GIG CYMRU NHS WALES
Bwrdd Iechyd Prifysgol Bae Abertawe
Swansea Bay University Health Board

Iechyd gwell Gofal gwell Bywyd gwell
Better health Better care Better lives

Director of Mental Health and Learning Disabilities

Candidate information pack

August 2026

Hunter Healthcare

Welcome from the CEO

Thank you for taking the time to explore this opportunity to join Swansea Bay University Health Board. This is a pivotal moment for our organisation as we continue to strengthen the safety, quality and sustainability of care for the people of Swansea and Neath Port Talbot, while shaping the future of services across South West Wales.

Our ambition is clear: to create a healthier Swansea Bay, where people live well and age well, supported by high-quality care that is compassionate, equitable and delivered as close to home as possible. Our mission – **Better Health, Better Care, Better Lives** – reflects our commitment to prevention, early intervention, partnership working and continuous improvement.

Swansea Bay University Health Board is one of the largest employers in South West Wales, with around 14,700 staff, providing NHS services across Swansea and Neath Port Talbot alongside specialist tertiary services for patients from further afield.

Our organisational strategy, **A Healthier Swansea Bay**, sets out a clear vision for a population health organisation focused on prevention, reducing inequalities and improving access to care. We have made important progress, including improvements in planned care, but we are also clear-eyed about the scale of the challenge ahead: delivering sustainable services, reducing variation, strengthening community-based care and achieving financial balance while continuing to improve quality and experience for patients and staff.

We are honest about the challenges we face. Like health systems across Wales and the UK, we are responding to rising demand, workforce pressures, financial constraints, persistent health inequalities and the need to modernise how services are organised and delivered. At the same time, Swansea Bay has real strengths: dedicated colleagues, strong clinical services, important regional and specialist roles, committed partners and a clear strategic direction for the years ahead.

As a senior leader in our Health Board, you would be joining us at a time when visible, values-led leadership really matters. Through Organised for Success, we are aligning our structures, leadership arrangements and operating model to our strategy, strengthening accountability from Board to ward and enabling more clinically led decision-making.

Alongside this, Transforming for the Future – our refreshed Clinical Services Plan – will set out a clinically robust and financially sustainable model of care for Swansea Bay, informed by evidence on population health, demand and capacity, workforce, infrastructure, digital capability, quality, safety, inequalities and affordability.

We are looking for someone who brings strategic judgement, pace, humility and a strong commitment to public service values. Our organisational values – caring for each other, working together and always improving – are central to the way we lead, make decisions and support our colleagues.

You will need to be comfortable leading through complexity, working across organisational and system boundaries, and helping us make the difficult choices required to deliver safe, sustainable and high-quality care. Just as importantly, you will need to be a collaborative colleague: someone who builds trust, supports teams, challenges constructively and keeps patients, staff and communities at the centre of every decision.

If you are motivated by the opportunity to make a lasting difference in a complex, ambitious and values-driven health board, I hope you will consider applying. Thank you for your interest in Swansea Bay University Health Board. I look forward to hearing from you.

Abigail Harris
Chief Executive
Swansea Bay University Health Board

About Us

Swansea Bay UHB has a budget of £1.7bn and employs around 14,700 people, making us one of the largest employers in Wales. We provide NHS care for a population of around 390,000 across Swansea and Neath Port Talbot.

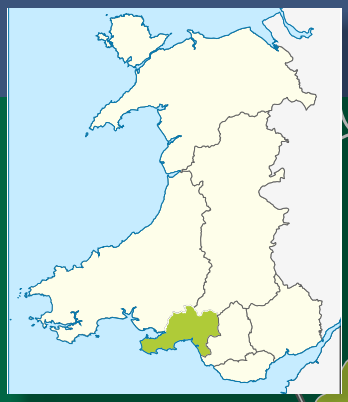
We offer a wide range of tertiary services to patients further afield, including burns and plastics, renal, cardiac surgery and specialist neonatal care.

