

Public Health in Sefton

Training Location Prospectus



Introduction to Sefton



Dear Registrar

Welcome to our Sefton training location prospectus. We hope that you will find it useful and consider us for your next training location.

Sefton is the northern borough of Liverpool City Region with more than 275,000 residents. Boasting 22 miles of coastline, Sefton is a leading coastal tourist destination with a flourishing visitor economy. Spanning the busy Port of Liverpool, the famous Antony Gormley's 'Another Place' installation, attractive beaches and dunes, to the resort town of Southport, the diversity of the borough provides a unique mix of urban and natural settings. Sefton is a diverse and exciting borough where people can enjoy a great work-life balance. Sefton has excellent transport links and is well placed for accessing cities across the North West, including Liverpool and Manchester.

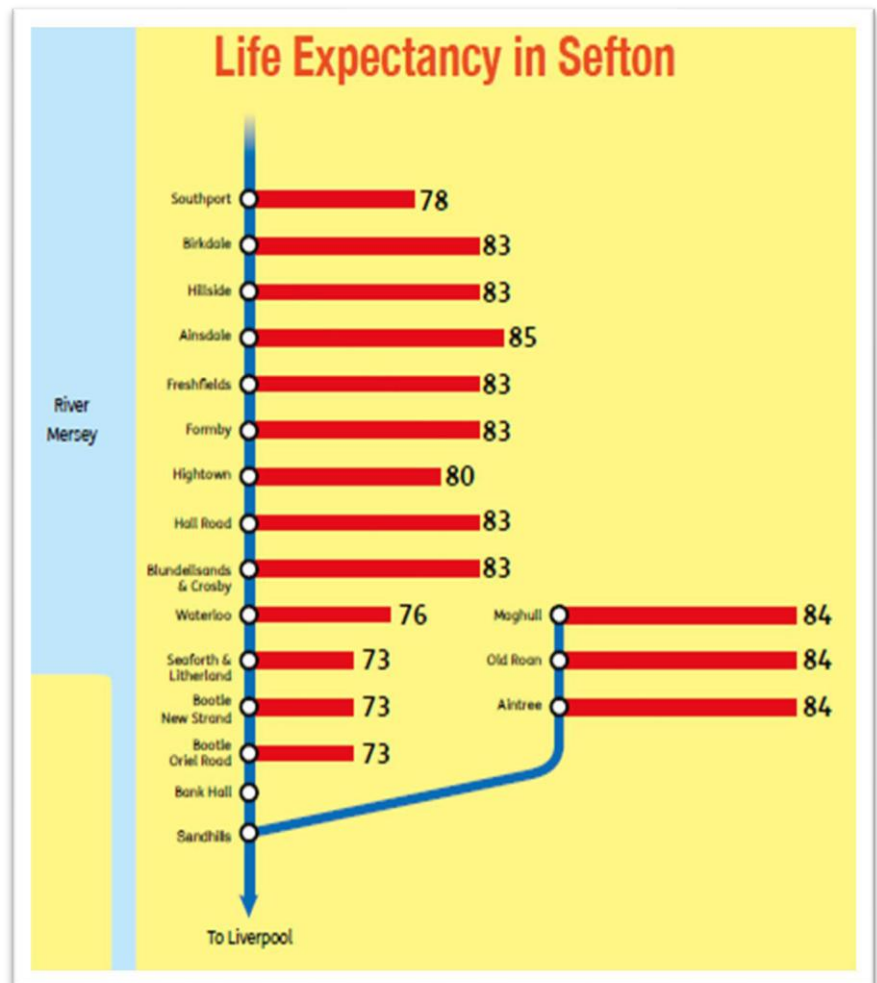
Sefton is a vibrant local authority that is working towards delivering its 2030 Vision. This journey is shared with our partners and communities as we strive to ensure Sefton is a confident and connected Borough.

