

North Somerset Council

REPORT TO THE EMPLOYMENT COMMITTEE

DATE OF MEETING:	28 JANUARY 2019
SUBJECT OF REPORT:	CONSULTANT IN PUBLIC HEALTH/PUBLIC HEALTH MEDICINE APPOINTMENT
TOWN OR PARISH:	ALL
OFFICER PRESENTING:	INTERIM DIRECTOR FOR PUBLIC HEALTH
KEY DECISION:	NO

RECOMMENDATION

That the Employment Committee determines their preferred candidate for the role of consultant in public health/public health medicine.

1. SUMMARY OF REPORT

The Employment Committee has previously approved the proposal to fill the current vacant post of consultant in public health/public health medicine.

The committee is asked to determine their preferred candidate for the role.

2. POLICY

The Employment Committee has a responsibility to oversee recruitment and selection arrangements for deputy chief officer posts.

3. BACKGROUND

Public health consultant roles are open to both medically-qualified candidates and those from non-medical backgrounds. This is a senior role with responsibility for helping the council deliver its statutory duties to improve the health of the local population; protect people's health; and reduce health inequalities; and to provide regulatory services concerning trading standards, food and safety, and environmental health and licensing. The successful post-holder will be responsible for overseeing various council services and for commissioning other multi-million pound services.

Technical aspects of candidate competence for the role will be mandatorily assessed by an advisory appointments committee whose deliberations will be reported to the Employment Committee.

The job description and person specification for the role is attached.

4. CONSULTATION

The advisory appointments committee interview process will include opportunities for key stakeholders to input to the selection process.

5. FINANCIAL IMPLICATIONS

The salary cost for the role and the costs associated with advertising will be met from within existing approved revenue budgets.

6. RISK MANAGEMENT

Securing a permanent appointment to the vacant consultant post in the public health team will ensure a continued focus on achievement of the council's priorities, projects and initiatives.

7. EQUALITY IMPLICATIONS

The council's employment procedures include comprehensive equality considerations.

8. CORPORATE IMPLICATIONS

The proposals in this report reflect a need to secure permanent appointments to senior leadership positions.

9. OPTIONS CONSIDERED

It is considered important to progress the appointment to the vacant position of consultant in public health/public health medicine to ensure that there is sufficient senior managerial leadership of the council's public health and regulatory services function.

AUTHOR – Andrew Burnett, Interim Director for Public Health
BACKGROUND PAPERS – Report to Employment Committee 08 January 2019

JOB DESCRIPTION

CONSULTANT IN PUBLIC HEALTH/ CONSULTANT IN PUBLIC HEALTH MEDICINE

Employing organisation:	North Somerset Council
Title:	Consultant in Public Health/Consultant in Public Health Medicine (Full Time/Part Time/Job Share)
Accountable to:	The post-holder will be dually accountable: <ul style="list-style-type: none">■ professionally to North Somerset Council■ managerially to the director for public health
Grade:	Public health consultant
Strategically responsible for:	<ul style="list-style-type: none">■ the commissioning of sexual health services and drug and alcohol services■ the management of regulatory services■ health protection assurance and clinical governance assurance
Managerially responsibility:	Line-management of five direct reports and the teams (as appropriate) for which they are responsible

1. Appointment

This is a full time/part time/job share post for a consultant in public health/public health medicine in North Somerset Council based at North Somerset Council offices at Castlewood, Clevedon, BS21 6FW but the post holder will be required to work from other council, CCG and partner organisation premises. The post-holder is a health professional responsible for relevant aspects of the health and well-being of the people of North Somerset.