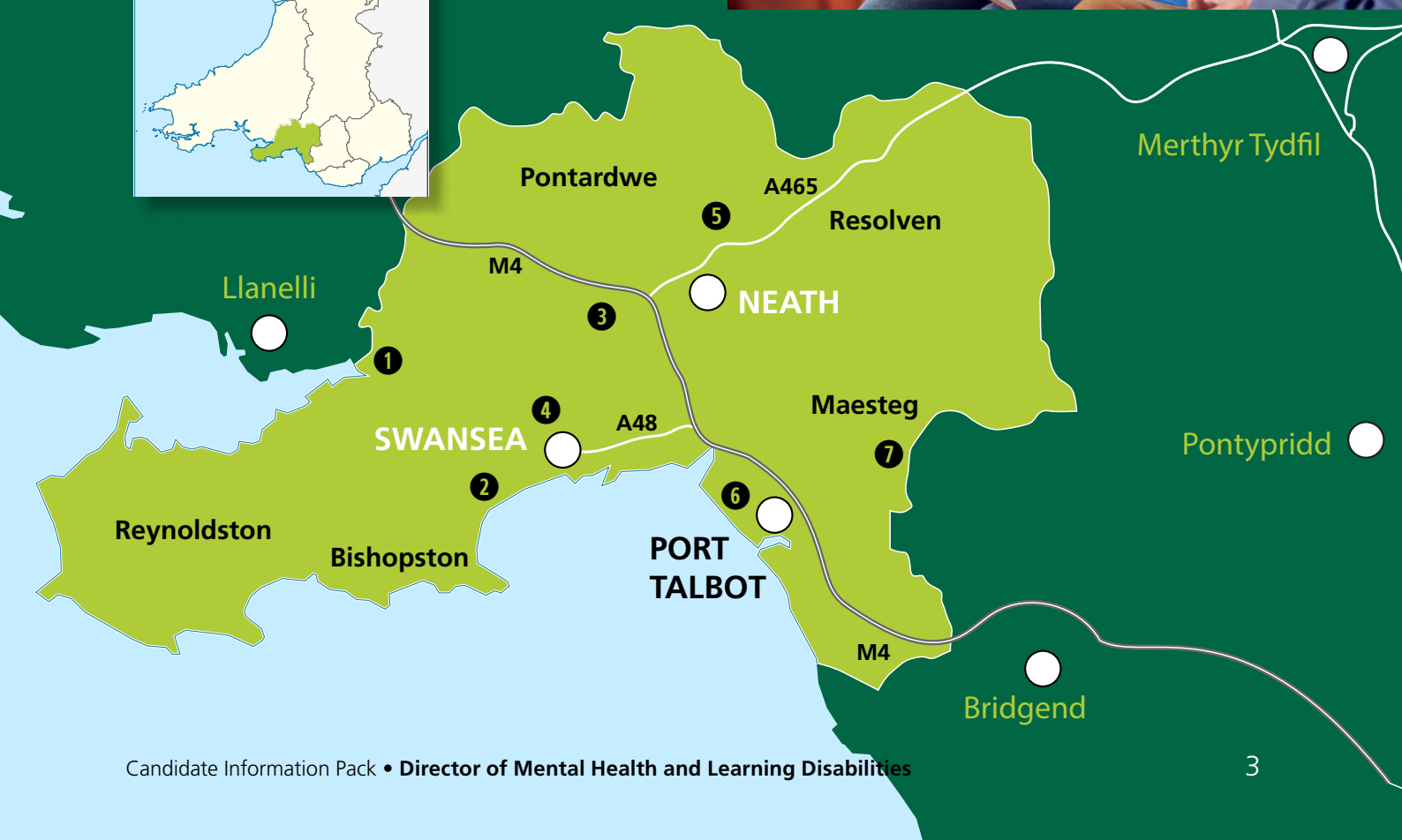
We have three major acute hospitals – Morriston, Singleton and Neath Port Talbot, and provide community and mental health care, along with commissioning primary care services.

We have also set up the Southwest Wales Regional Joint Committee (RJC) with Hywel Dda UHB to provide joint leadership for planning, commissioning, and delivering services across the wider Southwest Wales region.

Our strategic vision is clear: a healthier Swansea Bay where individuals enjoy longer, happier, and more independent lives, with access to the care they need when they need it most. We are committed not only to treating illness, but also to supporting wellbeing throughout people's lives.

By working with our communities and partners, we seek to tackle health inequalities, empower people to make informed choices, and foster environments where everyone can thrive physically, mentally, and socially.





Vision, Mission and Values

Our Vision

At Swansea Bay University Health Board, our vision is to create a healthier future for everyone in our communities where people live well and age well. We envision a future where everyone enjoys longer, healthier, and happier lives, where people are supported to remain active and independent for as long as possible and access high-quality care when they need it most.

Our ambition is to create a wellness-focused system that prioritises prevention, early intervention, and anticipates health needs. Care will be delivered as close to home as possible, reducing reliance on hospital services and enabling faster recovery when hospital care is necessary. We are committed to delivering seamless, equitable, and person-centred care that responds to what matters most to individuals and their families. Through strong partnerships with patients, communities, and stakeholders, we will tackle health inequalities and empower people to take control of their wellbeing.

We are committed to fostering a culture of continuous improvement, innovation, and inclusion where staff feel valued, supported, and inspired to deliver their best. Through research, education, and collaboration we will shape a smarter, more sustainable health service that is fit for the future.

We will make responsible decisions that prioritise environmental sustainability, financial integrity, and social responsibility. We will embrace digital transformation, harness technology, and redesign services to meet the changing needs of our population ensuring care is safe, effective, and equitable.

