

NOTES OF THE RECRUITMENT AND RETENTION GROUP
Wednesday 31 January 2018, 10.00 – 11.30
At Whitehaven RLFC, The Recreation Ground, Coach Road,
Whitehaven, Cumbria, CA28 9DD

In Attendance: Rachel Holliday (**Chair**) (RH)
Kieron Bradshaw (**Notes**) (KB)
Julie Clayton (JC)
Amanda Dunkley (AD)
Susan Graham (SG)
Celia Heasman (CH)
Rhia Heron (RHe)
Ged McGrath (GM)

RR0015 **AGENDA ITEM 01: WELCOME AND APOLOGIES**

RH welcomed everyone to the meeting.

Apologies were received from Mahesh Dhebar and Deb Lee.

RR0016 **AGENDA ITEM 02: NOTES OF THE LAST MEETING**

The notes were approved as an accurate record of the meeting.

RR0017 **AGENDA ITEM 03: ACTION LOG**

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

Conversation took place about possible alternatives to Choose Cumbria when looking for support with recruitment campaigns. It was noted that alternative organisations, such as the British Medical Journal, can give access to job fairs and campaigns that would be more in line with the system's needs, and would also be more cost effective. It was also noted that Choose Cumbria is more focused on GPs, rather than hospital medics. It was noted that involving people from Sellafield in discussions would help as they have been through similar difficulties.

A concern was raised that the NHS doesn't listen to ideas that challenge current

practices and beliefs around recruitment. Following discussion it was advised that NCUHT is hoping to consult with its clinical staff to ask what appeals to them about a job, so that the Trust can ensure it conveys these appealing messages. It is also hoped that the new 'Is This You' campaign will capture unique people, as there is a great message to work for the NHS in Cumbria being given.

Discussion took place about the effect that messages on social media can have. It was advised that NCUHT had recruited a consultant following the recruitment video that was shared on social media. Following this, members of the group were urged to share positive messages, including the video, about the work being done as much as possible.

ACTION: JC to write a short message about the work of the Co-Production groups and forward to RH to share with her networks and the groups she is part of, to try to get more people involved.

Conversation was held about the need for a strategy for recruiting young professionals, and it was highlighted that young doctors and nurses needed to be recruited within two years of them becoming qualified, as they tended to set down roots where they were after that period. It was noted that a key difficulty in the area was difficulties for young people who may want a big city social life.

There was conversation about the benefits of linking with people at Sellafield. It was highlighted that contact had been made with Richard Watson who works in human resourcing at Sellafield, and he was keen to help with the work of the group. It was noted that Richard would bring a lot of knowledge and may be in contact with key people to help with recruitment campaigns and jobs fairs.

ACTION: Invite Richard Watson to meet with AD, RH, SG and JC to discuss campaigns and jobs fairs as a place to start, prior to the next meeting of the Recruitment and Retention group. KB to help to arrange.

Conversation took place about encouraging people to train to be doctors and nurses in Cumbria. There was an explanation of the current nursing strategy, which is based on a graduate model. It was also noted that there is a prospectorship scheme where students are given 12 days paid study leave, to aid career development; this is a perk offered in Cumbria, on top of the national wage that is set by the NHS nationally. It is hoped that this will help to tackle the myth that coming to a rural area like Cumbria means you won't get the same development as other areas. It was highlighted that sponsoring students would be difficult to fund and would need government support.

There was also discussion about concerns that there wasn't enough work being done to get into schools and speak to students to encourage them to choose a

career in medicine. It was noted that it would be good to promote the opportunities on offer at the University of Cumbria, and in particular show a video in schools about an award winning nurse who works for the university. For further information, the story is available online here:

<https://www.cumbria.ac.uk/about/news/articles/articles/national-award-for-cumbrian-nursing-student-.php>

In relation to action number 17/012: It was noted that JC, RH and Kath Hughes meet with editors at CN Group on a frequent basis and that this is beneficial as it encourages them be more positive.

There was further conversation about working with Choose Cumbria, in relation to action number 17/012 in the action log. It was noted that there would be a need to be very specific when requesting what it is in the contract, to ensure that it was relevant and cost effective.

Conversation took place about the recruitment of overseas workers. Following concerns being raised about there being no clear policy in place for workers being brought in on a 12 month contract, the process for recruiting was explained. It was noted that the Trust could only offer candidates a 12 month contract where the interview was done via Skype rather than in person, as the candidates would be given a certificate of sponsorship for this period from the Royal College. Interviews were often carried out on Skype due to candidates living in remote locations abroad, to cut down on the difficulty of travelling. Following the candidates arriving at the Trust, they will be spoken to about substantive appointments.

ACTION: In order to make the process clear that HR work to in relation to recruiting overseas workers, and giving contracts, AD will share a flow chart with KB to send around the working group.