Sefton Public Health Leadership Team



Inequalities in Sefton

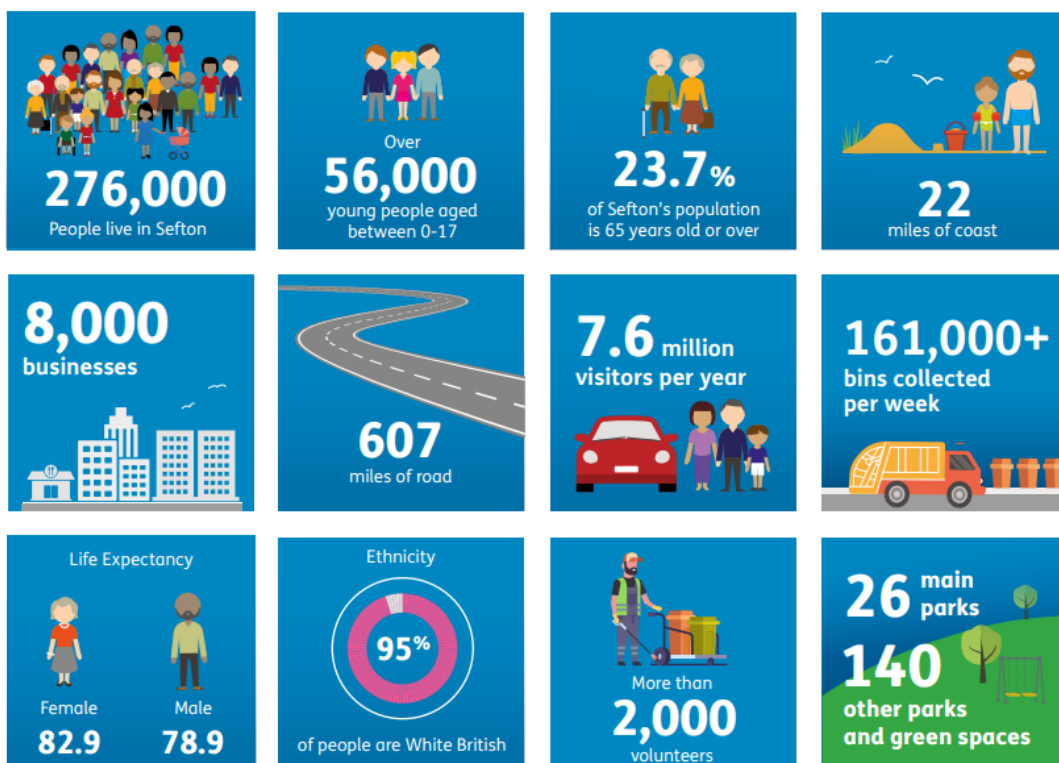
- There are large socioeconomic and health inequalities within Sefton
- Sefton is in the 3rd most deprived decile of local authorities in England
- 20% of the population of Sefton live in the most deprived decile in England according to IMD 2019.
- Life expectancy varies by 12.1 years in men and 11.3 year in women from the most to least deprived areas of Sefton.
- 18.8% of children in Sefton live in low-income families which is above the average for England (17.1%).
- 16.9% of older people live in Sefton live in poverty, higher than the England average (14.2%).



Public Health Challenges in Sefton

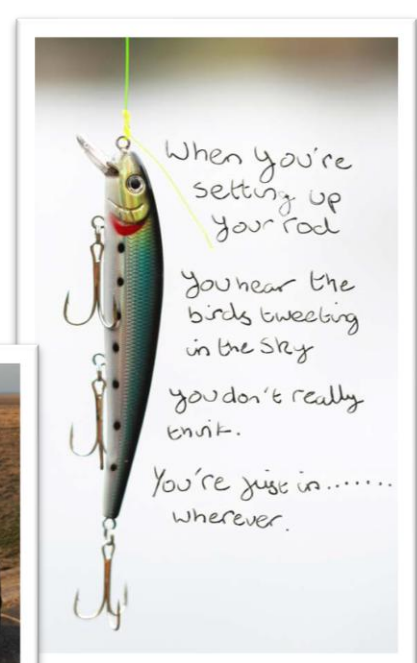
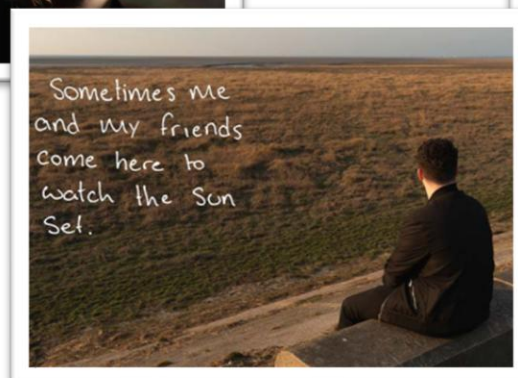
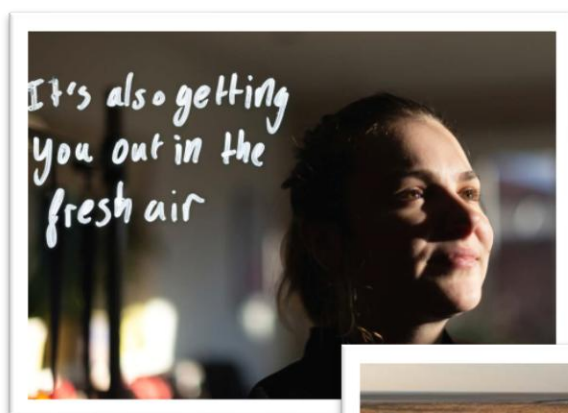
- Healthy life expectancy at birth in Sefton is 60 years in males and 61 years in females below the England averages.
- Breastfeeding prevalence at 6 to 8 weeks after birth is 39.2% in Sefton which is significantly lower than the England average of 52.7%.
- The uptake MMR is lower than the national average with 86.8% of children receiving one MMR dose by the age of two years in Sefton.
- 24.7% of children in reception (4-5 years) in Sefton are overweight or obese which is significantly above the England average (22.1%).
- 28.9% of 5 year olds in Sefton visually obvious dental decay above the level for the whole of England (22.4%).
- There is a large older population in Sefton with 23.7% of the population aged 65 years and older.
- There are more emergency admissions due to falls in people over 65 years in Sefton (2,164 per 100,000) than the average in England (1,984 per 100,000).

