

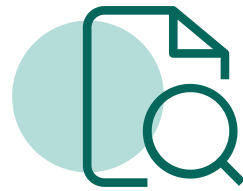


Harvesting Talent

in Rural Lincolnshire

**Cultivating Growth, Nurturing Talent, and
Transforming our Approach to Healthcare Recruitment**

Welcome to Lincolnshire



Presentation Outline:

Supporting the NHS Long Term Workforce
Plan within a Rural Setting

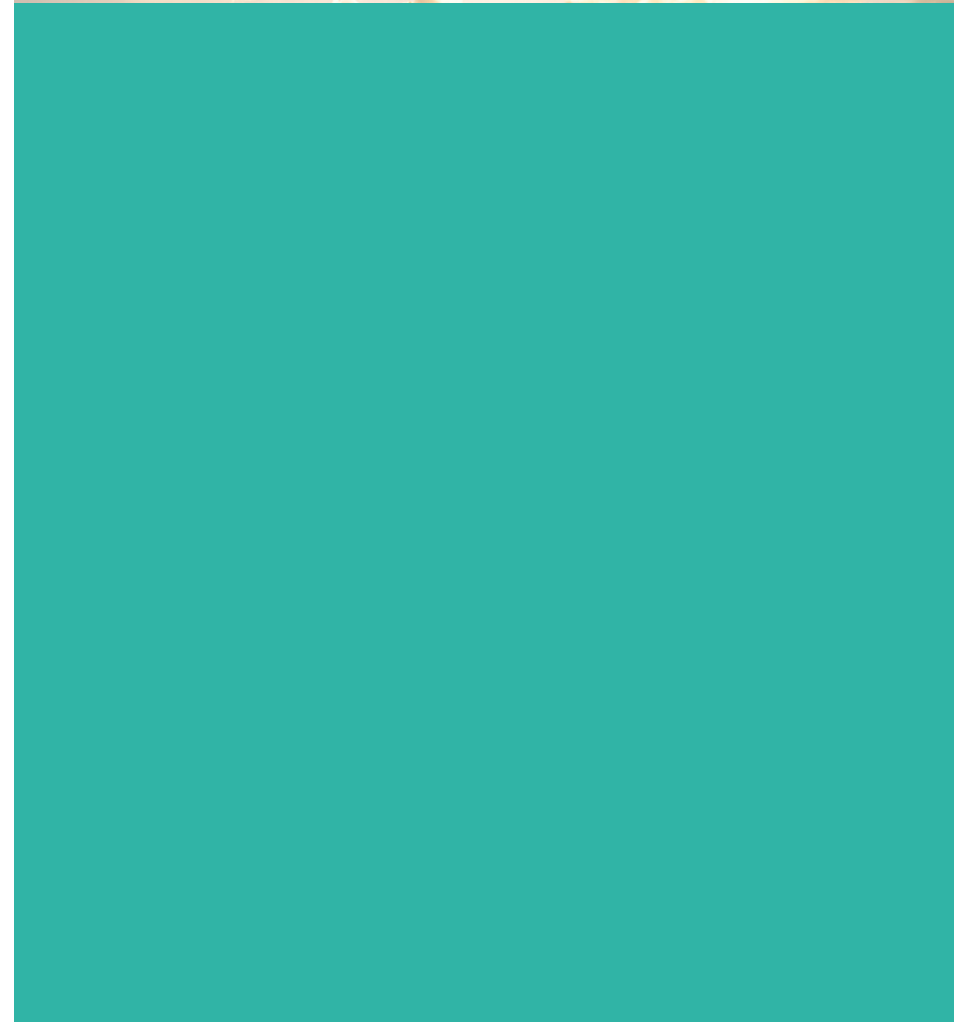
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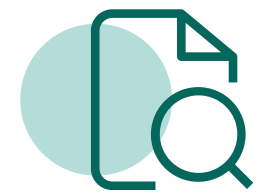
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Welcome to Lincolnshire



Lincolnshire Demographics

- 4th most sparsely and largest populated county in England.
- Population of 783,080 GP-registered patients, dispersed across an area of 5,921 sq.km.
- Predominantly rural with 80km of North Sea coastline.
- Seaside destination with aging population on the East Coast.
- Large agri-food manufacturer, growing 30% of the nations vegetables.
- Seasonal employment and fluctuating population.
- No motorways, little dual carriageway and poor public transport connectivity.



