

CANDIDATE BRIEFING PACK

Director of Public Health

Prepared for London Borough of Hounslow

December 2025



Penna

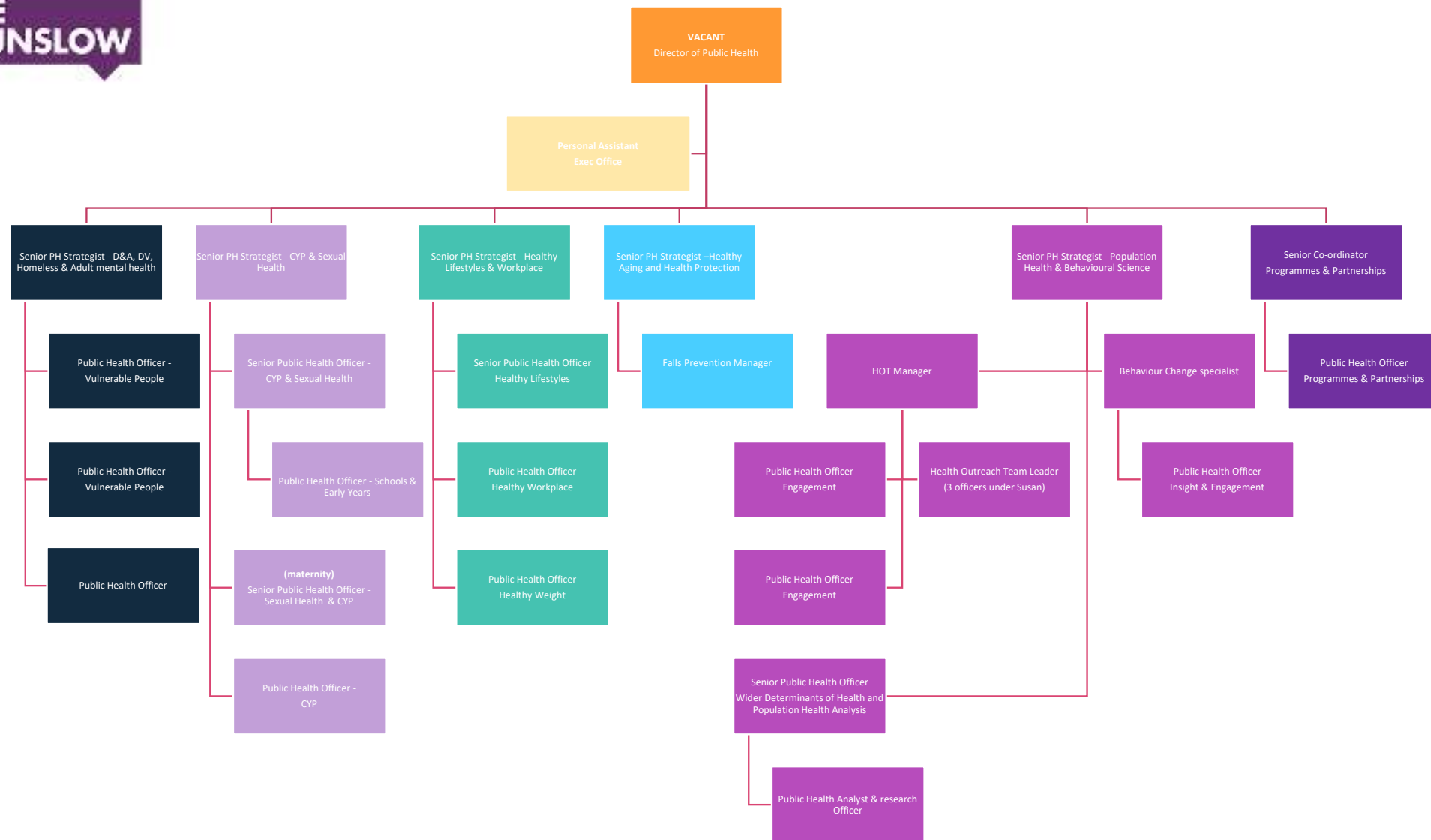
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Hounslow: A Unique and Ambitious Borough

- Hounslow is a borough of diversity and opportunity, next to Heathrow Airport, one of the world's busiest transport hubs, and shaped by its position as both a global gateway and a local community. It is one of London's most culturally diverse areas, with over 140 languages spoken, and includes neighbourhoods of both affluence and significant deprivation. The borough has a highly transient population and the second highest number of asylum seekers in the country, creating both challenges and opportunities for inclusive, responsive public health services.
- Amid this complexity, Hounslow's Public Health team is ambitious, outward-looking, and deeply embedded in the community. Working hand-in-hand with the NHS, Council, and VCSE partners, the team is committed to reducing health inequalities, improving access to care, and designing services that meet people where they are. Led by evidence and lived experience, we focus on collaboration, innovation, and meaningful impact for all who live and work in Hounslow.