Source: Office for Health Improvement and Disparities, Public Health Profiles 2025



Public Health Annual Report 2025

- Our most recent Public Health Annual Report used a strength-based approach to explore what keeps our young people well, through interviews and photography.



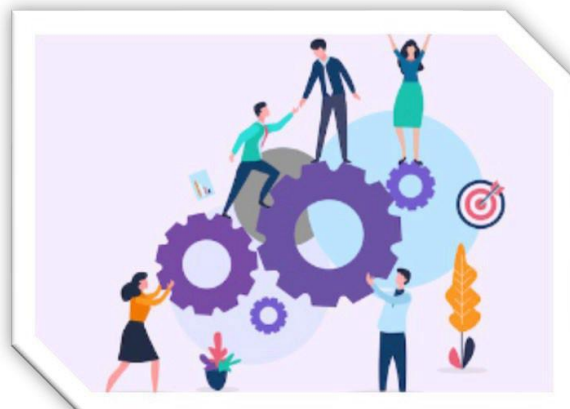
Introduction to Sefton Council Public Health

Public Health Speciality Registrars are based at Magdalen House, Bootle, together with the rest of the public health team. Magdalen House is a 10 minutes walk from Bootle Oriel Road station.

There is hybrid working in the public health team, with the team working in the office on Mondays and Wednesdays.

Registrars are an integral part of the public health team, participating in public health team meetings, public health senior leadership team meetings, cabinet briefings, and other collaborative learning opportunities across the wider council.

The public health team enjoy excellent working relationships with colleagues both in the Cheshire and Merseyside Integrated Care Board (ICB) and Integrated Care System (ICS), and the Sefton Council for Voluntary Services (CVS) and provider organisations which provide registrars excellent opportunities for joint work.



What's it like being a trainee in Sefton

We are a small but very passionate team, committed to improving health of the residents of Sefton and reducing health inequalities across the borough. The public health team have good working relationships across the council and with our partners in the voluntary sector. We work closely with the Integrated Care System and represent the council at various Liverpool City Region and Regional bodies. We facilitate and contribute to a range of strategic partnerships including Sefton Health and Wellbeing Board, Combatting Drugs Partnership and Health Protection Forum, Sefton Safeguarding Adults and Childs Partnership and Child Poverty Strategy Steering Group.

