

Director of Public Health and Leisure

Reports to:	Corporate Director for Service Reform and Strategy		
Department:	Public Health and Leisure	Job category:	Hay 2
DBS Status:	Enhanced	Politically restricted:	Yes
Work Base:	Wembley	Salary	Circa £135,000 as at June 2026

Job Purpose:

The Director of Public Health (DPH) is the system leader for improving the health and wellbeing of the residents of Brent, reducing inequalities in health outcomes and protecting local communities from public health hazards (infectious diseases and environmental threats).

The DPH provides operational leadership to the Public Health and Leisure department to ensure effective delivery of departmental and corporate objectives, high-quality service provision, and the continuous improvement of the Council and the borough.

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 s/he delegates 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.

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 Brent, to improve population and planetary health. Working with local communities, he/she 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.

The position is expected to be part of the Councils' emergency planning and resilience arrangement, including being on call Gold and/or Silver, and to demonstrate a commitment to embedding ownership throughout the organisation of this being everybody's business.

The position is expected to carry out their duties in compliance with the Best Value Duty as set out in the Local Government Act 1999

Values

Collaborate proactively.

Lead inclusively.

Embrace change.

Be bold and curious.

Celebrate and share our success.

Overall Description

The Public Health Department, which in Brent also includes Leisure, is at the heart of the council's business. It is a well-established team, with strong links across council departments, joined up working with the NHS and excellent partnerships with the community, voluntary and faith and social enterprise sectors and with residents.

It requires the postholder to develop strong partnerships, leading a high-performance team, and taking a key role in the development of council services. The position operates within a framework set by the Corporate Leadership Team whilst supporting the statutory role of the DPH and autonomy in shaping services. The role also leads on departmental policy development, ensures compliance with legislation, and upholds high professional standards.

The position is expected to be part of the Council's emergency planning and resilience arrangement, including being on call Gold and/or Silver or as a HALO, and to demonstrate a commitment to embedding ownership throughout the organisation of this being everybody's business.

The postholder is to provide the leadership to drive improvements in the health and wellbeing of the residents of Brent to reduce inequalities, supported by the Councils commitment to a socioeconomic duty and work 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).

- Support the Chief Executive and Councillors in developing and delivering the Council's strategic agenda.
- Be the chief officer and principal adviser on public health and leisure to the Council, local communities and local partners.
- Operate strategically as a member of the senior leadership team and across the Council influencing policy and practice.
- To commission and/or deliver services which are effective, value for money and meet quality standards.
- 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.
- 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.
- 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).
- Deliver an independent annual report on the health and wellbeing of local communities for publication by Brent Council, to stimulate debate and/or action by the Council and partners.

Key Responsibilities

In delivering the responsibilities outlined above, the postholder and his/her team will undertake the following tasks:

1. Strategic Leadership

- Operate as a key system leader in partnership with NHS and wider system partners in securing a strong local priority and focus on prevention, health equity and population health.
- Work as part of the London public health system, the NHS, and actively engage in a wide range of collaborative work across local authority boundaries to support maximum impact on health outcomes.
- Work to ensure that all relevant plans and strategies in the borough explicitly address the need to improve health and address health inequalities.
- Provide leadership to and collaborative working with a range of partners (including local communities, business, education, social care, the NHS and others) to improve health and tackle inequalities.
- 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 in partnership with the wider 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 Brent benefit from population health and care programmes (development of sustainable transformation plans).

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 the Council on its statutory and professional public health obligations.
- To lead on the delivery of the Leisure offer in Brent
- Work with the UKHSA Centre and NHS bodies and DHSC 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 Brent 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 (UKHSA, OHID, NHS bodies and DHSC and the ICSs) have delivered their EPRR responsibilities.
- Work in partnership with NHS and Directors of Social care to take responsibility for Population Health and Care; including oversight and promoting population coverage of immunisation and screening programmes
- Provide public health advice (the core offer) to then NHS supporting the commissioning of appropriate, effective (based on evidence), and equitable health services.
- Support the Health and Wellbeing Board to deliver its statutory duty to promote integration for the benefit of local communities
- Collaborate across local authority boundaries to ensure residents of Brent benefit from population health and care programmes (the Sustainable Transformation Plans which apply from 2016 to 2020).

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 and leisure staff and ensure that they are able to influence in such a way as to ensure health and wellbeing in its fullest sense.

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 Brent 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, wellbeing and leisure 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 ADsPH, UKHSA and other channels to advocate for the public's health.

6. Management arrangements

The Director of Public Health will be professionally accountable to the Council (and Secretary of State for Health through OHID/DHSC) and managerially accountable to Corporate Director of Service Reform and Strategy and to the Chief Executive of the Local Authority.

The Director of Public Health will:

- Manage over 50 staff (including trainees) (e.g. recruitment, appraisals, disciplinary and grievance responsibilities).
- Manage budgets, including the public health grant of over £26 million.
- Be expected to take part in on call arrangements for communicable disease control/health protection as appropriate depending on local arrangements.
- Ensure appropriate management and training support for Public Health Specialty Registrars and GP trainees and foundation doctors on Public Health rotation.

