors to enable/ensure public health perspective/principles underpin all aspects of LA delivery • Work with communities and media to ensure needs of local communities are made explicit and addressed by the H&WB • Deliver the independent report of the DPH in such a way as to compel all members of the H&WB to take action 	<p>CV and Interview</p>
<p>Community and population focus It means working together to a common agenda and objectives with a shared purpose and common values, always looking for ways to improve access to services by communities and individuals. This is seen by:</p> <ul style="list-style-type: none"> • Actively seeking to understand the communities that are served and promoting and demonstrating an active commitment to meet their needs • Setting new standards for innovation in commissioning and delivery of services that anticipate and exceed expectations • Engaging with a wide range of stakeholders and partners to gather and evaluate information and make collaborative judgements and decisions • Making timely and where needed, difficult decisions for the benefit of the people of Cheshire West and Chester 	<p>Application form Interview</p>
<p>Results Focus Co-development of a model of health with local stakeholders (including local communities) and the national metrics to support; taking account of Cheshire & Merseyside Population Health indicators and local Health & Wellbeing Board Strategy. This is seen by:</p> <ul style="list-style-type: none"> • Acknowledging and working with ambiguity and complexity, making significant decisions where no precedents exist • Ensuring a best practice performance culture is developed and sustained • Setting, communicating and monitoring stretching organisational objectives and objectives • Pro-actively identifying corporate, directorate and service risks, and ensuring action is taken to mitigate them • Formulating risk management plans and creating a positive health and safety culture 	<p>Interview</p>

<p>Improvement and Change Developing and sustaining a culture of innovation and creativity underpinned by evaluation, where employees are engaged and have the desire to do things better, more efficiently and effectively to improve performance. This is seen by:</p> <ul style="list-style-type: none"> • Taking risks and moving into uncharted territory while taking accountability for results and failures • Welcoming the inevitable mistakes as part of the creative process • Suggesting the unthinkable to stimulate alternate ways of thinking • Focusing team performance on the achievement of outcomes that will maximise the resources available • Finding new ways of securing or deploying significant amounts of financial resource to meet new objectives • Advocating and role modelling the use of evaluation techniques to support innovation 	<p>Interview</p>
<p>People Development Knowing and managing the strategic talent requirements for the organisation. It is about promoting and encouraging a culture where people focus on developing themselves and others to deliver improvement while developing careers. This is seen by:</p> <ul style="list-style-type: none"> • Holding direct reports accountable for people development generally and specifically for releasing high performers for personal development • Articulating the many long-term benefits of talent management and developing the talent pools required for succession • Ensuring comprehensive workforce plans are in place 	<p>Application form Interview</p>
<p>Functional competencies</p> <ul style="list-style-type: none"> • Demonstrates detailed knowledge of methods of developing clinical quality assurance, quality improvement and evidence based clinical and/or public health practice as set out by Faculty of Public Health. • Full and high level of understanding of epidemiology and statistics, public health practice, health promotion, health economics and health care evaluation. Develops service practices and ensures appropriate application. Provides advice on the more complex instances 	<p>Application form Interview</p>
<ul style="list-style-type: none"> • Detailed knowledge and experience in driving and assisting in the management of change in a variety of settings, proactively seeking opportunities to create and implement improved service effectiveness 	<p>Application form Interview</p>
<ul style="list-style-type: none"> • Detailed knowledge of personnel management. Carries out effective performance management of staff and demonstrates understanding of policies related to pay, capability, disciplinary matters and grievances. Plans department activities and use of staff resources effectively. Participates in workforce planning and training needs assessments 	<p>Application form Interview</p>
<ul style="list-style-type: none"> • Demonstrates knowledge of project management tools and techniques. Sufficient skill to develop and implement large scale projects, utilising and leading multi-skilled project teams. 	<p>Application form</p>
<p>Qualifications</p> <ul style="list-style-type: none"> • Inclusion in the GMC Specialist Register with a license to practice/GDC Specialist Register/UK Public Health Register (UKPHR) for Public Health Specialists. If included in the GMC Specialist Register/GDC Specialist Register in a 	<p>Recruitment and selection Application form</p>