Rooted in compassion and driven by excellence, we are working together toward a future where the Health Board is recognised as a leading example of compassionate, forward-thinking healthcare and Swansea Bay is a place where everyone has the opportunity to thrive.

Our Mission

Our mission is simple yet powerful: to deliver better health, better care and better lives for the people we serve. This means helping individuals, families, and communities to live healthier, more fulfilling lives, preventing illness where we can and treating it swiftly, safely, and compassionately when we must.

Better Health means focusing on prevention, education, and early intervention. We work alongside our partners and communities to tackle the root causes of poor health supporting people to make informed choices, promoting mental wellbeing, and reducing health inequalities.

Better Care is about putting people at the heart of everything we do. We aim to deliver safe, timely, and personalised care which reflects what matters most for each individual. Whether at home, in the community, or in hospital, we strive to ensure every patient experience is grounded in dignity, respect, and excellence.

Better Lives reflects our wider commitment to supporting wellbeing beyond healthcare. By collaborating with social care, education, housing, and voluntary sectors, we aim to create the conditions where people can thrive physically, mentally, and socially.

Together, this mission drives every decision we make, as we build a stronger, healthier and more equitable Swansea Bay.

As a Health Board, we recognise that our direct influence on people's overall health, wellbeing, and quality of life is limited. Many of the factors that shape health outcomes such as housing, income, education, and social connections sit beyond the boundaries of health services.

Our strategy therefore focuses on the areas where we can make the most direct and meaningful impact, including the quality, accessibility, and effectiveness of care. However, we remain mindful of the wider determinants of population health and wellbeing.

We will use broader indicators such as the three below to inform our priorities, strengthen partnerships, and advocate for collective action that supports healthier lives and communities.

Our Values

Our values are those things which define our culture. They are the answer to the question: what is important to us? They serve as a reference point for everything we do and how we lead and manage the organisation.

Caring for each other in every human contact, in all of our communities and each of our hospitals.

- We are friendly, helpful and attentive. We welcome others with a smile
- We see people as individuals; we do the right thing for every person and treat everyone with dignity and respect
- We are kind, compassionate, patient and empathetic to the needs of others

Working together as patients, families, carers, staff and communities so that we always put patients first.

- We communicate openly and honestly and explain things clearly
- We take time to listen, understand and involve people; we value everyone's contribution, and we work with our partners to join things up for people
- We are open to, and act on, feedback
- We speak up if we are concerned

Always improving so that we are at our best for every patient and for each other.

- We keep people safe and provide an efficient and timely service
- We are professional and hold ourselves and each other to account
- We choose a positive attitude, seek out learning and continually develop our skills and services

Our Strategy

Our organisational strategy describes our commitment to building a healthier future for everyone in our communities; a future where people live well and age well, supported by high-quality care that is compassionate, equitable, and delivered close to home.

Our vision is clear: a healthier Swansea Bay where individuals enjoy longer, happier, and more independent lives, with access to the care they need when they need it most.

Swansea Bay UHB covers a population of around 390,000 in the Swansea and Neath Port Talbot areas. We have a budget of around £1.7bn, and we employed around 14,700 people.

We have three major hospitals providing a range of services: Morriston and Singleton in Swansea and Neath Port Talbot in Baglan, Port Talbot. We also have a community hospital and primary care resource centres providing clinical services outside the main hospitals.

Primary care independent contractors play an essential role in the care of our population and the Health Board commissions services from GPs, opticians, pharmacists and dentists across the area. We have 45 GP practices in our Health Board area, 58 dental practices including orthodontists, 32 optometry practices and 91 community pharmacies.

Mental health and learning disabilities services are provided both in hospital and community settings. Forensic mental health services are provided to a wider community which extends across the whole of South Wales.

