

HEAD OF HEALTH OUTCOMES

Reporting to Chief Executive Officer

YOUR PERSONAL PROFILE

YOUR ROLE...

This pivotal executive role leads the strategic development and delivery of Trafford Leisure's health, wellbeing, inclusion and community impact agenda.

As an experienced senior leader in physical activity, population health and commissioned health pathways, you will work collaboratively with internal teams and external partners to reduce inequalities, increase activity levels and improve long-term health outcomes across Trafford,

The role has a strong external and system-facing focus, acting as a strategic interface between Trafford Leisure and the wider health, wellbeing and community system. You will position the organisation as a credible, commissioning-ready partner aligned to key agendas, including Trafford Moving, Trafford Live Well, neighbourhood health and the evolving NHS landscape.

A key focus of the role is leading Trafford Leisure's external funding, grants and commissioned income strategy, building a sustainable pipeline of opportunities that supports health outcomes.

You will oversee health and wellbeing outcomes, intervention programmes and referral pathways, lead the Health, Wellbeing and Safeguarding Outcomes for All Subcommittee, ensure strong performance management and evidence-based planning, and build effective partnerships with Public Health, NHS and VCFSE organisations.

You will also lead the development of scalable, place-based, commissioning-ready and condition-based physical activity models aligned to system priorities, supporting commissioned programmes and external investment.

You will work with partners to ensure Trafford Leisure contributes to a coordinated system approach to estates and neighbourhood infrastructure, supporting the integration of health provision within leisure settings and wider community spaces.

You will play a key strategic role in shaping Trafford Leisure's organisation wide approach to health improvement, advising the Chief Executive and Senior Leadership Team, whilst representing the organisation across local and regional health systems.

Our Vision

Inspire and create opportunities for the people of Trafford to move more and live longer, healthier, happier lives.

Our Purpose

Move More Everyday

Our Strategic Outcomes

Improving Health outcomes for all
Excellent facilities, activities and programs
Net zero by 2038

YOUR SPECIFIC TASKS AND RESPONSIBILITIES INCLUDE BUT WILL NOT BE LIMITED TO

• Provide executive leadership for all health, wellbeing and community impact programmes.
• Lead Trafford Leisure's strategic approach to <i>Improving Health Outcomes for All</i>.
• Act as Executive Lead for the Health, Wellbeing and Safeguarding Subcommittee.
• Build and lead strategic relations with Public Health, NHS/ICB partners, VCFSE organisation, education providers and wider system leaders.
• Represent Trafford Leisure across key system forums and partnerships, including those aligned to Live Well and neighbourhood working.
• Lead Trafford Leisure's contribution to the Trafford Moving Strategy and Trafford Live Well agenda, working with partners across the public, voluntary, community and health sectors to help residents move more every day and reduce health inequalities across Trafford.
• Lead the development, implementation and evaluation of commissioned health programmes and referral pathways.
• Ensure services actively address health inequalities and support priority groups across Trafford, including underserved communities and SEND populations
• Oversee KPI development, monitoring and reporting using data-led insight.
• Ensure robust evaluation and continuous improvement for all health and wellbeing services, including evidencing impact for commissioners, partners and funders, supporting alignment of data and outcomes with system partners where appropriate.
• Provide visible leadership, coaching and support to Health teams, ensuring high performance and strong communication.
• Support site teams in delivering inclusive and accessible health and wellbeing services, explore opportunities to extend delivery beyond leisure centres into community and neighbourhood settings.
• Ensure governance, safeguarding, quality assurance and Health & Safety compliance.
• Lead budgets, financial planning and resource allocation relating to health and wellbeing services.
• Lead Trafford Leisure's approach to external funding, grants, commissioned income and investment opportunities.
• Drive innovation in health improvement, identifying emerging trends and opportunities, including new models of delivery aligned to health and care priorities.
• Contribute to partnership discussions relating to place, estates and future facility development, supporting opportunities to integrate health provision within leisure settings and community infrastructure.
• Work with SLT colleagues to support organisational development, digital transformation and wider strategic programmes.
• Promote a healthy and active workforce culture across Trafford Leisure.
• Model Trafford Leisure's values and behaviours through strong, transparent and inspiring leadership.

• YOUR EDUCATION, EXPERIENCE, KNOWLEDGE, SKILLS, AND BEHAVIOURS

EDUCATION AND QUALIFICATIONS
• Leadership, leisure, public health or management qualification (Level 4+ desirable).
EXPERIENCE
• Significant leadership experience in health, wellbeing, fitness or public health environments.
• Budget management and improving financial performance.
• Experience working with quality management frameworks.

• Experience developing, monitoring and achieving commercial targets.
• Demonstrable experience securing external funding, grants or commissioned income opportunities.
• Experience using KPIs in a target-driven environment.
• Experience influencing external stakeholders across system partnerships. (e.g. NHS, Local Authority, VCFSE)
• Experience using data and insight to measure impact and support service improvement and commissioning.
• Experience working within or alongside place-based or neighbourhood approaches (desirable).
• SKILLS AND ABILITIES
• Strong leadership, motivational and team-building skills.
• Ability to negotiate effectively with internal and external stakeholders.
• Excellent communication skills and ability to build strong relationships with partners and colleagues.
• Excellent data, numerical and analytical skills, with the ability to interpret insight and evidence impact.
• Strong understanding of office applications and management systems.
• Ability to develop and deliver strategic plans.
• Ability to prioritise workloads and work independently.
• Ability to identify and implement continuous improvement.
• Strong influencing, decision-making and strategic thinking skills.
• Ability to operate effectively within partnership and system environments.
• Ability to identify, develop and secure external funding, grant and commissioned income opportunities.
• KEY BEHAVIOURS
• Self-motivation and personal drive for ongoing professional growth.
• Flexible, creative and innovative approach to meeting business needs.
• Commitment to equitable, accessible and inclusive services for all communities.
• Outcome-focused and evidence-driven
• Credible and collaborative approach within partnership environments
OTHER
• Willingness to undertake an enhanced disclosure check if required
• Willingness to work flexibly and undertake continuous professional development.

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