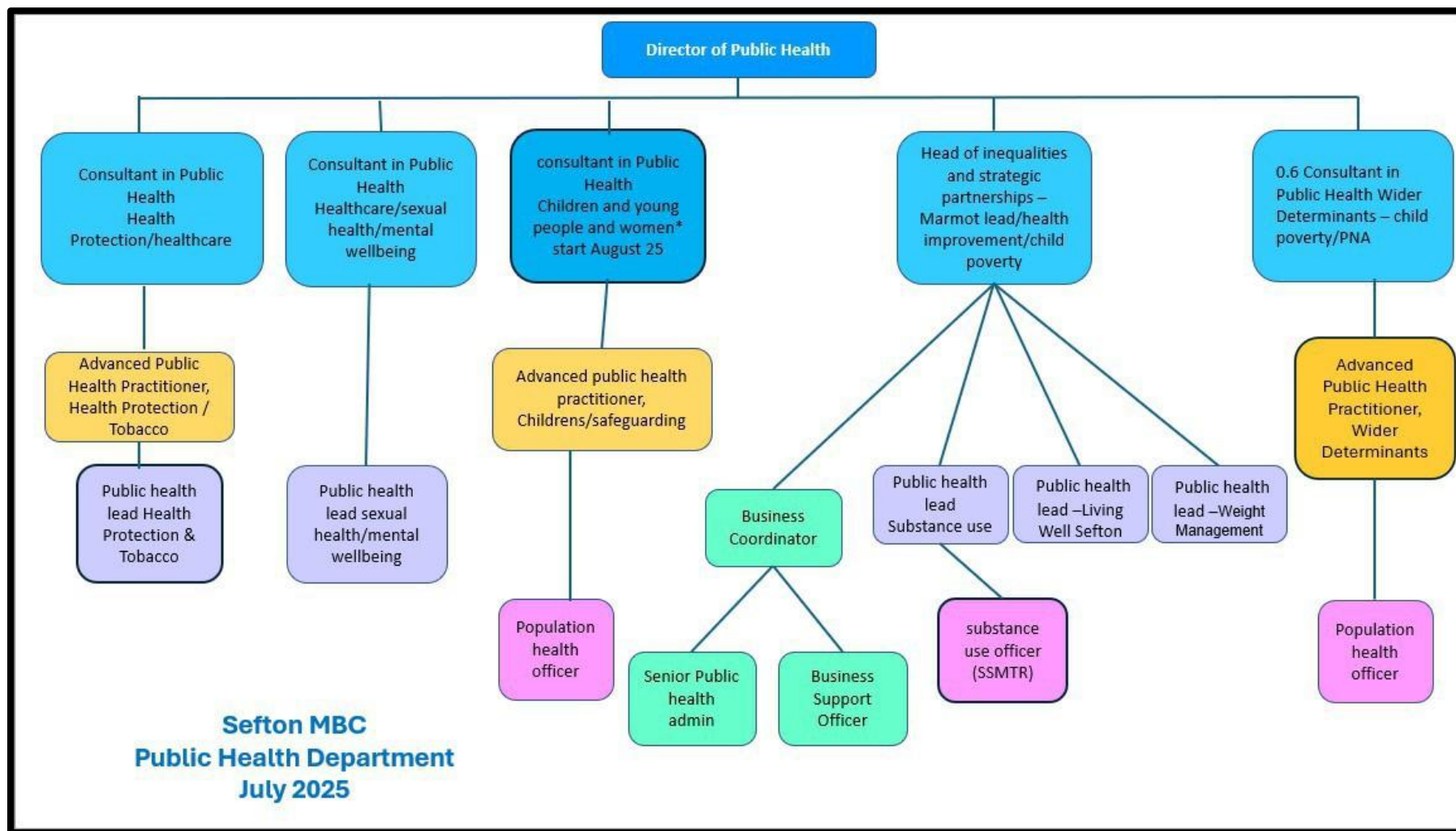
We believe in co-production and collaboration and always look to work with new and enabling partners.

We also:

- Have a relaxed and informal approach which contributes to a friendly working environment
- Support each other to develop
- Do our best to improve the outcomes for the residents we serve
- Work hard to make training an enjoyable, stimulating and rewarding experience.