Discussion was held about the difficulty of sharing messages with the community when there isn't clear data available on the number of vacancies that need to be filled in each service.

ACTION: AD to provide data showing the number of posts that are filled/vacant in the areas giving concern, for both West Cumberland Hospital and the Cumberland Infirmary. This will be updated for each working group meeting going forward.

RR0018 **AGENDA ITEM 04: UPDATE FROM GROUP MEMBERS ON ANY PROGRESS**

SG gave a short update following a teleconference that she had with JC and Richard Watson from Sellafield. It was noted that the next step was to set up a small meeting with Richard, as detailed above, to see how he can help.

ACTION: SG to share an update document with KB to distribute to the group, following a teleconference that she had with JC and Richard Watson from Sellafield.

ACTION: JC to write a short overview of this group and share with RC. RC will send it on to building companies and housing development organisations in the area, to try to get help with temporary accommodation for people coming to work in Cumbria. JC and RC to identify leading housing development organisations in Cumbria.

ACTION: Conversation was held about the need for a welcome forum for people moving to Cumbria, to help provide key information about the area. It was noted that the group could support this, and the following actions were agreed:

- RH to draft a letter from the group for new recruits, welcoming them to the area and letting them know the group is here to help, and inviting them to a welcome meeting.
- SG to check with Rosehill in Whitehaven to see if the venue could be used, and to check if they would give a special rate as people would be buying drinks, etc.
- AD to arrange for the letter and invitation to the welcome meeting to be added into induction packs for new staff at NCUHT.
- RHe to explain to directors at NCUHT what the group was doing, so that they can explain to new recruits when giving their inductions.

The group agreed to aim to have the welcome meeting on or around the 20th May 2018 (ideally a Saturday or Sunday lunch time), and that this would need to be worked around availability at Rosehill. When a date and venue for the welcome meeting has been confirmed, the invitation will be sent to the following groups:

- North West Ambulance Service (AD to share)
- Cumbria County Council (AD to share)
- Cumbria Health On Call (JC to share)
- University of Central Lancashire (JC to share)
- Sandra Guise (JC to share)
- Richard Pratt, regarding Face Groups and Grace Church (JC to share)
- GPs (CH to share)
- Local Park Run leaders (CH to share)
- St Bees Tryers (RH to share)
- Soroptomists (RH to share)
- Rotary (RH to share)

JC gave a short update following the Working Together Steering Group meeting on Thursday 18 January. It was noted that the next meeting will take place on Wednesday 28 February 2018 at 6.00pm at the Council Chambers, Allerdale

House, Workington, CA14 3YJ. Following this there will be a meeting on Wednesday 18 April 2018, 6.00pm to 8.00pm at UCLan Westlakes Campus, Samuel Lindow Building, Westlakes Science and Technology Park, Moor Row, Cumbria, CA24 3JY.

RR0019 **AGENDA ITEM 05: UPDATE FROM AMANDA DUNKLEY, PROJECT MANAGER (ATTRACTION & AGENCY TEAM LEAD), NORTH CUMBRIA UNIVERSITY HOSPITALS NHS TRUST**

AD gave an update on recruitment activities being carried out by NCUHT, including work being done overseas which has seen 34 new medics recruited to date. A recruitment trip to Poland was highlighted as both NCUHT and NWAS had recruited new staff from it. A particular success for NCUHT was in recruiting staff that originally applied to be paramedics but didn't pass their advanced driving assessments. As they still had the clinical skills to work in A&E, they were recruited to work there instead. This has saved thousands of pounds in agency fees. Following the successful trip, Cumbria County Council is going to get involved in the next one, to recruit social workers.

It was noted that the second nurse recruitment day would be held on 3 February, and feedback from this will be shared at future meeting.

It was also noted that a recruitment advert will be appearing in the British Medical Journal over Easter, when the job descriptions have been agreed by the Royal college of Nursing.

It was noted that work is being carried out to scope other international job markets, including Australia, where there is potential to attract English people back where they or their partners haven't been able to get visas.

Conversation took place about the impact that Brexit may have on recruitment of overseas medics. It was noted that the main issue was tackling the image of the UK being racist. However, feedback shows that Polish workers still want to come to Cumbria, and this may be due to the current Polish community here telling their networks not to believe the negative press and encouraging them to move here.

Brief discussion also took place about work that was being done with the community to ensure that the welcome is continued.

RR0020 **AGENDA ITEM 07: DATES AND TIMES OF NEXT MEETINGS**

The following dates were agreed for future meetings (it was agreed that the meetings would take place every six weeks):

- Wednesday 14 March, 10am – 11.30
 - Wednesday 25 April, 10am – 11.30
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- Wednesday 13 June, 10am – 11.30
 - Wednesday 25 July, 10am – 11.30

The following meetings have been cancelled:

- Wednesday 28 February, 10am – 11.30am
 - Wednesday 28 March, 10am – 11.30am
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