

Dear Applicant

Thank you for your interest in applying for this new and exciting post of Deputy Director Public Health and Wellbeing in Sunderland. This post provides an ideal opportunity for a consultant who is seeking to further develop their career in a dynamic and progressive City. A lot is changing in Sunderland, and we have plans to continue that change, with the health and wellbeing of our residents and reducing inequalities at the heart of everything we do.

The changes we have seen in recent years have resulted in improvements to many public health outcomes, such as our significant reduction in smoking and outcomes across the council for example our outstanding rating for our children's services. We have developed our [Links for Life Sunderland | Links for Life Sunderland](#) approach and our public health approach to areas such as homelessness and financial wellbeing. We have also developed our strategic approach in the City, working closely with colleagues across the Council and more widely, as demonstrated in my recent annual public health report [Director of Public Health Annual Report 2022-2023 - Sunderland City Council](#).

To guide further progress, we refreshed our City Plan which provides the blueprint for all partners and communities to work together to achieve our shared economic and social ambitions for Sunderland, which collectively guide the city's continued transformation. The [City Plan - Sunderland City Council](#) is focussed on our bold and ambitious vision to **create a connected, international city with opportunities for all**. To achieve this, the City Plan has three themes to be a: dynamic, healthy and vibrant city.

Partnership is key to our approach with leadership provided by Sunderland's Health and Wellbeing Board. Our Health and Wellbeing Strategy [Sunderland Healthy City Plan - Sunderland City Council](#) helps to synthesise our health and wellbeing ambitions and is currently being refreshed. Our NHS partners are among our closest partners and the Sunderland Place Committee supports that partnership and the delivery of our Healthy City Plan. We also have a strong partnership with the University of Sunderland with joint research roles to improve our research focus and capacity.

Partnerships across the North East are very strong and exciting opportunities arise from the new North East Combined Authority [Homepage](#) where by collaborating with our partners, we'll create a better way of life by connecting communities, giving people the skills to succeed, and improving wellbeing for all, so that the North East is recognised as an outstanding place to live, work, visit and invest. This builds upon established joint working across the North East Directors of Public Health, such as some of our important public health programmes on tobacco and alcohol [Home - Fresh Balance](#).

We have significant inequalities in Sunderland and a population which is starting to change as can be seen in our recent JSNA update [Meetings and Events](#). The approach outlined in our City Plan aims to reduce these inequalities towards which there has been some excellent progress in the last year
<https://www.youtube.com/playlist?list=PLz3yV2kde1-PBymQ0ymYo7NJSOKcRcq4g>.

We look forward to receiving your application on this exciting opportunity to make a significant impact on the lives of our residents in Sunderland.

Many thanks



Gerry Taylor

Executive Director Health, Housing & Communities.