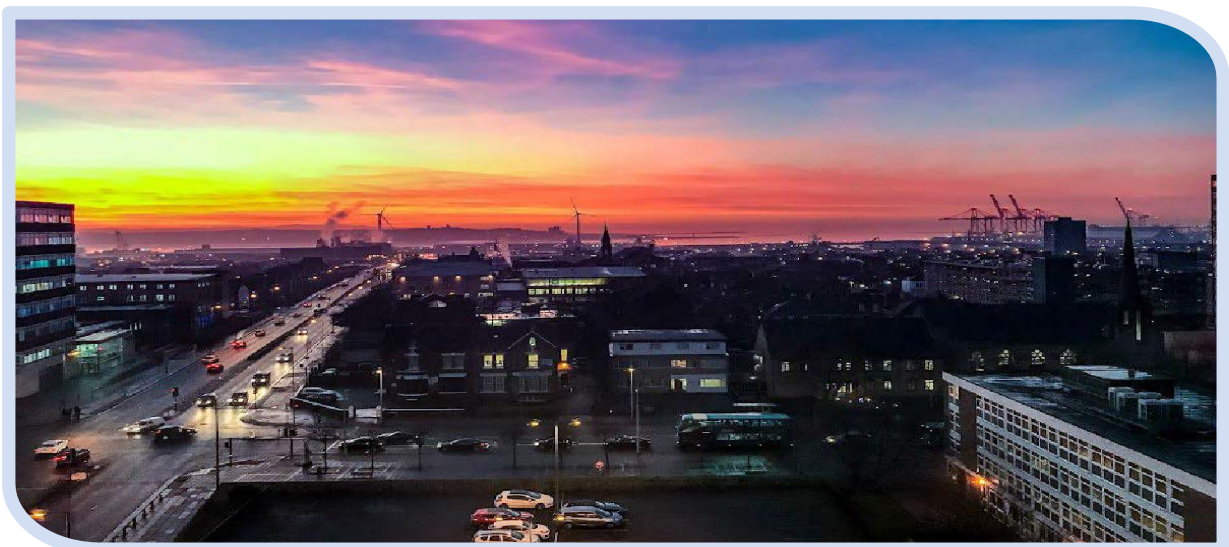


Sefton Public Health Team



Supervision and trainee opportunities

- The Sefton Public Health Team is made up of 18 members of staff, with a wealth of experience and backgrounds in different disciplines ranging from public health, health care, behavioural psychology, research, environmental health and planning.
- We currently have four trained educational supervisors: Dr Rory McGill (Interim Director of Public Health) and Cath Taylor, Helen Armitage and Adam Major (our Consultants in Public Health). Our senior team have all completed the training scheme in recent years and are very familiar with the requirements of specialty training. Other team members are also experienced in working with registrars towards achievement of learning outcomes.
- Trainees will agree their work plan with their educational supervisor, with whom they will hold regular 1:1 meetings.
- Defined projects are identified for trainees, as well as ad hoc pieces of work to involve the trainees in the day-to-day work of the team. These are designed to meet the competency requirements of the trainee as they progress through the training programme.
- Sefton actively encourages and supports increasing levels of responsibility towards the later stages of training.
- Trainees are encouraged to participate in internal and external sessions in preparation for Faculty exams. We can provide mock OSPHE practice within the team based on hypothetical and actual scenarios.



Our Educational Supervisors



Dr Rory McGill

Director of Public Health – Sefton Council
Champs DPH lead – Mental Health and Suicide Prevention
rory.mcgill@sefton.gov.uk

Director of Public Health
Sefton Council
Magdalen House
Trinity Road
Bootle
L20 3NJ

Sefton Council – Public Health Annual Report

Elected Member – Cllr Mhairi Doyle MBE – Cabinet member for Health, Wellbeing and Inclusion

Rory has a PhD in health psychology with years of postdoctoral academic experience in health inequalities research while he was based at the University of Liverpool's Public Health Department. This included specialising in qualitative research methodology and systematic reviews.

He worked as Chair for the Northwest Behavioural Science and Public Health Network, where he established a workforce development programme for the North West. Rory is currently an Associate Postgraduate Dean for NHS England North West with the portfolio area of Equality, Diversity and Inclusion. He is also Director of a national LGBT Health Inequalities Charity.

Prior to becoming DPH for Sefton Council, Rory was a Consultant in Public Health with portfolio oversight including mental health, sexual health and healthcare public health. His areas of interest include LGBT health, qualitative research, community engagement, the wider determinants of health and widening participation.



Cath Taylor

Health protection, screening and immunisations, NHS health checks and tobacco

Cath joined the Sefton Council Public Health Team in February 2025, leading on a wide portfolio including health protection, screening and immunisations, NHS health checks and tobacco. Cath has over 20 years' experience working in local government, the NHS and for the New Deal for Communities. She qualified as a Consultant in Public Health in June 2022, after completing the public health training scheme.

Prior to training, Cath worked for seven years within local authority public health teams, specialising in the wider determinants of health and health inequalities. Her interest in this area stems from her first degree in urban planning, after which she worked for seven years on community-based regeneration projects, strategies and policies.



Adam Major

Children and young people, and women's health

Adam has worked in Public Health since 2008 in various roles within the NHS, central and local government, including seven years with the Champs Support Team. Previous work areas have included addictions, alcohol, healthy weight, data analysis, evidence and intelligence, commissioning, strategy development and service design and delivery.

Adam joined Sefton Council as a Public Health Consultant in August 2025 having trained in Cheshire and Merseyside. His current portfolio includes CYP and women's health.



Helen Armitage

Social and wider determinants of health

Helen joined the Cheshire and Merseyside public health workforce as a registrar in 2012. Working on a part time basis, Helen leads on long-term policy and strategy work, which has included leading on development and ongoing implementation of Sefton's Child Poverty Strategy, and embedding health consideration in economic and spatial planning strategy. She is also the go-to consultant for epidemiology and quantitative intelligence in the team and is an educational supervisor. Helen's current public health interests and passions include enabling more practical action to tackle health inequality and making the right change stick.

Helen entered the public health training scheme from her previous role as a research and clinical dietitian and joined the Sefton Council team as a Consultant in 2018. Her thinking about public health has been shaped by an interesting career path following her first degree in Archaeology.