Navigating Local Realities & Perceptions



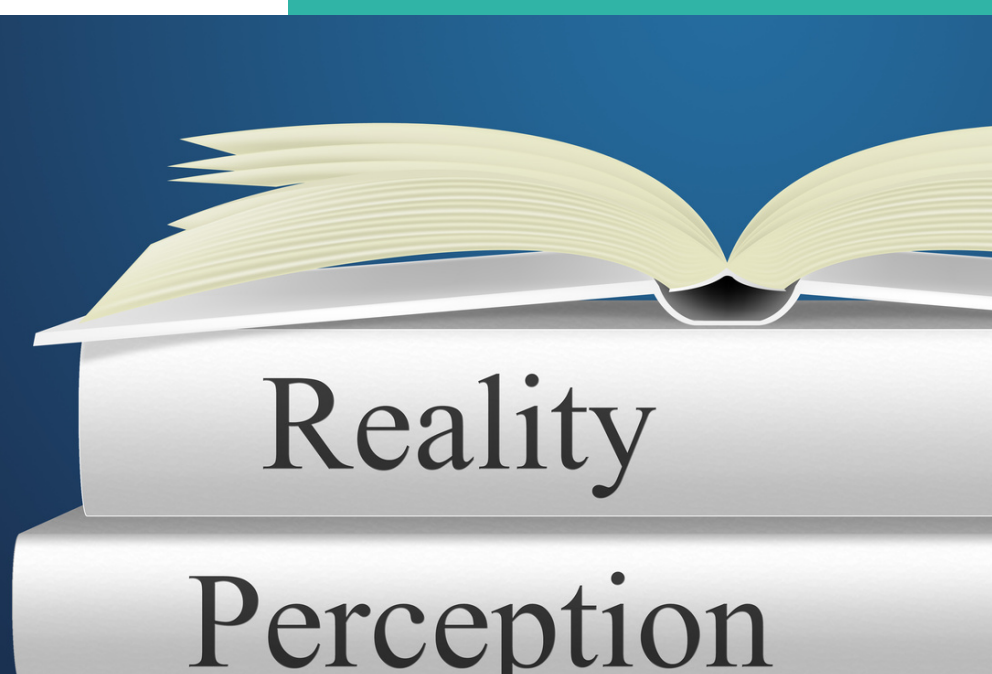
Local Labour Market

- Low levels of social mobility
- Lack of opportunities within the county
- Students tend to remain in education - many choose to study outside of Lincolnshire
- Shift in job seeker priorities:
 - Upfront full career path; More money; Diversity; Hybrid/remote working;
 - Appreciation; Work/life balance; Transparency; Speed of recruitment.

Sector Reputation

- Shifting landscape over 75years of NHS
- Poor / declining public perception post COVID
 - 80% of public think the pressure or workload on NHS staff has got worse in the last 12months*
- Perceived lack of local entry level opportunities
- Lack of structured progression/development - offering jobs not careers

* Source: Ipsos | Health Foundation – Policy Polling Programme Report W4 | September 2023



Nurturing Talent in Rural Lincolnshire

In 2015, Lincolnshire established its own Talent Academy, supporting our local schools and colleges, DWP offices, care leaver service and other third sector organisations.

During that time, it has evolved in alignment with the needs of the sector **WHILST** continuously ensuring its services address the requirements of its target audience: our future workforce.



Talent Academy Outputs

- Embedded service across all schools and colleges within Lincolnshire
- Centralised work experience service (now national)
- Comprehensive schools education programme and occupational programmes
- Average engagement of circa 21.5k students per year
- T-Level support programme delivery, aligned with our apprenticeship offer
- Development and delivery of Lincolnshire NHS Reservist Programme
- Identification and subsequent delivery of the Physiotherapist and Occupational Therapist apprenticeship national trailblazers
- Emerging Talent Entry Level Apprenticeship Offer across key occupations
- New to Care Health Care Support Worker Recruitment Campaigns

Purpose:

- Long-term strategy for talent creation
- To simplify future workforce engagement through a single conduit for the sector
- To inspire and support young people into careers within the sector through tailored careers advice and guidance, and delivery of tailored employability support activities
- Implementation of apprenticeship career pathways





The Changing Seasons: From Seeds of Success to a Harvest of Growth

In order to meet the scale and pace required of the NHS Long Term Workforce Plan across Lincolnshire, we have needed to reconsider our current strategy, with a view to significantly increasing our pipeline of new recruits.

