



Rock Pool CIC | July 2026

Freelance Opportunity: Regional Development Lead

Promoting Rock Pool's Work Across
Merseyside & Cheshire

www.rockpool.life

Location: Merseyside and Cheshire (local presence required)

Organisation: Rock Pool Life CIC — www.rockpool.life

Duration: 4 days per month for 6 months (with potential extension)

Start date: September 2026 (by negotiation)

Fee: £12,000 (£500/day + expenses)

Closing date: 7th August 2026

About Rock Pool

Established in 2017, Rock Pool CIC is one of the UK's leading providers of trauma-informed training. We work nationwide, training facilitators to deliver our recovery programmes and supporting organisations to become more trauma-informed through workforce training and consultancy.

Our evidence-based recovery programmes equip frontline workers with the skills and knowledge to help people affected by developmental trauma, domestic abuse, and sexual violence—improving recovery and supporting long-term positive outcomes.

We primarily work with Local Authorities, the NHS, and voluntary sector organisations focused on family welfare, health and wellbeing, and mental health.

Our Team & Reach

- A core staff team of 7 managing the company
- A pool of 13 highly experienced freelance trainers
- Between August 2025 and July 2026, we will have delivered 44 Closed Courses for organisations and 27 Open Courses for individuals to around 700 participants and 10 webinars attracting 1,200+ attendees
- Projected turnover of approximately £800k with an operating profit of around £150k

Our Ambitions

We aim to grow training activity by 10–15% annually over the next three years and double our consultancy work in the same period.

Merseyside is one of three key geographic areas identified in our development strategy.

Recent Recognition

- Elected to the SE100—one of the top 100 social enterprises in the UK
- CEO Sue Penna named as one of the 100 most influential leaders in the Social Enterprise movement



Regional Development Lead, Merseyside & Cheshire

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Rock Pool in Merseyside

We've been active across Merseyside since 2017, training around 500 frontline practitioners from all Local Authorities in Merseyside, major health organisations, and the VSCE sector.

Recent highlights:

- Our PAACEs programme has been delivered by South Sefton Primary Care Network since 2024
- A Liverpool John Moores University evaluation was extremely positive and recommended wider roll-out across PCNs
- Southport and Formby PCN (funded by Public Health Sefton) recently commissioned us to train their team
- We're in discussions with potential partners to expand work across Liverpool's health service
- In September 2025, we held a conference in Merseyside, attended by 40 senior staff, which showcased the work of local organisations who used our programmes.

We're now looking to strengthen our profile, increase strategic visibility, and boost uptake of our training across statutory and voluntary organisations.

Regional Development Lead, Merseyside & Cheshire

The Role

This is a relationship-led position for someone who can effectively promote Rock Pool's training and consultancy to senior staff working in family welfare, health and wellbeing, and mental health. The key purpose of the role is to:

- Increase awareness of Rock Pool's training programmes and their strategic importance
- Strengthen relationships with Local Authorities, NHS services, and VCSE partners
- Position Rock Pool as a trusted provider of trauma-informed training
- Grow uptake of our training

Key Responsibilities

1. Strategic Stakeholder Engagement

- Map key stakeholders and influencers across Local Authorities, NHS Trusts, Primary Care Networks, community mental health services, and VCSE organisations
- Build relationships to raise awareness of Rock Pool's offer
- Arrange and attend partnership meetings and service briefings
- Represent Rock Pool at relevant forums
- Identify commissioning opportunities and funding streams
- Develop partnerships for tender bids

2. Growing Referrals

Identify opportunities to embed Rock Pool's work within:

- Family Hubs / Best Start in Life and family support organisations
- Community mental health referral routes
- Early intervention and preventative wellbeing services
- Local Authority Adult and Children's services
- Primary Care Networks
- Neighbourhood working initiatives
- Relevant voluntary sector programmes
- Support formal partnership and collaboration discussions where appropriate.

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3. Marketing & Communications

- Work with Rock Pool's marketing and sales team on a targeted promotional plan aligned with Merseyside priorities
- Adapt messaging for commissioners, team leaders, senior staff, and VSO leaders
- Support local press engagement
- Strengthen Rock Pool's social media profile in the area

4. Reporting & Impact Tracking

Provide brief monthly updates covering:

- Stakeholder meetings secured
- Referral increases
- Partnership progression
- Engagement metrics
- Intelligence on commissioning trends and funding opportunities

Deliverables

- Stakeholder mapping document
- Engagement and promotion strategy
- Minimum agreed number of strategic meetings secured
- Defined increase in referrals or formal partnership discussions
- Summary of key policies and delivery priorities
- Monthly performance and impact report

Essential

- Demonstrable experience working within or alongside Local Authorities, NHS services, or VCSE health and wellbeing organisations
- Understanding of:
 - Family support services in Merseyside and Cheshire
 - Health inequalities in the area
 - Health and wellbeing services (including Primary Care Networks)
 - Mental health service pathways
- Excellent relationship management and stakeholder engagement skills
- Experience working at a strategic level

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Key Performance Indicators

- Increase in strategic stakeholder engagement
- Growth in referral volume and quality
- Number of formalised partnerships or collaboration agreements
- Increased visibility within local health and wellbeing networks
- Measurable growth in service uptake

Working Arrangements

- Flexible freelance arrangement
- Combination of in-person stakeholder engagement and remote working
- Regular progress reviews with Rock Pool's leadership
- Clear objectives agreed at contract start

Interested?

We'd love to hear from you. Get in touch with our Director of Business Development, **Kevin Brownridge** (kevin@rockpool.life) to learn more about joining Rock Pool in this exciting regional development role.

Closing Date 7th August.