Public Health Work in Sefton

Mental Wellbeing

- Promoting Children's Emotional Health and Wellbeing
- Suicide and Self-Harm Prevention
- Mental Wellbeing Promotion and signposting for all age adults

Communities and Health Improvement

- Commissioning Living Well Sefton – Community Services, Active Sefton, Stop Smoking Services
- Commissioning Smoking in Pregnancy
- Advising Tobacco Control
- Leading Strategic Work to promote Health Weight and Oral Health

Strategic and Business

- Public Health Advice and Support for NHS ICB and PCNs
- Population Health Intelligence
- Population Health Strategies (Health and Wellbeing, NHS)
- Public Health Annual Report
- Pharmaceutical Needs Assessment
- Finance
- Risk Management and Governance Assurance
- Information Governance

Children's and Early Years

- Commissioning 0-19 – Healthy Child Programme
- Supporting Early Years, Early Help, SEND and Safeguarding Partnerships

Health Protection

- Health protection forum
- HIV testing, HIV Early Diagnosis and PrEP
- Targeted Vaccination Programmes delivered via Sexual Health Services
- Needle and Syringe Programme
- Seasonal Influenza Programme for Sefton Council Staff
- Emergency Planning and Business Continuity
- Climate Change Mitigation and Planning
- Incidents and Outbreaks in Sefton
- Screening and Immunisations
- Community Infection and Prevention Control Service

Healthcare Public Health

- Commissioning Substance Use Services
- Commissioning Community Sexual Health Services
- Commissioning NHS Health Checks
- Advising on Public Health Implications of Healthcare Delivery

Wider and Social Determinants of Health and Reducing Inequalities

- Child Poverty Strategy
- Air Quality
- Health in All Policies approaches
- Health Places – Economic Regeneration and Capital Investment

Recently Completed Registrar Projects

Setting up Staff Flu Programme



Sefton Healthy Weight Declaration



Running a mental wellbeing media campaign



Conducting research on the socioeconomic inequalities in childhood stunting



Initiating rollout of a supervised toothbrushing programme



Commissioning Integrated Sexual Health Service



Developing a workplace policy on gambling harms



Breastfeeding Health Needs Assessment



What's it like being a trainee in Sefton

Anne Doble ST4 Public Health Registrar

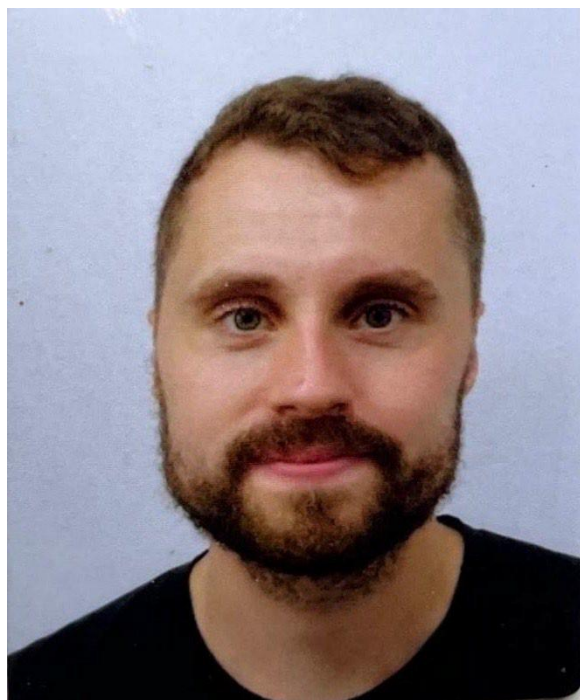
"I completed a 9-month placement at Sefton in my ST4 year, hoping to really get to grips with local authority public health in another Council and to gain experience as a more senior registrar. I was able to work alongside public health colleagues – and with an array of internal/external partners - on some really interesting pieces of work. I've been involved in the re-commissioning of the sexual health contract (great for KA 7s), running a mental wellbeing media campaign, developing a workplace policy on gambling harms, initiating rollout of a supervised toothbrushing programme and developing a proposal for a strategic life-course approach to oral health. The team is very friendly and supportive, and I was very quickly made to feel part of the furniture (in a good way). Colleagues were also very helpful in identifying work that aligned to my training needs. Registrars form part of the public health team SLT, which provides helpful insights into the strategic side of LA public health, and the consultant role. I would definitely recommend Sefton as a placement....and that's before we start talking about the 22 miles of coastline!"