Emerging Talent Strategy

Supporting national strategy through a rural
lense and local context



- Place strategy: Building upon perception
- Amplification of local connections
- Collaborative synergies through existing partnerships
- Emerging Talent structured development pathway opportunities

“The whole is greater than the sum of its parts”
Aristotle

TALENT ACADEMY

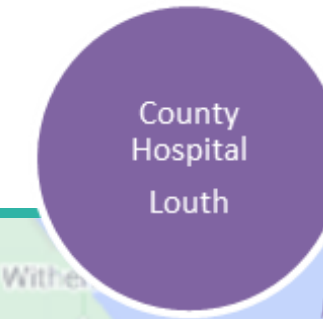
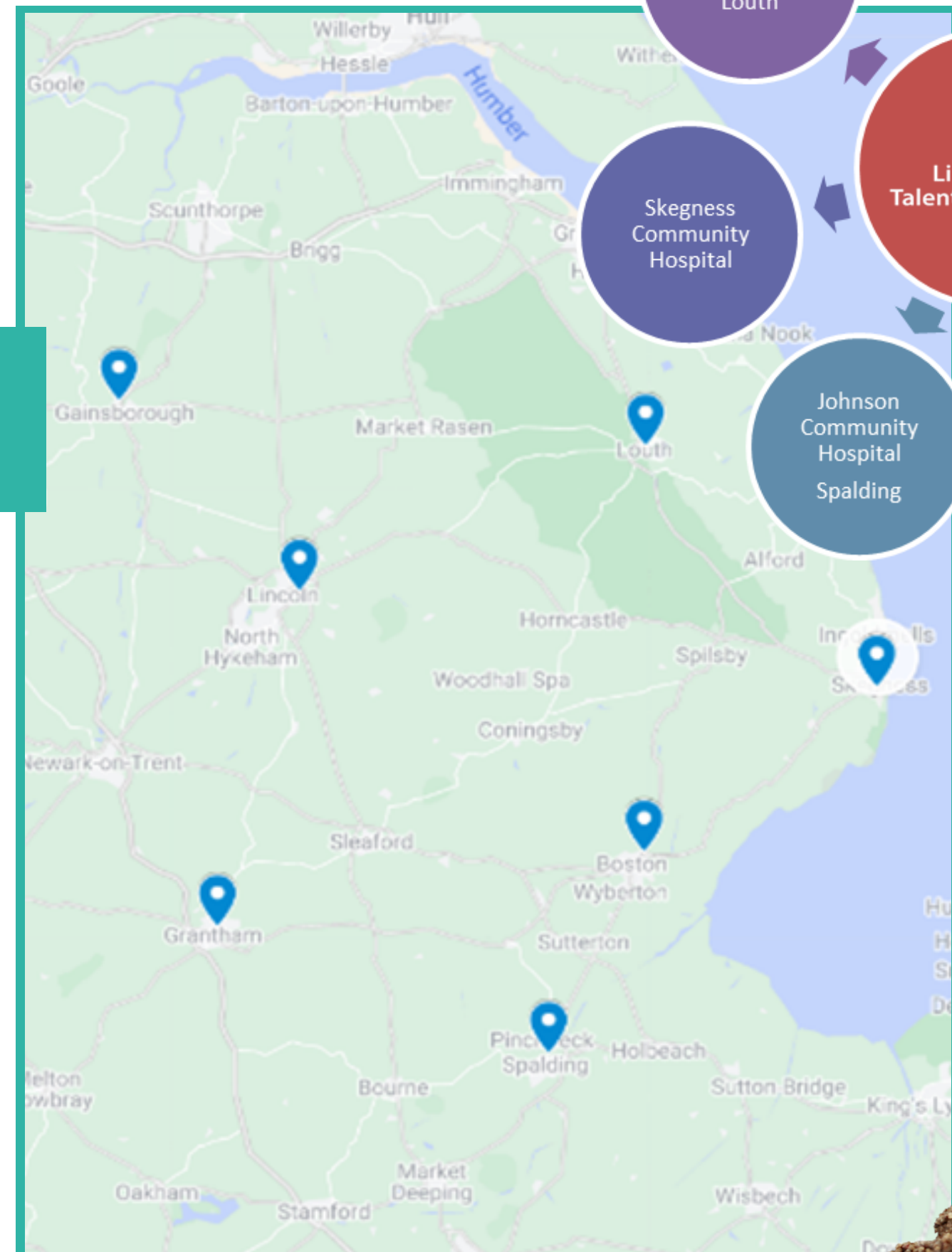
Inspiring Futures : Informing Careers

Place Strategy

Delivering Hospital Hubs, Local Engagement, and Community Expansion

Creating a strong sense of community, by integrating schools, colleges, healthcare professionals, and local organisations.