2. Job Summary

Key areas of responsibility

Commissioned services for:

- sexual health and genito-urinary medicine, including primary and community care-provided services
- drug and alcohol services, including primary care-provided services

Regulatory services:

- food and safety
- environmental health and licensing
- trading standards

Assurance role:

- clinical governance of provided and commissioned public health services
- health protection services

Liaison role:

- council housing and planning services

Key Relationships

Executive members/portfolio holders
Other elected members
Corporate Management Team members
Relevant senior leadership teams
Local NHS bodies including Bristol, North Somerset & South Gloucestershire CCG and provider organisations

Public Health England
North Somerset Council People & Communities Board (including
health and well-being board responsibilities)
NHS England
Healthwatch

On behalf of North Somerset Council, the post-holder, working with the director for public health and other public health consultant colleagues and other council officers and officers in neighbouring local authorities, will lead on improving the health and well-being of residents underpinned by the statutory duty placed on local authorities to take such steps as they consider appropriate to improve the health of residents. The post-holder will take responsibility for various strategic objectives of the council and the health and well-being board and act as a change-agent to enable delivery of relevant outcome indicators from the public health, NHS and social care outcome frameworks. The post-holder will be expected to work across and to advocate for change effectively. They will hold direct managerial responsibility for services and budgets which directly contribute to these objectives and will also have wider strategic responsibilities across the council and other agencies.

The post-holder's role will include working across the entire council, NHS bodies and other partner agencies. It will also involve influencing private sector, voluntary sector and community sector organisations that can impact on health and well-being and influencing the attitudes and behaviour both of health and care professionals and of the population generally.

In delivering their strategic objectives the post-holder will be expected to demonstrate expertise in the full range of relevant competencies as set out by the Faculty of Public Health. This includes evaluation techniques, policy analysis and translation and ability to communicate effectively with a range of stakeholders including elected council members. In addition to any direct responsibility for managing staff or budgets, the post-holder will be responsible for change and improvement in agreed areas of work and for supporting the delivery of the statutory duty of the council to take the steps it considers necessary to improve the health of its residents.

3. The employing organisation and other organisations within the scope of the work

North Somerset Council is a unitary authority responsible for a population of some 212,000 people. It has areas of beautiful countryside (including the Gordano Valley National Nature Reserve, and the Mendip Hills, a designated area of outstanding natural beauty), splendid coastal areas and distinctive towns and villages. It is home to Bristol Airport, a substantial and expanding commercial concern, and the area is very well connected to the rest of the UK and beyond by road, rail, air and sea. It has 79 schools and the Ofsted-graded 'outstanding' Weston College for further and higher education and achieves above-average results, increasing year-on-year, at both GCSE and A-level.