What's it like being a trainee in Sefton

Tim Martin ST2 Public Health Registrar

"I have spent two years on placement in Sefton during my ST1 and ST2 years. This placement has been a great introduction to local authority public health and public health more generally. I have been able to undertake work in a wide range of areas in public health, gaining public health knowledge, experience and practical skills. My work has included completing a breastfeeding health needs assessment, undertaking research on socioeconomic inequalities in childhood stunting in Sefton, and contributing towards their public health annual report on wellbeing in young adults. The team is very friendly and welcoming, and supportive of registrars in meeting their learning objectives. Registrars are included in the senior leadership team, which helps give valuable insights into work as a public health consultant. Sefton has significant socioeconomic inequalities so is a very interesting place to work from a public health perspective helping to address health inequalities. I would thoroughly recommend Sefton Council as a placement for other registrars in Cheshire and Merseyside!"



Together a stronger community

In 2030, Sefton residents look out for each other. We focus on our similarities and diversities but never on our differences, working together to live a fruitful life.

We are supportive communities, aided by a vibrant voluntary sector, where everyone has the opportunity to live an independent and proactive life. We know our neighbours and we help each other out in any way we can, from sharing a drop of milk to lending a caring ear.

Our communities are strong, knowledgeable and informed.



A borough for everyone

In 2030, Sefton is a borough that has everything we need to live, learn and age well.

From the moment we are born we are part of the community, with parent and baby groups & outstanding nurseries and schools. Quality apprenticeships, vocational training and university access mean we can follow our dream career path.

We live happy, healthy lives in Sefton. The borough is accessible for everyone and positive approaches are in place for those living with mental health issues and disabilities.

When it comes to enjoying our free time and living socially, there are clubs and groups for everyone.

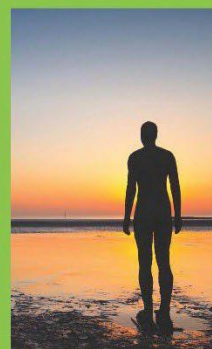


A clean, green and beautiful borough

In 2030, Sefton is internationally recognised for its outstanding natural beauty and commitment to sustainability.

We are a borough celebrated for its fantastic coast, line and respected green spaces. Together, we work hard to preserve our assets, such as the marina, woodlands, parks and canals and ensure that all future generations can enjoy them.

Through eco-friendly and green solutions, we have set the bar in sustainability. Everybody works together to keep Sefton clean and green, with a commitment to recycling, low pollution and better air quality.



Living, working and having fun

In 2030, Sefton is the perfect place to enjoy your life.

With a variety of jobs and professions, Sefton has fantastic opportunities for everyone, from full time workers to part time workers. While a range of housing, including affordable and luxury, has made the borough one of the most desirable places to live in the country.

Our children and young people enjoy access to some fantastic schools, colleges and universities, meaning they can go on to fulfil their dreams and follow their chosen career paths.

We enjoy shopping on Sefton's vibrant high streets and being social at one of the many bars and restaurants, plus a wide variety of sports facilities, clubs and events help inspire residents to keep active and enjoy sport.

We are borough that offers it all with many people moving to the area and students returning to lay down their roots following graduation.



On the move

In 2030, Sefton is easy to move around and well linked with the wider city region and beyond.

Night buses, better train links and affordability mean that public transport is safe and available to everyone. We can also enjoy the use of the many bicycle and walking friendly routes, meaning we can keep active.

Investment into the borough's public transport system and road networks have helped reduce congestion and have made it even easier for residents and visitors to reach homes, businesses and attractions.

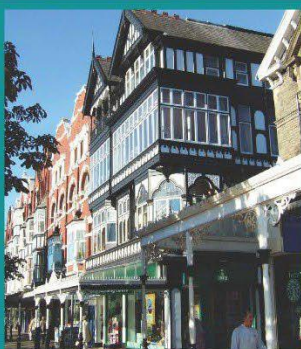


Visit, explore and enjoy

In 2030, Sefton has something to offer residents and visitors of all ages.

We enjoy activities on our beaches and floral green spaces, while the rush of adrenaline at Southport Air Show brings visitors from far and wide. Sefton is home to a number of great events and festivals, while international sporting events return year after year.

Known for its cultural scene, Sefton has something for everyone.



Ready for the future

In 2030, Sefton is at the forefront of technology and research.

Investment in technology means that the borough is covered by comprehensive free Wi-Fi and strong, fast connection speeds. By embracing change, we are ready to seize any opportunity and Sefton is now known across the world as a centre for advancement and research.

We are well connected to the rest of the world and we are always looking to the future. Sefton is a borough connected by people, supported by technology.