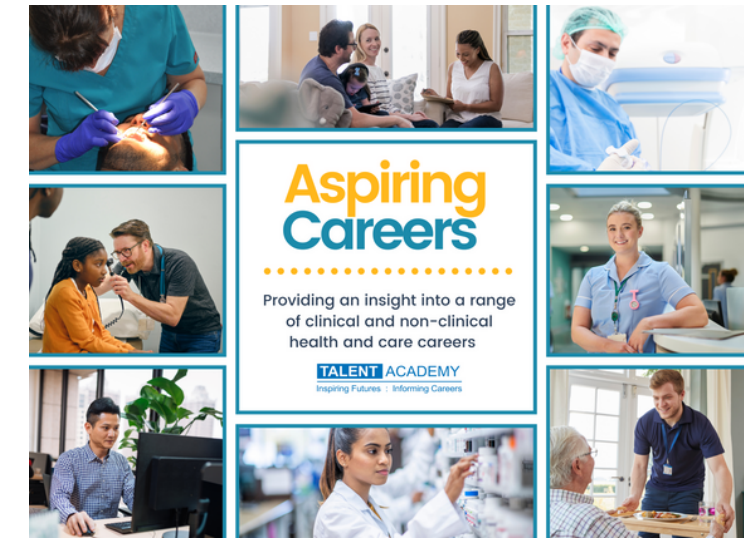
- Creation of local “Hospital Hubs”, aligned to the local community, amplifies the natural connection with their local healthcare institutions.
- Strategic positioning of our hospitals as central hubs for engagement, education and recruitment. The alignment with local schools, colleges and other partners makes healthcare careers more tangible, local and accessible.
- Partnering schools, colleges and other community partnerships with a local hub, fosters a localised strategy and a deeper understanding of the local opportunities available.



Enhancing local student connections to retain local talent

Removal of barriers to engagement through the delivery of a comprehensive one-stop-shop for service users and potential healthcare professionals.

- Remove system fragmentation through a streamlined engagement process, ensuring fair and equitable access to career support services at a local level.
- Prioritisation of engagement with school leavers aged 14 to 25, emphasising the pivotal role of our relationships with schools and colleges in shaping our future workforce.
- Delivery of local activities, tailored workshops aligned with each hospital hub's specialised roles and apprenticeship employment opportunities



Collaborative Synergies through existing partnerships

Leveraging existing partnerships for mutual benefit: Utilising shared expertise to generate interest, create local pipeline solutions and feeder programmes that elevate healthcare recruitment and career development.

- Strategic partnerships with local schools, colleges, and other organisations (i.e. DWP)
- Shared common purpose: to support individuals into employment
- Development of a local recruitment initiatives that address local needs, whilst supporting recruitment into the sector
- Continuous connections, adaptable career pathways and creation of employment entry points that support recruitment into the sector

STUDENT STUDY SUPPORT PROGRAMME

TALENT SCHEME PROGRAMMES

Providing facilitated placements for educational study programmes

Supporting: **T-LEVELS**

Delivered in partnership with: **Lincoln College**

A Talent Scheme Programme delivered on behalf of: **United Lincolnshire Hospitals NHS Trust**

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Do something of **significance** that makes a real **difference**

Join the Lincolnshire NHS Reservists with the flexibility to fit around your work and family life.

Commit just 32 days a year to be part of something amazing.

Join now. www.lincolntalentacademy.org.uk/programmes/lincsreservist

WE ARE NHS RESERVISTS
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Could you be an NHS Reservist? What ever your background... Welcome to the NHS

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RECRUITING NOW FOR JAN 2024

United Lincolnshire Hospitals NHS Trust

PHARMACY SERVICES APPRENTICE (ASEPTICS)

No Experience? No Problem!
If you enjoy science and are keen to help others, our Pharmacy Services Assistant role could be for you.

This new role provides an opportunity to start a career within our Pharmacy Team at Boole Technology Centre in Lincoln.

Our Aseptic services prepare essential medication, such as chemotherapy, within a sterile controlled environment.

Full training will be given providing the steppingstone to progress your career within our pharmacy team.

APPLY NOW

TALENT ACADEMY
Inspiring Futures : Informing Careers

From Hospitality to Healthcare

NHS Lincolnshire Talent Academy

New to Care? Health Care Support Workers
Recruiting now for Lincoln and Boston

What ever your background story, if you have a passion for caring and supporting others, we want to hear from you