Find out more about our strategy **here:**

Our People and Finances

Expenditure on primary healthcare services
£227,549,000

Expenditure on healthcare from other providers
£335,625,000

Expenditure on hospital and community health services
£1,178,189,000

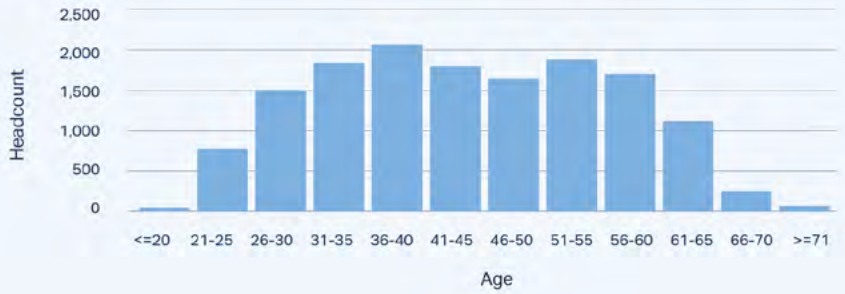
Capital Resource Allocation
£53,964,000

Revenue Resource Allocation
£1,375,303,000

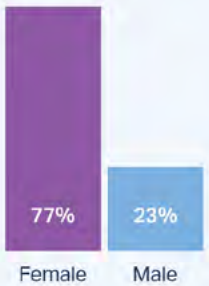
Gross Operating Costs
£1,741,363,000

Members of staff
14,649

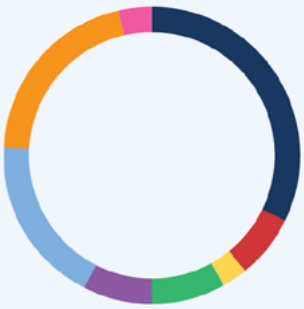
Age profile



Gender



Staff Group



32.7%	Nursing and Midwifery Registered	4,795
7.2%	Medical and Dental	1,061
2.7%	Healthcare Scientists	402
7.8%	Estates and Ancillary	1,152
7.7%	Allied Health Professionals	1,136
18.2%	Administrative and Clerical	2,673
19.9%	Additional Clinical Services	2,923
3.4%	Add Prof Scientific and Technic	507

Our Services

Services across our region

44 GP practices

63 Dental practices

90 Community pharmacies

32 Optometry practices

- H1 Gorseinon Hospital
- H2 Morriston Hospital
- H3 Singleton Hospital
- H4 Neath Port Talbot Hospital

Tertiary services

Examples of specialised care provided on a regional basis:

- **Cancer**, including our South West Wales Cancer Centre
- **Cardiac**, including complex surgery
- **Renal**, including dialysis
- **Burns and plastics**, including surgery and intensive care
- **Fertility services**, including IVF at the Wales Fertility Institute
- **Weight loss surgery**, including bariatric surgery
- **Maxillofacial surgery**, including cleft lip and palate surgery
- **Specialist neonatal care**, including the neonatal intensive care unit
- **Medium-secure mental health provision**, including the Caswell Clinic in Bridgend

Including tertiary services, in a single year across the Health Board there are:

78,157 ED attendances

138,315 Diagnostic procedures

60,746 Common Ailments Scheme Consultations

9,303 Referrals to local mental health services

161,840 Referrals from primary care

53,720 MIU attendances

30,178 Inpatient and daycase procedures

127,905 Eye care examinations

2,170,000 GMS consultations

33,063 Urgent dental care appointments

630,991 Outpatient appointments

283,416 District nursing visits

19,763 Calls to 111 press 2

786,782 GMS consultations were urgent or acute

4,100 Psychological therapy referrals

About the Area

Imagine combining a senior career in a major university health board with the opportunity to end each working day by the sea.

That is the offer of Swansea Bay.

This is a part of Wales where city, coast and countryside come together in a way few places can match. Swansea is a vibrant and ambitious city with a strong sense of identity, excellent restaurants, independent shops, galleries, theatres, live music and sport.

Its waterfront, marina and beaches are on the doorstep, while Swansea University brings a genuinely international outlook and a thriving research and student community.

Then there is Gower. Britain's first designated Area of Outstanding Natural Beauty begins virtually on the city's doorstep, offering miles of spectacular coastline, award-winning beaches, dramatic cliffs, woodland and open countryside. Rhossili, Three Cliffs Bay and Oxwich are just some of the destinations that make this one of the UK's most remarkable coastal landscapes.

Beyond the coast, the valleys, waterfalls and mountains of South Wales provide outstanding opportunities for walking, cycling, mountain biking and exploration.

For families, there is plenty to recommend the area. Swansea and the surrounding communities offer a broad choice of schools, while Swansea University provides a strong higher education presence. Housing is also an important part of the proposition. Compared with many parts of southern England, your money goes considerably further, whether you are looking for a city apartment, a family home near good schools, a coastal property or somewhere surrounded by countryside.

