

THE ADVANTAGES AND DISADVANTAGES OF THE MODEL OF A SINGLE DIRECTOR OF PUBLIC HEALTH AND TEAM WITH ADDITIONAL SHARED FUNCTIONS WITH OTHER LOCAL AUTHORITIES

Advantages	Disadvantages
Delivers the responsibilities and opportunities detailed in the Health and Social Care Act 2012 and takes advantage of the local authority leadership role for public health	There will be a need to work together across two or more borough areas to address issues of common interest
Dedicated, highly visible Director of Public Health able to be fully committed to the needs of the borough and with the opportunity public health and wellbeing on the agenda and to embed health improvement and reduction of health inequality across the totality of council business	Difficulty in maintaining sufficient expertise to meet all public health needs, will need to draw on external expertise at times
Dedicated expertise in each council with local knowledge of health needs, partners and opportunities, that allows for variation in local need and sensitivity and ability to respond at a local level	Potential duplication where issues cross borough boundaries
Opportunities to integrate with or lead local government functions	No reduction in management costs. Public Health budgets are small and restructuring may be required
Ability to ensure public health ring-fenced budget responds to local needs and to deliver improved public health outcomes	Loss of local skills and expertise if the existing team is split
Ability to drive a strong relationship with a co-terminous Clinical Commissioning Group, drive integrated commissioning and ensure CCGs fully meet their public health responsibilities.	Potential duplication where issues cross borough boundaries
Recruitment and retention – staff may prefer to work in/across a larger geography where their specialist skill has more impact	Staff may seem too removed – reducing local intelligence and links into local partners
Centralised local expertise and knowledge in programmes management for aspects where localism is important	Needs to be a clear governance and accountability framework to the boroughs
Provide a wider variety of opportunities for training, including generic and specialist skills	Requires close partnership working between authorities and potential for conflict in prioritisation