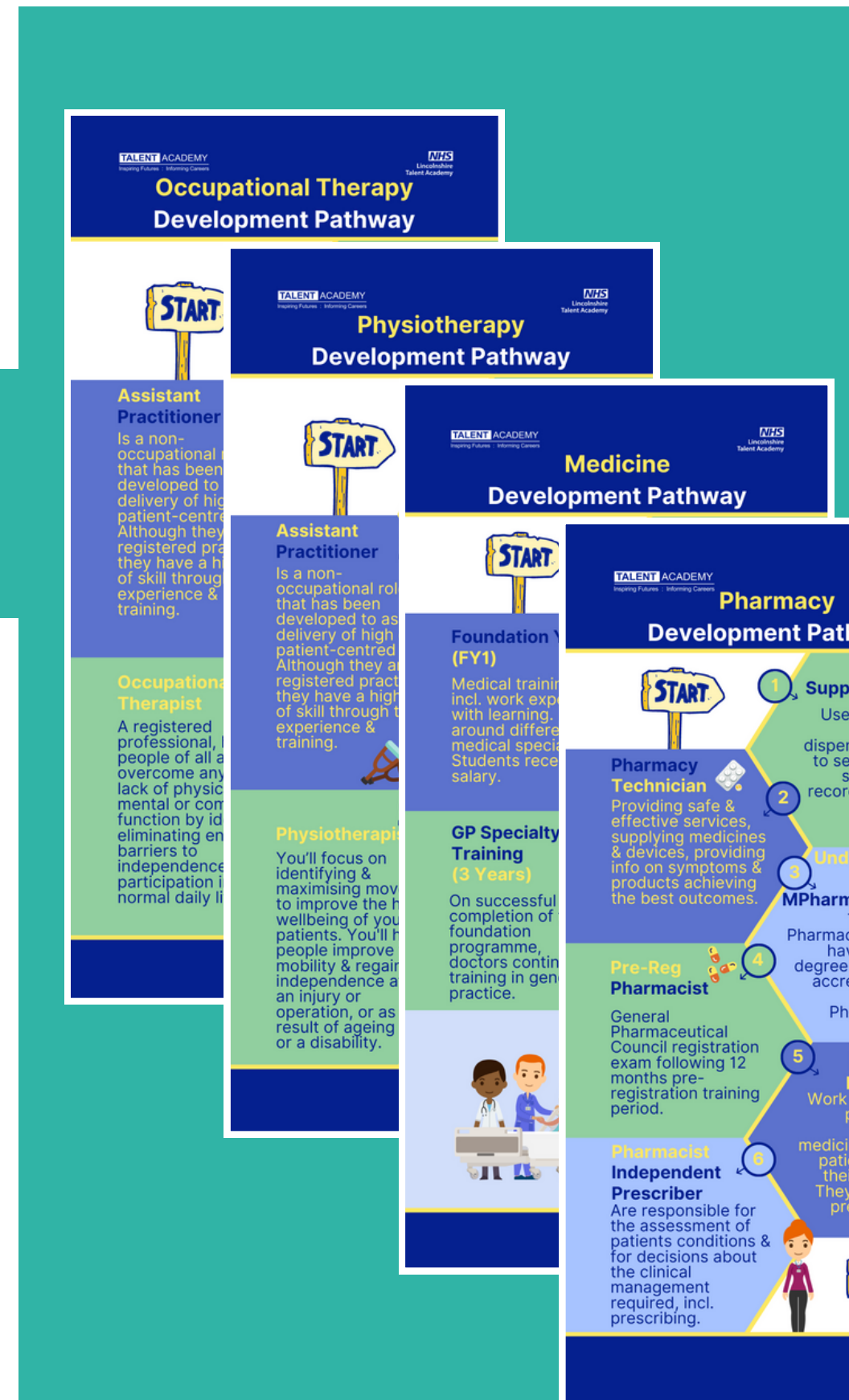
Interested? For more information or to apply go to:
Lincoln Vacancies:
<https://www.jobs.nhs.uk/candidate/jobadvert/C9357-23-1265>

Emerging Talent

Structured development through collaborative delivery

Harnessing local expertise for mutual benefit: Supporting student transition and onward progression through a collaborative delivery model, fostering local engagement.

- Apprenticeship development pathways created for a wide range of occupations by Talent Academy
- Strategic College Collaborative Group in place, supporting entry level apprenticeship recruitment and delivery
- Allocation of each college to individual Hospital Hub, removing previous provider competition
- Agreement across all colleges to work in partnership, includes standardisation and alignment of delivery model, and sharing of resource where appropriate



Conclusion

Whilst the NHS Long Term Workforce Plan provides a framework for application, its success is dependent upon our ability to attract and engage with our target audience.

By reforming our approach and harnessing the local talent within our rural communities, we have the ability to attract, train and retain our future workforce.

Our Lincolnshire Approach

- Addressing the needs of our local communities
- Strategic alignment within the sector and across the wider community
- Creating a collaborative ecosystem with local colleges and community partners
- Enhancing our community reach
- Improving social mobility

Thank You