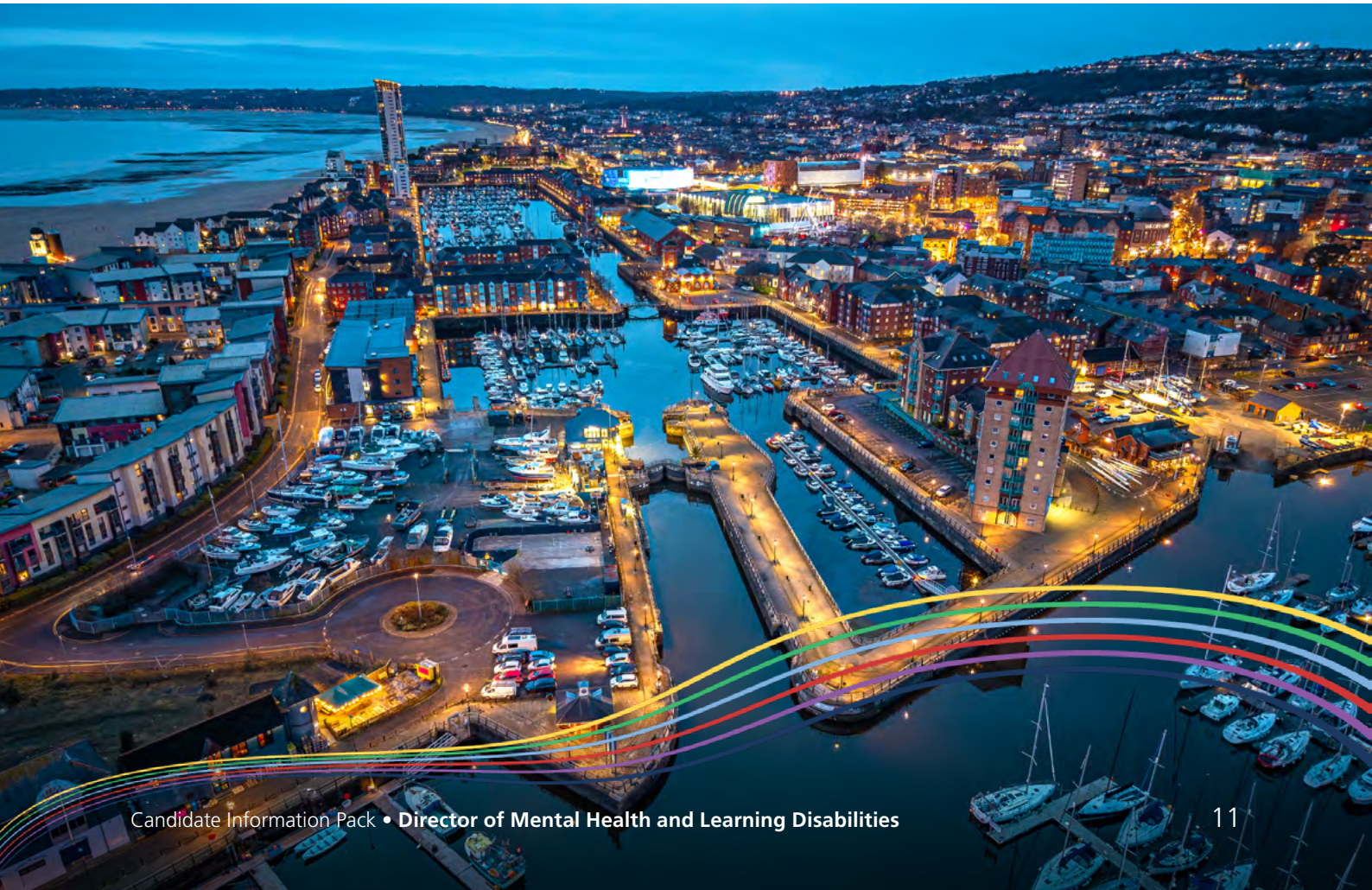
Swansea Bay is also better connected than its coastal setting might suggest. The M4 provides easy access across South Wales and into England, with Cardiff around an hour away and Bristol approximately two hours by road.

Direct rail services connect Swansea with Cardiff, Bristol and London, making the capital accessible for meetings, culture or simply a change of scene.

Most importantly, this is a place where professional ambition and quality of life do not have to compete with one another. Swansea Bay University Health Board is a major employer and healthcare organisation, serving communities across Swansea and Neath Port Talbot and working alongside academic, research and wider public-sector partners.

So if you are looking for your next senior leadership challenge, why not choose somewhere you would actually want to live?

In Swansea Bay, you can make a difference at work – and, five minutes later, be walking beside the sea.



Job Description

Job Title:	Director of Mental Health and Learning Disabilities (Board-level)
Hours:	Full time preferred; will consider part time applications for the right candidate (minimum 3 days per week).
Reports to:	Chief Executive Officer
Accountable to:	Chief Executive Officer
Base	Health Board Headquarters, Baglan Port Talbot (PanHealth Board remit across all SBUHB sites and localities)

Key Relationships

Internal:

- SBUHB Board
- Chief Executive
- Chief Operating Officer
- Medical & Nursing Directors
- Director of Workforce
- Director of Finance
- Director of Strategy, Planning & Partnerships
- AHP Director
- Digital Director
- Service Group Triumvirates

External:

- Welsh Government (Mental Health & LD portfolios)
- NHS Wales Executive (Mental Health Programme)
- Local Authorities
- Regional Partnership Boards
- Police & Justice partners
- Housing & Education partners
- Independent & Third Sector providers
- Public Health Wales
- Llais
- Regulators
- Royal Colleges (e.g., RCPsych)
- Primary Care and other partners

Remuneration and Terms and Conditions

As determined by the LHB Remuneration and Terms of Service Committee within the Policy Framework set by the Welsh Government.