Our Achievements and Approach

- **Collaborative and Inequalities-Focused**
 - Joint working across the **Council, NHS, and communities** to reduce health inequalities
 - Applying the **CORE20PLUS5** framework to design targeted, data-driven, and community-led action
 - [Annual Public Health Reports](#) spotlighting local stories, evidence, and system change for those living in areas of high deprivation, asylum seekers, those experiencing homelessness, and young carers
- **Award-Winning and Recognised Practice**
 - *Highly Commended* – Health Outreach Team, **MJ Awards 2025**
 - *Finalist* – Best Local Healthy Advertising Policy, **Sustain's Children's Food Awards 2025**
 - *Regional Leadership* – Shaping **NWL Obesity Pathways**, embedding public health in ICB approaches, as well as regional leadership roles across Drug and Alcohol Commissioning and Behavioural Science networks
 - *Team of the year*– Drugs and Alcohol Service was first service in the country to achieve Hep-C Microelimination and team of the year for the Be British General Nursing
 - First in the country to sign off first ever comprehensive **healthier baby food advertising policy**
- **Presentations at national and international forums, including:**
 - Behavioural Science for Public Health Network
 - International Conference on Integrated Care (ICIC)
 - European Association of Hospital Pharmacy Congress





Indicative Grade:	Director
Role Title:	Director of Public Health (with appendix for full scope of Statutory PHE role)
Directorate:	ICP Health and Social Care Integration
Reports to:	Director of ICP Health and Social Care Integration

About being a Director at London Borough of Hounslow

As a member of our Directors Group and Senior Leadership Team, you play a key role in decision-taking on behalf of our residents and contribute formally through our leadership governance arrangements across the organisation.

Leaders at Hounslow are future focused, looking across and outwards to make the greatest positive impact for our residents. Working with the Executive Directors you will develop and deliver the corporate plan and lead services in such a way that our ambitions are realised. You will lead critical services and will hold a statutory position, and you will manage risks, ambiguity, and challenges responsibly. You will play a significant role in local democracy, supporting directly elected Members across all political parties. You will also exercise influence and have significant impact beyond the Council and the London context, both as a leader in your profession and as an ambassador for our organisation and communities, and you will actively promote within the organisation the good things that you learn from elsewhere.

Specific accountabilities for the role

- Provide leadership for the Public Health team, including direct line management of senior posts.
- Provide expert advice on health services and ensuring that public health is considered in the development and implementation of all Council policies and in all corporate activities.
- Advise on the development and deployment of public health advice to support and inform evidence-based approaches, programmes for commissioning, and developing high quality services across primary, secondary and social care.
- Submit an annual report on the health of Hounslow's population.

- Lead on all public health protection issues, including planning for and responding to disease outbreaks and emergencies that present risks to public health.
- Oversee the development of Joint Strategic Needs Assessment (JSNA), and Pharmaceutical Needs Assessment.
- Ensure ongoing development of a robust evidence-base to support the assessment of health needs, health inequalities, health impacts and recommended priorities for action with the local population.
- Oversee the development, or revisions as appropriate, and the implementation of the Hounslow Health and Wellbeing Strategy.
- Be responsible for the appropriate use and management of the Public Health Grant, ensuring conditions of use are met and financial returns are accurate and timely.
- Commission relevant services to meet the needs of the Hounslow Population, including statutory services.
- Take a lead role in place based integrated care partnerships.

Top things about you

- You will bring significant experience and demonstrable success at a very senior level.
- You will bring leading knowledge of best practice and thought leadership in your area of expertise, supported by strong analytical skills and an excellent aptitude for developing inventive solutions to complex problems.
- You know how to communicate expertly. Your ability to engage with complex concepts and issues and communicate these clearly and simply should be one of your strengths.
- You will have deep experience of developing excellent relationships with all stakeholders and you can prove that you have developed with them strategic and tactical solutions to delivery challenges and opportunities.
- You will demonstrate a proven track record of financial and commercial awareness and competence in managing budgets to high standards of probity and accountability.
- You will bring demonstrable experience and skills in leading and managing multi-disciplinary teams; and in providing visible and supportive leadership that empowers, motivates and develops staff to deliver improved and positive service outcomes for our residents and communities.
- You will role model our values, creating the conditions for people and residents to succeed.

