

NOTES OF THE RECRUITMENT AND RETENTION GROUP
Monday 27 November, 09.30 – 11.30
At Conference room, NHS North Cumbria CCG Offices, Ann
Burrow Thomas Health Centre, South William Street,
Workington, Cumbria, CA14 2EW

In Attendance: Mahesh Dhebar (**Chair**) (MD)
Rachel Benn (RB)
Kieron Bradshaw (**Notes**) (KB)
Julie Clayton (JC)
Susan Graham (SG)
Susan Hayworth (SH)
Celia Heasman (CH)
Laura Irving (LI)
Deb Lee (DL)
Steve McCullough (SM)
Martin Norris (MN)
Robin Powell (RP)

RR006 **AGENDA ITEM 01: WELCOME AND APOLOGIES**

MD welcomed everyone to the meeting.

Apologies were received from Rachel Holliday, Ged McGrath and Gillian Troughton.

RR007 **AGENDA ITEM 02: NOTES OF THE LAST MEETING**

Following a correction to a typo (note reference RR001: correcting initials from 'RC' to 'RH'), the notes were approved as an accurate record of the meeting.

RR008 **AGENDA ITEM 03: ACTION LOG**

The group worked through the action log, updating it where appropriate (see action log attached).

There was a conversation about the proposal to change the name of the Facebook campaign from 'We Need West Cumberland Hospital' to 'We Love and Need West Cumberland Hospital'. It was advised that although the group had voted against changing the name, the members of the group seemed to be becoming more positive. It was noted that it may be helpful to invite some members of the campaign group to this meeting, so that they can be part of

the work. There were comments from members of the group that this was a shame and that it was something we should return to.

RR009 **AGENDA ITEM 04: RECRUITMENT FEEDBACK**

JC presented an update document which had been provided by North Cumbria University Hospitals NHS Trust (NCUHT).

It was noted that issues that had been raised about the NHS jobs website had been fed back to HR, and following discussion it was noted that the adverts were clear and accessible enough for the target audience to be able to find them. It was advised that it was clear in the job adverts where the posts were based (if they were in either West Cumberland Hospital or Cumberland Infirmary) the Trust operates a two sites, single team policy.

ACTION: The group expressed their gratitude for staff at NCUHT and CPFT who hosted a recruitment day on 11 November, in particular noting the work involved to show candidates around the Cumberland Infirmary and West Cumberland Hospital sites. JC to feed this back to the teams involved.

An update was given on the progress of advertising for three consultant jobs (Chair, Senior Lecturer, and a research role), which DL had been working on. It was advised that the advert had been rewritten, but nothing else had happened for over a week. It was noted that delays were caused by difficulties around agreement of funding. It was agreed that the group could help by writing a letter to the particular people involved, to try to prompt them to push the vacancy through.

ACTION:

- DL and MD to draft a letter on behalf of the group to send to appropriate people involved in agreeing the funding for the vacancies.
- JC to continue raising with CCG colleagues.

RR0010 **AGENDA ITEM 05: CHOOSE CUMBRIA**

Steve McCullough, along with his colleagues Martin Norris and Susan Hayworth, from CN Media, gave a presentation to describe what Choose Cumbria was and what activities it did. Choose Cumbria is primarily a service for people who are interested in relocating to Cumbria, to make the process easier and more encouraging by helping them to connect to vital people, such as employers and estate agents.

It was noted that a particular way that Choose Cumbria helps with recruitment issues in Cumbria is by providing assistance with 'partner barriers', where a person's partner needs to be accommodated for as well.

It was advised that in order for Choose Cumbria to provide support, the NHS would need to share information about the key problems it is facing with recruitment, so that this can be amplified locally. This is an area where the Recruitment and Retention Group could work with them. It was noted that information about the issues being faced could be presented as a story, which Choose Cumbria would broadcast to its users. A concern was noted that at the moment Choose Cumbria struggles to get this information.

ACTION: JC to try to encourage key health leaders to share more information with Choose Cumbria. Laura Irving to share information with Steve McCullough.

It was noted that using Choose Cumbria as a resource could help to encourage health organisations in Cumbria to look at issues in their area as a system, and work together to resolve them.