Job Summary/Job Purpose

The Director of Mental Health and Learning Disabilities provides strategic leadership for all Mental Health and Learning Disability (MH&LD) services across Swansea Bay University Health Board.

The role enables the delivery of high-quality, safe, compassionate and sustainable services aligned with the NHS Wales Duty of Quality and Duty of Candour, while leading implementation of the Welsh Government's Mental Health and Wellbeing Strategy 2025–2035 and the Learning Disability Strategic Action Plan 2022–2026.

As a member of the Health Board's senior leadership team, the postholder leads the delivery, transformation and continuous improvement of MH&LD services across community, inpatient and specialist pathways, ensuring alignment with the Health Board's **Transforming for the Future** Clinical Services Plan, ten year organisational strategy, **A Healthier Swansea Bay** and the Integrated Medium Term Plan (IMTP).

The Director will lead the redesign of services to strengthen prevention, early intervention and integrated community-based alternatives to hospital admission while ensuring safe, therapeutic and effective inpatient care.

The Director provides visible system leadership across the MH&LD portfolio, working in partnership with Local Authorities, police, housing, education, the third sector and Regional Partnership Boards to develop integrated pathways that improve outcomes and reduce inequalities.

Central to the role is meaningful co-production with people who use services, their families and carers, ensuring lived experience informs service design, governance and improvement.

The Director acts as Senior Responsible Officer for MH&LD elements of the Health Board's Integrated Medium-Term Plan (IMTP) and provides strategic oversight of commissioning, market shaping and independent sector provision. The role represents the Health Board within regional commissioning arrangements, including the Joint Commissioning Committee, ensuring sustainable and person-centred pathways across organisational boundaries.

The Director will provide visible, values-based leadership across the MH&LD workforce, fostering a culture of compassion, partnership working and continuous improvement.

The role will play a key leadership role in the Health Board's Organised for Success programme alongside the rest of the executive team, supporting the transition to a care group structure and embedding a consistent organisational methodology for improvement and culture change.

Scope of the role

Operational delivery of MH&LD services is undertaken through the Mental Health Service Group leadership triumvirate, comprising the Clinical Director, Operational Director and Director of Nursing. These leaders hold day-to-day operational accountability for service delivery.

The Director of Mental Health and Learning Disabilities provides Board level leadership, strategic direction, performance oversight and system leadership for the portfolio, ensuring alignment between operational delivery, organisational strategy and national policy.

The portfolio includes strategic responsibility for:

- community mental health services
- acute and inpatient mental health services
- crisis and urgent care pathways
- psychological therapies
- perinatal mental health services
- forensic and secure interfaces
- rehabilitation and recovery services
- learning disability services
- statutory mental health functions

Key responsibilities:

Strategy, Planning and Transformation

- Provide strategic leadership of the Mental Health Service Group, holding the Service Group triumvirate to account for delivery of operational performance, quality and transformation objectives.
- Lead the strategic development of MH&LD services in line with national policy and the Health Board's strategy and clinical services plan.
- Provide executive leadership for the MH&LD Transformation Programme, ensuring service redesign supports prevention, early intervention and integrated community-based care.
- Ensure MH&LD priorities are embedded within the Health Board's Integrated Medium-Term Plan (IMTP) and organisational transformation programmes.
- Lead the Health Board's contribution to evidence-based service redesign and delivery:
  - improve access, experience and outcomes
  - reduce unwarranted variation
  - enabling care delivered as close to home as possible aligned with Community by Design principles.
- Ensure planning is informed by population health intelligence and analysis, working collaboratively with Public Health Wales and the Health Board's analytics teams

Quality, Safety and Governance

- Ensure MH&LD services operate within a robust framework of clinical governance, quality assurance and continuous improvement.
- Work with the Executive Director of Nursing to embed the statutory requirements of the Duty of Quality and Duty of Candour, ensuring transparent incident management, learning and reporting to the Board.
- Provide oversight for compliance with:
  - Mental Health (Wales) Measure 2010
  - Mental Health Act and Code of Practice for Wales
  - safeguarding duties under the Social Services and Well-being (Wales) Act
  - NICE guidance and national quality standards
- Provide oversight of risk management, patient safety, mortality reviews, restrictive practice reduction and patient experience.

Learning Disability Strategic Leadership

- Lead delivery of the Learning Disability Strategic Action Plan and Welsh Government transformation commitments.
- Support delivery of the Homes Not Hospitals ambitions, reducing inappropriate admissions and strengthening community provision.
- Work with Local Authorities and partners to develop sustainable, community-based models of support for people with learning disabilities.