Open for business

In 2030, Sefton is home to businesses of all sizes, from international organisations and small start-ups to social enterprises and community organisations.

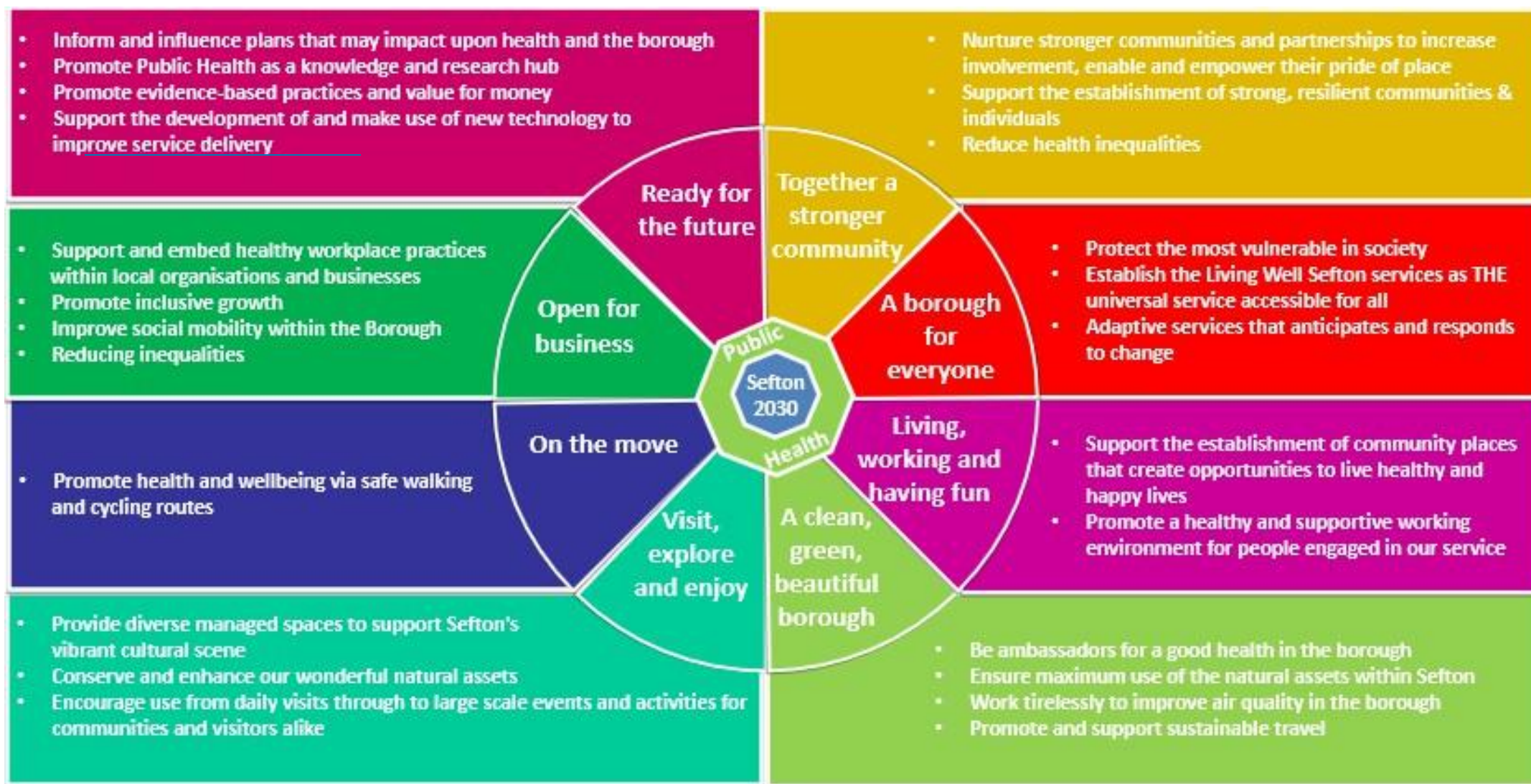
We are a borough with a global outlook, exporting many of our services and goods via the port.

Sefton is also a leading coastal tourist destination, with businesses flourishing thanks to our strong visitor economy. While strong support for SME's and Start-ups, coupled with the creative use of commercial space, has resulted in vibrant high streets.

With strong public sector partnerships, an entrepreneurial culture and a strong work force, Sefton is the perfect home for any business and we are flourishing.



How will Public Health help deliver Sefton's vision



Our ambition for healthier and happier communities

The health and wellbeing of people in our borough impacts on every part of their lives and helps our young people have the best start in life.

What we want to see





**If you would like to know more
contact:**

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Updated: January 2026