It was advised that Choose Cumbria could also provide support in reaching people abroad, where there may be unemployed healthcare workers, as they have access to the international jobs market.

RR0011 **AGENDA ITEM 06: RECRUITMENT WORK – BRANDING**

LI and RB from CPFT gave a presentation to show the work they had been carrying out on recruitment branding.

The 'Is This You?' photo campaign has been launched, asking members of the public and staff to submit any photos they have taken that showcase Cumbria. The campaign has already had 92 entries since its launch last week.

Much of the work that has been carried out was well received by the group, particularly the imagery and branding.

A comment was fed back that there should be an advert to appeal to people who prefer a quieter life, as many of the images seemed to sell an outgoing and social lifestyle. It was noted that the designs allowed flexibility for images to be changed, so there was scope to create adverts that display the quieter aspects of Cumbria too.

There were concerns raised about the aspects of the branding that called for heroes and heroines to apply. The concern was that medical professionals may not see themselves as this, and so the adverts may not appeal to them.

ACTION: The group agreed that it would be beneficial to find data around the reasons why people who have chosen come to live in Cumbria did so, where we have already recruited. This could then give an indication of elements that could be promoted. SM advised that he could provide data around this.

Discussion was held around what overarching strategy is in place to tie all of the different groups and work streams together relating to recruitment and retention. It was advised that this would become clearer when a representative from HR attends a meeting, as they can give more in depth information.

Brief discussion as held around workforce planning, and concerns relating to staff leaving. It was noted that there were plans to implement an internal campaign in the future, to help retain staff; however, the focus of the campaign at the moment was around recruitment of new staff.

Discussion was held regarding whether the NHS should share more information about the challenges around recruitment. It was advised that using Choose Cumbria to broadcast certain messages to their audience could be beneficial, particularly in balancing negative stories that currently come up when search engines are used for information about healthcare recruitment in West Cumbria.

Following brief conversation it was advised that there have been case studies around how to target people with the recruitment campaign, which included addressing which media channels to target. A request was made for the We Need West Cumberland Hospital Facebook group to share the recruitment work too.

RR0012 **AGENDA ITEM 07: SELLAFIELD CONNECTIONS**

SG gave an update on the work she had been doing to link with key people at Sellafield, to learn from areas of their recruitment. SG has been in touch with Richard Watson, a HR Senior Manager at Sellafield, who is keen to be involved in the work of the group, and would like to help out where possible. In particular, Richard may be able to share information on relocation packages, and background information on issues that were faced and overcame. Richard, or a representative, may be able to attend this group regularly going forward.

ACTION:

- JC and SG to outline specific lessons that the group could learn from Sellafield.
 - SG to meet with Richard to establish how he could be involved.
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RR0013 **AGENDA ITEM 08: ANY OTHER BUSINESS**

A reminder was given that the next meeting of the Working Together Steering Group will take place on 6 December 2017, 18.00, at Energus, Workington. The meeting will give more time to sub groups feeding back the work they have been doing, in order to make the meeting more productive and forward moving. It was agreed that Rachel Holliday would feed information back from this group, and that SG could help.

It was noted that it would be helpful for the group to be able to look at some Trust policies around bank working for staff at hospitals, and locum working, to see what the policies are and if anything could be improved on.

ACTION: JC to raise with NHS colleagues and see if any policies could be shared.

ACTION: SM to put together an information pack, including a map displaying locations across the UK where Choose Cumbria has engaged with people, to share with JC. This will be taken to the Working Together Steering Group to feedback there.

Steve, Martin and Susan thanked the group for inviting them to the meeting.

RR0014 **AGENDA ITEM 09: DATES OF NEXT MEETING AND VENUES FOR DECISION**

The following dates were agreed for future meetings:

- Wed 20 December, 10am – 11.30am
- Wed 31 January, 10am – 11.30am
- Wed 28 February, 10am – 11.30am
- Wed 28 March, 10am – 11.30am
- Wed 25 April, 10am – 11.30am

The meeting on Wednesday 20 December will take place at Ann-Burrow Thomas Health Centre; venues for the other meetings will be confirmed.