Partner and System Leadership

- Provide system leadership across the wider health and care system to deliver integrated MH&LD pathways.
- Develop strong strategic relationships with:
  - Local Authorities
  - Regional Partnership Boards
  - Police and justice partners
  - Housing and education providers
  - Public Health Wales
  - Third sector organisations and community partners
- Promote co-production with service users, carers and communities to ensure services reflect lived experience.
- Represent the Health Board within regional and national commissioning arrangements including the Joint Commissioning Committee.

Performance, Finance and Value

- Ensure delivery of MH&LD performance standards within the NHS Wales Performance Framework.
- Provide stewardship of MH&LD budgets within the Health Board's financial plan, ensuring effective and sustainable use of resources.
- Ensure robust commissioning and contract management for MH&LD services including independent sector provision.
- Evaluate the impact of service redesign and transformation programmes and report outcomes to the Board.

People, Culture and Leadership

- Provide leadership for organisational change within the MH&LD portfolio as the Health Board implements its Organised for Success transformation programme, including the transition to a care group model and the development of a consistent organisational methodology for improvement, culture change and service delivery.
- Provide visible leadership for the MH&LD workforce, promoting a culture of compassion, recovery and continuous improvement.
- Lead organisational development and workforce transformation to support new models of care.
- Support leadership development, succession planning and multiprofessional workforce sustainability.
- Champion staff wellbeing and psychological safety across MH&LD services.
- Policy and strategy development and implementation.

Corporate Responsibilities

- As a member of the Health Board's senior leadership team the director will:
  - contribute to the strategic leadership of the organisation
  - ensure strong governance and stewardship of public resources
  - uphold the values of caring for each other, working together and always improving
  - act as an ambassador for the Health Board within NHS Wales and partner organisations
  - participate in Gold on-call arrangements (relevant training provided if required)

Person Specification

	Essential	Desirable
Education	• Educated to postgraduate level or equivalent experience in a relevant field such as healthcare, leadership, management, or public administration. • Evidence of significant continuing professional development relevant to a senior leadership role. • Relevant professional qualification or equivalent senior leadership experience within mental health, learning disability or related services.	• Postgraduate qualification in leadership, management or healthcare (e.g. MSc, MBA or equivalent). • Completion of recognised executive leadership development (e.g. NHS Leadership Academy or equivalent). • Current professional registration with an appropriate regulatory body (e.g. GMC, NMC, HCPC, Social Care Wales), where applicable.
Personal Qualities	• Values-driven leader committed to improving outcomes for people with mental health needs and learning disabilities. • Demonstrates compassion, integrity and openness, with a strong commitment to co-production and person-centred care. • Resilient and able to lead effectively in complex, politically sensitive environments. • Strong personal credibility with clinicians, partners, service users and communities. • Committed to promoting equality, inclusion and reducing health inequalities.	
Experience	• Significant senior leadership experience in complex health, social care or public sector organisations. • Demonstrable experience of leading large-scale service transformation and improvement programmes. • Experience of delivering improvements in quality, safety, access and outcomes within regulated services. • Proven track record of working in partnership across organisational boundaries including health, local government and voluntary sector organisations. • Experience of working within complex governance and regulatory environments.	• Experience of leadership at Board or executive level. • Experience of commissioning, contracting and market shaping across health and social care. • Experience of working within NHS Wales or comparable systems.

	Essential	Desirable
Skills	• Strategic leadership with the ability to translate policy and strategy into operational delivery. • Excellent communication and influencing skills, including the ability to engage effectively with clinicians, partners, service users and political stakeholders. • Strong partnership and system leadership skills, able to build collaborative relationships across organisations and sectors. • Ability to lead complex organisational and cultural change programmes. • Highly developed analytical and problem-solving skills with the ability to use data and evidence to inform decision-making. • Strong negotiation and stakeholder management capability. • Ability to motivate large multi-professional teams and develop leadership capability across organisations.	
Knowledge	• In-depth understanding of mental health and learning disability policy, legislation and service models. • Knowledge of the Mental Health (Wales) Measure, Mental Health Act and relevant safeguarding legislation. • Understanding of the NHS Wales planning, performance and governance framework, including IMTP requirements. • Knowledge of integrated health and social care systems and partnership arrangements in Wales. • Understanding of quality improvement, clinical governance and patient safety frameworks. • Awareness of population health approaches and the wider determinants of mental health and wellbeing.	
Personal Attributes	• Strategic thinker with the ability to operate effectively at Board and system level. • Politically astute, with the ability to navigate complex stakeholder environments. • Demonstrates integrity, transparency and accountability in decision-making. • Ability to remain calm and effective under pressure and during periods of significant organisational change. • Strong commitment to collaborative working, co-production and continuous improvement. • Ability to act as an ambassador for the Health Board and NHS Wales in local, regional and national settings.	

How to Apply

The closing date for applications is **20 September 2026**.