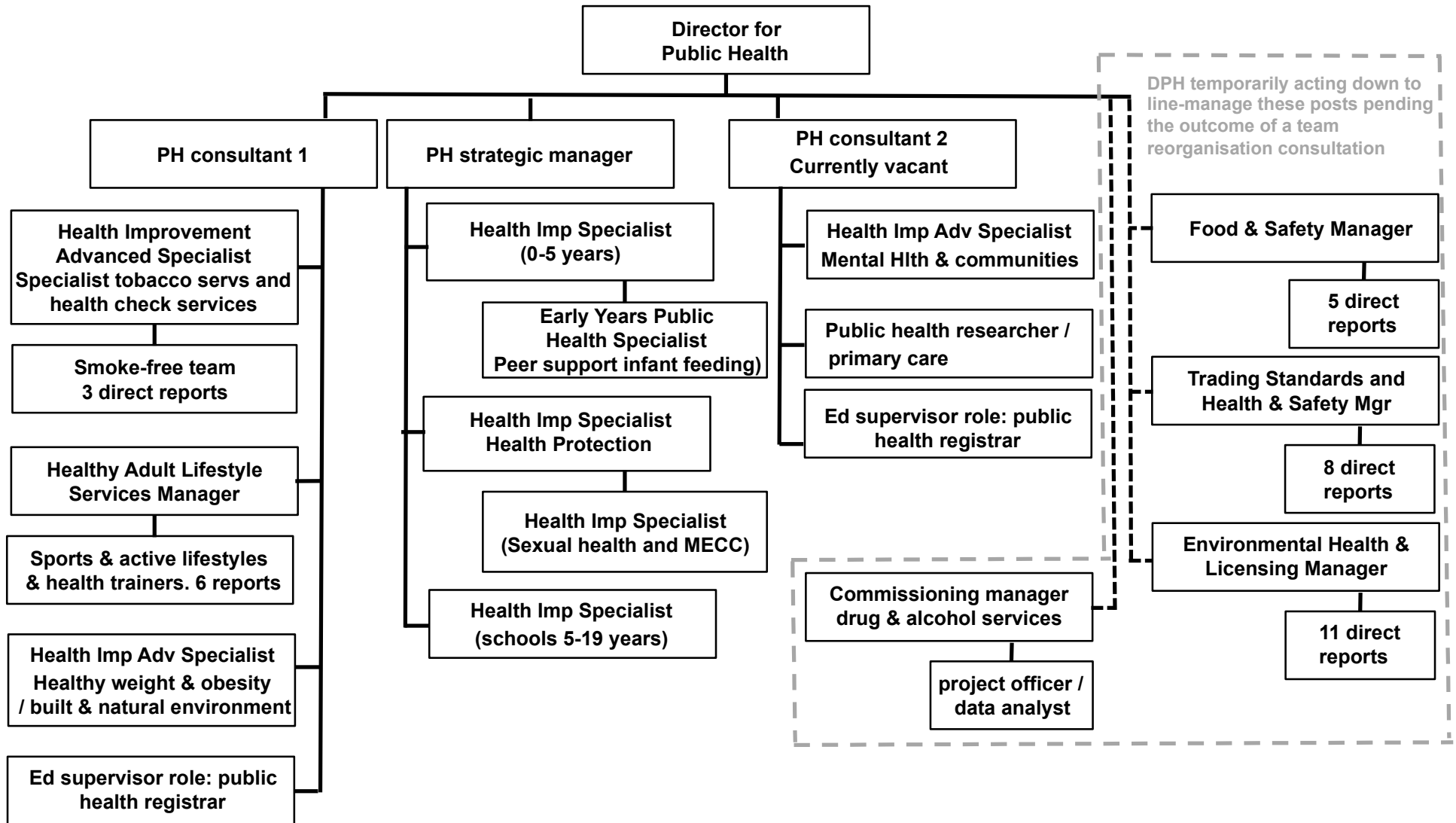
Whilst, overall, most health and well-being measures for the area are better than average, there are substantial health inequalities with differences in life expectancy at birth of some ten years between those people living in the most affluent and the most deprived areas (which are predominantly in and around the area of Weston-super-Mare). North Somerset is also home to a higher proportion of people aged over 65 years than nationally (23.5% vs 17.9%). There are thus significant public health challenges to manage including both health inequalities and the increasing prevalence of long-term conditions.

4. Public Health Arrangements

4.1 Current staffing of the Department/Directorate of Public Health

Proposals for a reorganisation of the public health team are being developed. The diagram on the next page shows the current structure.

Current structure of the public health team pending the outcome of a reorganisation consultation



4.2 Resources

The post-holder, working with the director for public health and colleagues, will be expected to make best use of both public health department resources as well as influence the use of resources in the council as a whole.

4.3. Training and CPD arrangements

North Somerset Council is an approved training location for public health specialty registrars. Monthly CPD sessions are also undertaken and all public health and regulatory services staff are encouraged to attend.

5. The strategic responsibility and key tasks

The strategic responsibilities of the post-holder are set out in section 2. In delivering these the post-holder is expected to demonstrate expertise across the full range of relevant competencies as set out by the Faculty of Public Health (Appendix 1) and where required, take responsibility for resolving operational issues. In negotiation with the director for public health (and/or the council), the post-holder may be asked to take on responsibilities that are underpinned by any of the Faculty of Public Health competencies. Post-holders will be expected to maintain both the general expertise as well as develop topic based expertise as required by the director for public health and will be expected to deputise for the director for public health as and when required.

The range of duties expected of the post-holder include (*please amend as you think appropriate*):