Your corporate contribution

- Shape, create, build and lead a division capable of delivering the Council's ambitions.
- Work effectively as one of the Council's most senior officers, delivering corporate objectives through collaboration across the whole Council, as well as leading and

influencing cross-partner projects and programmes, ensuring our ambitions for the borough are well understood.

- Lead the Council's transformation ambitions, balanced against the delivery of services our residents need every day, in line with the Council's strategic and business planning approaches.
- Lead, motivate and support service teams and individuals across the whole organisation, enabling them to learn, every day, and to effectively deliver corporate, divisional and personal goals so that they can be the very best they can be.
- Effectively manage the Council's money in accordance with the Council's standing orders and regulations, delivering financial efficiency and value for money, and maximising the generation of income. Deliver the One Hounslow Financial Strategy.
- Promote equality, diversity and inclusion in the delivery of services and in our employment practices, and support Hounslow to become an even more inclusive employer, by putting equality front and centre of everything we do. Make Hounslow fairer and more equal.
- Deliver - through everything you do - our climate strategy, understanding how the services and the transformation programmes you lead, enabling your services to prioritise and deliver on our climate ambition.
- Deputise for your Executive Director.
- Participate in the Council's emergency planning and responses to emergency situations when required to do so, and assist in the conduct of elections as required.

The professional obligations:

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

1. Participate in the organisations' 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. The individual must be a Member of the Faculty of Public Health by examination; by exemption, assessment or equivalent.
5. Practice in accordance with all relevant sections of the General Medical Council's Good Medical Practice (if medically qualified).

6. Agree any external professional roles (Educational Supervisor, Appraiser, etc.) and the time required to deliver those roles with the Council.

These are the values that drive us:

Lead with heart

We're here for the people of Hounslow. We work together with them and for them with care and compassion, with patience and in partnership. We put ourselves in other's shoes, remembering that every person is different, and every interaction is a real moment in their lives. We always feel first.

Do new

We need to do things differently if we're going to help Hounslow people thrive in the future. Hard work is important but it's not enough on its own. We need to challenge ourselves to break new ground, invent new approaches, try new ideas, keep moving forward and keep improving. That means being ready to stop doing things we've done before. It means taking on risk and backing each other when we take a leap.

Pass on the power

The world keeps on changing and we need to change with it. We won't be able to adapt fast enough to the future needs of our residents if we stick to old-fashioned command and control. We need to hand over responsibility and give people more power to make decisions and take action themselves. It's about being transparent and straightforward. It's about providing tools and support. But most of all, it's about being ready to trust each other to do the right thing.

Harness the mix

We work together, across disciplines and roles. We talk lots, share our insights, our skills and experience. We're not interested in siloes or defensiveness. We're always open to different approaches, we're flexible and ready to adapt. We break down the barriers between our parts and people to unlock the problem-solving power of our amazing mix of minds.

Be a rock

There's lots to do and people need us. It's up to us to take the initiative. To take responsibility. To stand up and be counted. Everyday. It's about being super focused, effective and efficient. It's about allocating our resources smartly and with good rationale – using data to help guide our decisions. But most of all, it's about having the strength and determination to keep on going through thick and thin.

Appendix – Director of Public Health Statutory Responsibilities

- The Director of Public Health is a statutory Chief Officer of the authority and wider system leader for assessing and improving the health and wellbeing of residents, reducing inequalities in health outcomes and protecting local communities from public health hazards including infectious diseases and environmental threats.
- Is the principal advisor on health and wellbeing matters to elected members, officers and partners, with a leadership role spanning health improvement, health protection and healthcare public health.
- The statutory responsibility and purpose of the post holder is to provide leadership, deliver key functions described below. The post holder is expected to demonstrate a high level of expertise in the Faculty of Public Health Competencies and the person specifications.
- Statutory member of the Health and Wellbeing Board; to advise on the development of the Joint Local Health and Wellbeing Strategy that sets out the priority assessed needs of the population, and for shaping the health and wellbeing agenda; using the national outcomes frameworks; public health, NHS and social care.
- Support Local Resilience Forum in developing comprehensive multi agency plans for an exercised response to threats to public health.
- For the exercise of the local authority's public health responsibilities the post holder has direct accountability to the Chief Executive and direct access to elected members when necessary.

In terms of professional registration:

- Undertake a continuing professional development (CPD) programme that meets the requirements of the FPH or other equivalent professional body.
- Undertake appropriate annual professional appraisal to ensure revalidation and fitness to practise.
- Maintain a programme of personal professional development to ensure competence in professional delivery. This programme should include all training and development needs identified by both management and professional appraisal processes.
- Revalidation every 5 years.