Applications should include:

- A **covering letter** explaining why the appointment interests you, how you meet the appointment criteria and what you specifically would bring to the post (**ideally no more than two pages**).
- **A Curriculum Vitae (CV)** with education and professional qualifications and full employment history. Please include daytime and evening telephone contact numbers and email addresses. The CV should include names and contact details of three referees covering the last six years of employment. References will not be taken without your permission (**ideally no more than three pages**).
- You will need the following reference code: **SBUHB-DMHLD-0826**

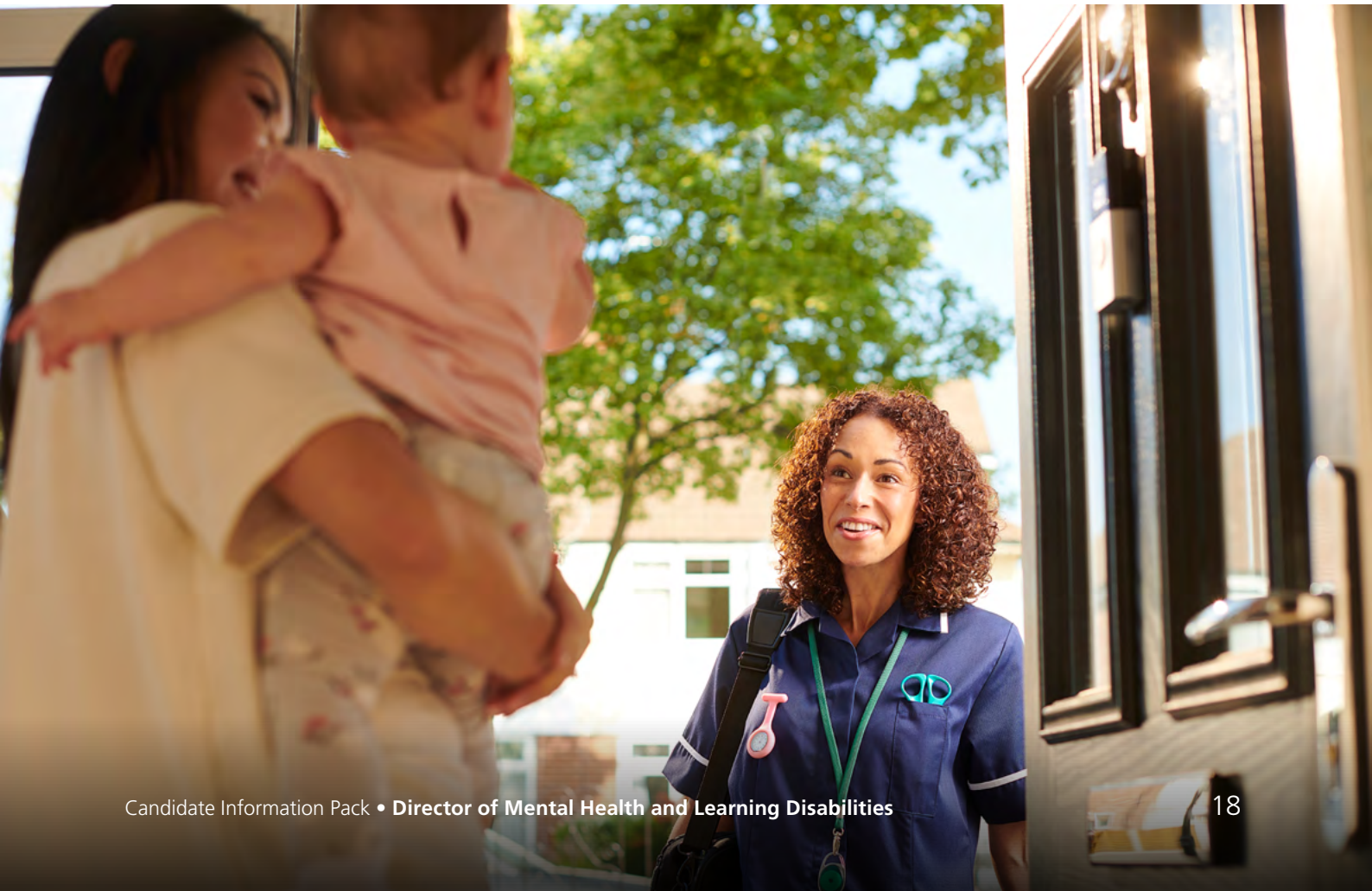
All applications will be acknowledged.

For an informal conversation about the post please contact Finn McNulty at our recruitment partners, Hunter Healthcare by email: **fmcnulty@hunter-healthcare.com** or phone: **07966 006091**

CLICK HERE TO APPLY ONLINE

KEY DATES:

Application deadline	21 Sept 2026
Longlisting	w/c 5 Oct
Shortlisting	w/c 19 Oct
Stakeholder sessions & interviews	w/c 9 or 16 Nov



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