- 5.1 Taking responsibility for a range of public health issues and working across organisational and professional boundaries acting as a change-agent managing complexity to deliver improvements in health and wellbeing.
- 5.2 Providing briefings on the health and wellbeing needs of local communities to councillors, council officers, the CCG, third sector organisations, the public and other partners. Where required to so, the post-holder will provide verbal or written briefing to councillors, colleagues and stakeholders in person which may be at short notice.
- 5.3 Taking responsibility, following due process, for the development, implementation and delivery of policies. This may include taking the lead in developing detailed inter-agency and interdisciplinary strategic plans and programmes based on needs assessments which may lead to service specifications. The post-holder will also be expected to contribute appropriately to the procurement process.
- 5.4 Providing expert public health support and whole-system leadership to ensure an evidence-based approach for commissioning and developing high quality, equitable services, within and across a range of organisations including the voluntary, public and private sector. This includes the health service component of the mandated 'core service'. This will include expertise in evaluation and development of appropriate key performance indicators.
- 5.5 Utilising (and, as appropriate, developing) information and intelligence systems to underpin public health action across disciplines and organisations. This may include providing leadership for collation and interpretation of relevant data including production of the JSNA. Working with the director for public health, this will include the integration of the appropriate elements of the public health, NHS and social care outcomes frameworks within the systems developed by the local authority as well as with relevant partner organisations.
- 5.6 Supporting the director for public health in the development and implementation of robust strategies for improving the health and wellbeing of local communities including ensuring that qualitative and/or quantitative measurements are in place to demonstrate improvement. This may include taking responsibility for the judicious use of the ring-fenced Public Health Grant funds and/or working with the CCG, NHS trusts, the primary care contractors, the voluntary sector and Public Health England.
- 5.7 In collaboration with the director for public health and other colleagues, providing a key local authority link to the research community, providing advice/support to colleagues and co-ordinating appropriate access to scientific information. The post-holder will be expected to take part in relevant research networks and to influence research programmes of such networks so that the research needs of the local authority are taken into account.

- 5.8 Taking responsibility for the training obligations of the public health team, including becoming an educational supervisor. These duties will be agreed jointly with the relevant head of the school of public health.

Underpinning many of these duties are public health tasks such as:

- 5.9 Undertaking health needs assessments as required to enable actions to be taken to improve the health of the local population.
- 5.10 Developing prioritisation techniques and managing their application to policies, services and to help resolve issues such as investment/disinvestment debates.
- 5.11 Effective communication of complex concepts, science and data and their implications for local communities to a range of stakeholders of different backgrounds.
- 5.12 Understanding of evaluation frameworks and applying those frameworks to the benefit of local communities.
- 5.13 A capacity to apply the scientific body of knowledge on public health to the policies and services necessary to improve health and to formulate clear practical evidence-based recommendations.
- 5.14 Understanding human and organisational behaviour and the application of this knowledge to the achievement of change.
- 5.15 Inspiring commitment to public health outcomes and to prevention as a core feature of public sector reform

6. Management arrangements and responsibilities (amend as appropriate)

The post-holder will be professionally accountable to the employing authority and managerially accountable to the employing authority via the director for public health. Professional appraisal will be required. An initial job plan will be agreed with the successful candidate prior to that individual taking up the post. This job plan will be reviewed as part of the annual job planning process.

The post-holder will:

- 6.1 subject to the outcome of a consultation on the public health team reorganisation, line-manage five members of staff;
- 6.2 subject to experience and training, be a public health trainee educational supervisor;
- 6.3 manage budgets for the services for which they are responsible;
- 6.4 be expected to be reasonably available for occasional urgent briefings and/or to provide advice both in and out of hours to the managers of the regulatory services for which they are responsible, including the provision of briefings to senior council officers and relevant elected members as required by the circumstances; and
- 6.5 will be expected to deputise for the director for public health as required

7. Professional obligations

These include:

- 7.1 Participation in the council's staff appraisal scheme and quality improvement programme, and ensure appraisal and development of the staff for which they are responsible.
- 7.2 Contributing actively to the training programme for foundation year doctors, GP registrars, specialty registrars in public health, and local authority management trainees, as appropriate, and to the training of practitioners and other primary care professionals within the locality.
- 7.3 Undertaking an annual professional appraisal including completion of a programme of CPD, in accordance with Faculty of Public Health requirements, or other recognised body, and undertaking revalidation, audit or other measures required to remain on the GMC/GDC Specialist Register or the UK Public Health (Specialist) Register or other specialist register as appropriate.
- 7.4 In agreement with the director for public health, contributing as an appraiser to the professional appraisal system.
- 7.5 Practising in accordance with all relevant sections of the General Medical Council's Good Medical Practice (if medically qualified) and the Faculty of Public Health's Good Public Health Practice and UKPHR requirements.
- 7.6 Contributing to medical professional leadership within the health system.