Faculty of Public Health: Competencies expected of all public health consultants/specialists

Expected to be proficient in the competencies set out below.

- **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.*

- **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 influence and contribute to the development of policy and 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 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.*
- **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.*
- **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.*
- **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 practice 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 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.

In terms of what qualifications are needed – these are the must haves.

1. QUALIFICATIONS	ESSENTIAL ✓	DESIRABLE ✓
Inclusion in the GMC Specialist Register/GDC Specialist List or UK Public Health Register(UKPHR)	✓	
If in the above Register / List in a specialty other than public health medicine/dental public health, must have equivalent training and/or appropriate experience of public health medicine practice	✓	
Public health specialist 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	✓	
2. STATUTORY or ROLE SPECIFIC REQUIREMENTS	ESSENTIAL ✓	DESIRABLE ✓
Must meet minimum CPD requirements (i.e., be up to date) in accordance with the Faculty of Public Health requirements or other recognised body.	✓	

Advertisement

Hounslow is on the move

London Borough of Hounslow

Director of Public Health

Salary: £107,992 – 133,934

This could be your chance to help shape the future of one of London's most diverse, dynamic and ambitious boroughs! We're a borough of exceptional diversity and opportunity, with over 140 languages spoken, and include neighbourhoods of both affluence and significant deprivation. We have a highly transient population, creating both challenges and opportunities for inclusive, responsive public health services.

Amid this complexity, our Public Health team is ambitious, outward-looking, and deeply embedded in the community. Working hand-in-hand with the NHS, Council, and VCSE partners, the team is committed to reducing health inequalities, improving access to care, and designing services that meet people where they are. Led by evidence and lived experience, we focus on collaboration, innovation, and meaningful impact for all who live and work in Hounslow.

Following the recent decision to de-merge the post from our neighbours in Hillingdon, we're now seeking our new Director of Public Health. The role is central to our vision, and we're searching for a dynamic, enthusiastic leader who can elevate our public health service to new heights. This is a fantastic opportunity for someone to develop and lead a new, focused team, have a huge influence across the council, and work collaboratively with partners to make a real difference to residents.

You'll spearhead the development of public health services across the Borough, enhancing health and well-being, mitigating health inequalities, and safeguarding local communities from health threats. If you relish a challenge and have the energy, enthusiasm and skills to deliver better outcomes, whilst making a real difference, then we would like to hear from you. It's important that you are a registered GMC, GDC or UK PHR public health specialist with significant experience in all aspects of public health practice.

Our focus is on the outcomes you deliver to our residents. We are flexible about how this is best achieved to enable you to balance your work life with family and other personal commitments.

To find out more, please contact our retained consultants at Penna: Nick Raper on 07715 690463, or Tom Niven 07860 657044 for a confidential conversation, or visit penna.com/jobs for further information.

Closing Date: Sunday 18th January 2026

AAC/ Final Panel: Tuesday 3rd February 2026

How to Apply

This guidance contains important information to help with your application:

- Please apply by submitting a CV and Covering Letter (no more than four sides of A4 in length per document aligned to the person specification). Please also include your contact details.
- Please ensure your full employment history is outlined in your CV; and that where there are essential criteria, competencies and/or qualifications you make clear how you meet these. We may wish to verify this information during the recruitment process.
- Please provide the details of two referees. Note that we will only approach referees for candidates proceeding to final selection and only with your permission. Please clearly indicate whether we can approach each referee before the selection date.
- Please share with us in your supporting statement, the values and behaviours that you bring to your leadership, and how you will transfer your skills and experience into this role.
- Please complete the Equal Opportunities Monitoring Form when you upload your details.
- Please return your application by the closing date – no applications will be accepted once the long listing process has begun.
- Following long listing, you will be contacted directly by a Penna consultant to update you on the status of your application.
- At any point throughout the process our retained consultants at Penna will be happy to help you with information, insight and guidance about the process and our clients.

The following timetable sets out the key dates in the recruitment process:

Date	Activity
Closing Date	Sunday 18 th January 2026
Longlist Meeting (Candidates are not required to attend)	Tuesday 3 rd February 2026

To apply for this role, please click the link below:

<https://penna.com/job/666a8252-75b4-5216-11ec-f6579a663d0f>

To find out more, please contact our retained consultants at Penna: Nick Raper on 07715 690463, or Tom Niven 07860 657044 for a confidential conversation.