<p>specialty other than public health medicine/dental public health, must have equivalent training and/or appropriate experience of public health medicine practice.</p> <ul style="list-style-type: none"> Public health specialty registrar applicants who are not yet on the GMC specialist register/GDC specialist register in dental public health/UKPHR must provide verifiable signed documentary evidence that they are within 6 months of gaining entry at the date of interview; all other applicants must provide verifiable signed documentary evidence that they have applied for inclusion on the GMC/GDC/UKPHR specialist registers Essential to have MFPH 	
<ul style="list-style-type: none"> Must meet minimum CPD requirements (i.e., be up to date) in accordance with the Faculty of Public Health requirements or other recognised body 	Application form
Knowledge, experience and skills	
<ul style="list-style-type: none"> Understanding of NHS and local government cultures, structures and policies 	Interview
<ul style="list-style-type: none"> Understanding of social and political environment 	Interview
<ul style="list-style-type: none"> Excellent oral and written communication skills (including dealing with the media) including to present to mixed audiences and the media 	Application form Interview
<ul style="list-style-type: none"> Negotiation and motivation skills. Practical experience in facilitating change 	Application form Interview
<ul style="list-style-type: none"> Budget management skills 	Application form
<ul style="list-style-type: none"> Completion of a structured management development programme. 	Application form
<ul style="list-style-type: none"> The normal duties of the role may involve travel on a regular or occasional basis. It is a condition of employment that the role holder can exercise satisfactory travel mobility in order to fulfil the obligations of the role. For those journeys where an alternative form of transport is unavailable or impracticable the role holder will be required to provide a suitable vehicle 	Application form
<ul style="list-style-type: none"> This position is subject to a criminal records disclosure check 	YES
<ul style="list-style-type: none"> This is a politically restrictive position 	YES

Appendix 3



Andrew Lewis
Chief Executive

Delyth Curtis
Deputy Chief Executive (Health & Wellbeing) and NHS Cheshire & Merseyside Place Director

Charlie Seward
Deputy Chief Executive (Communities, Environment and Economy)

Mark Wynn
Chief Operating Officer

Spring 2023

Cheshire West & Chester Council

Senior Officer Structure

- Reports directly to Mark Wynn
- Reports directly to Delyth Curtis
- Reports directly to Charlie Seward

Finance

Jude Green
Transactional Services

Claire Jones
Financial Management

Paul Jackson
Capital and Strategic Finance

Steve Wilcock ●
Cheshire Pension Fund

Anna Jones ●
Health & Wellbeing Finance

Debbie Hall
Director ●

Governance

Anne Greenwood
Legal Services

Heloise MacAndrew
Compliance and Assurance

Penny Housley
Democratic Services

Vanessa Whiting
Director ●

Environment and Communities

Mark Brazil
Environmental Services

Rachel Foster
Communities, Culture and Libraries

Vanessa Griffiths
Public Protection

Graham Lister ●
Culture Advisor

Maria Byrne
Director ●

Economy and Housing

Rob Charnley (paternity cover)
Director ●

Alison Amesbury
Housing

Nick Smith (interim)
Planning

Hayley Owen
Economic Growth

Paul Nolan
Mersey Forest

Will Pearson
Climate Emergency Response

Janice Fryer
Vivo Provider Services

Alastair Jeffs
Director ●

Transport and Highways

Rose McArthur
Director ●

Jayne Black
Highways

Vacancy
Strategic Transport

NHS
Cheshire and Merseyside

(Cheshire West Place Team)

Alex Mitchell ●
Finance & Performance

Paula Wedd ●
Quality, Safety & Improvement

Laura Marsh ●
Transformation & Partnership

Andy McAlavey ●
Clinical

Public Service Reform

Laurence Ainsworth
Director ●

Liz Chadwick
Human Resources and Organisational Development

Amy Ord
Communications and Engagement

Peter Lloyd
Change and Technology

Ben Wilson
Insight and Intelligence

Adult Social Care and Health

Charlotte Walton
Director ●

Lee Calvert
Adult Social Care Operations

Gavin Butler
Principal Social Worker

Matthew Emerson
Commissioning, Contracts and Quality Assurance

Children and Families

Helen Brackenbury
Director ●

Gemma Gerrish
Children's Social Care

Zara Woodcock
Early Help and Prevention

Debbie Edwards
Education and Inclusion

Public Health

Ian Ashworth
Director ●

Helen Bromley
Consultant in Public Health

Donald Read
Consultant in Public Health

Paul Hickson
Senior Manager, Health and Wellbeing

Commercial Management and Delivery

Graham Pink
Director ●

Claire Darbyshire-Came (interim)
Commercial Management

Slobhan Bird
Capital Projects

Tim Dodd
Property

Our Partner Companies








Public Health and Partnerships Team Structure

Last updated: 23 March 2023