- 7.7 A duty to foster scientific integrity, freedom of scientific publications, and freedom of debate on health matters (within council-defined responsibilities of senior staff such as those at consultant level), and noting that public health professionals have a further responsibility to promote good governance and open government.
- 7.8 Undertaking public health practice within an appropriate ethical framework.
- 7.9 Maintaining effective, courageous, and responsible public health advocacy.

The post-holder may also have external professional responsibilities, e.g. in respect of training or work for the Faculty of Public Health. Time allocation for any such additional responsibilities will need to be agreed with the director for public health.

8. Personal Qualities

The strategic objectives of the post are set out in section 2. The post-holder will deal with complex public health and well-being challenges in a multi-organisational environment with widely differing governance and finance systems and organisational cultures. It is expected that the post-holder will be able to cope with such circumstances as well as multiple and changing demands, and meet tight deadlines. A high level of intellectual rigour, political awareness and negotiation and motivation skills as well as flexibility and sensitivity are required. The post-holder will advise the health and wellbeing board and make recommendations regarding services, residents' care and wider determinants of health and therefore a high level of tact, diplomacy and leadership is required including the ability work within the local political environment and at the same time maintain the ability to challenge and advocate for effective working and on specific issues in order to achieve good public health outcomes.

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.

PERSON SPECIFICATION

CONSULTANT IN PUBLIC HEALTH / CONSULTANT IN PUBLIC HEALTH MEDICINE North Somerset Council

IMPORTANT: This person specification contains changes introduced in amendments made to the NHS (Appointment of Consultants) Regulations for England, Scotland, Northern Ireland and Wales which came into force during 2005. Further amended in June 2015, and September 2018

Education/Qualifications	Essential	Desirable
Inclusion in the GMC Full and Specialist Register with a license to practice/GDC Specialist List (or be eligible for registration within six months of interview) or Inclusion in the UK Public Health Register (UKPHR) for Public Health Specialists (or be eligible for registration within six months of interview)	X	
<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>	X	
Public health specialty registrar applicants who are not yet on the GMC Specialist Register/GDC Specialist List 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 in the GMC/GDC/UKPHR specialist registers [see shortlisting notes below for additional guidance]	X	
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 [see shortlisting notes below for additional guidance]	X	
Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised body	X	
MFPH by examination, by exemption or by assessment	X	
Masters in Public Health or equivalent		X
Personal qualities		
Able to influence senior members including directors and CEOs	X	
Able to both lead teams and to able to contribute effectively in teams led by junior colleagues	X	
Commitment to work within a political system irrespective of personal political affiliations	X	
Experience		
Delivery of successful change management programmes across organisational boundaries	X	
Media experience demonstrating delivery of effective health behaviour or health promotion messages		X
Experience of using complex information to explain public health issues to a range of audiences	X	
Substantial experience of working with local authority regulatory services including trading standards and/or environmental health and/or licensing to both enable statutory functions and to improve public health	X	
Substantial experience of commissioning complex and large (multi-million pound) health services addressing clinical outcomes	X	

Proven experience of working effectively with elected members demonstrating highly-developed political sensitivity	X	
Credibility in working effectively with senior managers (assistant director level and immediately below) to facilitate service development	X	
Proven experience providing professional advice and briefings directly to a council's most senior officers concerning politically sensitive issues	X	
Skills		
Strategic thinker with proven leadership skills and operational nous	X	
Able to demonstrate and motivate organisations to contribute to improving the public's health and wellbeing through mainstream activities and within resources	X	
Ability to lead and manage the response successfully in unplanned and unforeseen circumstances	X	
Analytical skills able to utilize both qualitative (including health economics) and quantitative information	X	
Ability to design, develop, interpret and implement strategies and policies	X	
Knowledge		
In depth understanding of the health and care systems and the relationships with both local and national government	X	
In depth knowledge of methods of developing clinical quality assurance, quality improvement, evaluations and evidence based public health practice	X	
Strong and demonstrable understanding of interfaces between health, social care and key partners (dealing with wider determinants of health)	X	
Understanding of the public sector duty and the inequality duty and their application to public health practice	X	