7. Professional obligations

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

- Participate in the organisation's staff and professional appraisal scheme and ensure participation of all staff members.
- Ensure quality improvement (and clinical governance) programmes are an integral component of the public health approach in the Council.
- Contribute actively to the training programme for Foundation Year and GP Doctors/Specialty Registrars in Public Health as appropriate, and to the training of practitioners and primary care professionals within the locality.
- Support the wider professional development including public health apprenticeships and public health practitioners.
- 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.
- Practice in accordance with all relevant sections of the General Medical Council's Good Medical Practice (if medically qualified) and Good Public Health Practice.
- Agree any external professional roles (Educational Supervisor, Appraiser, etc.) and the time required to deliver those roles with the Council.

Within reason these key deliverables may evolve to meet service need, and it is expected that the postholder will be flexible and adaptable in their delivery to meet both service and council wide needs.

Wellbeing, Benefits and Equality Commitment

We are committed to supporting staff wellbeing and fostering a positive, inclusive working environment that promotes work-life balance and collaboration. We offer a range of benefits, including sick pay, pension scheme and access to wellbeing resources. Brent is an inclusive employer. We want our workforce to reflect and respect the diversity of our communities and actively encourage applications from under-represented groups.

Work Programme

This is a permanent, full-time post across a five day working week but other contractual working arrangements will be considered. A handover and induction will be put in place alongside objective setting soon after appointment. Line management arrangements will incorporate regular one to one meetings and reviews of progress against agreed objectives in line with service needs and public health priorities.

Appendix 1: Faculty of Public Health: competencies expected of all public health consultants / specialists

(Based on the 2022 PH Specialty Training Curriculum)

All consultants, including DPH, irrespective of their background are expected to be proficient in the competencies set out below.

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

To be able to synthesise data from multiple sources on the surveillance or assessment of a population's health and wellbeing and on the wider environment, so that the evidence can be communicated clearly and inform action planning to improve population health outcomes.

II. 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.

III. Policy and strategy development and implementation

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

IV. 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.

V. Health Improvement, Determinants of Health, and Health Communication

To influence and act on the broad determinants, behaviours and environmental factors influencing health at a system, community and individual level to improve and promote the health of current and future generations. To be proactive in addressing health inequalities and prioritising the most vulnerable or disadvantaged groups in the population.

VI. 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. To understand how those risks associated with hazards relevant to health protection may

be influenced by climate change and environmental degradation currently and in the future.

VII. Health and Care Public Health

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

VIII. 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.

IX. 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.

X. 10. Integration and application 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.

Appendix 2: Person specification (Director of Public Health and Leisure, Brent)

Competencies and other requirements

Behaviours	Recruitment and selection
<p>Leadership Establishing and promoting a clear public health and leisure vision which is coherent with the business strategy and the political vision for the 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 and Leisure 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 Brent. 	<p>Application form Interview</p>
<p>Results Focus Co-development of a model of health with local stakeholders (including local communities) and the metrics to support; taking account of Public Health Outcomes Framework, the NHS Outcomes Framework and the Social Care Outcomes Framework. 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. 	Interview
<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. 	Application form Interview
<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. • 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. 	Application form Interview
<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. 	Application form Interview
<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 	Application form Interview
<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. 	Application form
<p>Qualifications The National Health Service (Appointment of Consultants) Regulations 1996 (legislation.gov.uk)</p> <ul style="list-style-type: none"> • In line with legislation, inclusion in the GMC Full and Specialist Register with a license to practice/GDC Specialist List or inclusion in the UK Public 	Recruitment and selection Application form

<p>Health Register (UKPHR) for Public Health Specialists at the point of application.</p> <ul style="list-style-type: none"> • <i>If included in the GMC Specialist Register/GDC Specialist List in a specialty other than public health medicine/dental public health, candidates must have equivalent training and/or appropriate experience of public health practice</i> • Public health specialty registrar applicants who are currently on the UK public health training program and not yet on the GMC Specialist Register, GDC Specialist List in dental public health or UKPHR must provide verifiable signed documentary evidence that they are within 6 months of gaining entry to a register at the date of interview. Applicants going through the portfolio registration routes (GMC or UKPHR) are not eligible to be shortlisted for interview until they are included on the register. The six-month rule does not apply to these portfolio route applicants. • If an applicant is UK trained in Public Health, they must ALSO be a holder of a Certificate of Completion of Training (CCT), or be within six months of award of CCT by date of interview • If an applicant is non-UK trained, they will be required to show evidence of equivalence to the UK CCT • MFPH by examination, by exemption or by assessment, or equivalent 	
<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"> • 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"> • Understanding of the public sector duty and the inequality duty and their application to public health practice 	Application form Interview
<ul style="list-style-type: none"> • Knowledge and experience of how working with Leisure can improve public health outcomes 	Application form Interview
<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