

Notes from Recruitment and Retention Working Group Aug 9

Attending:

Stephen Singleton
Sue Stevenson
Vicky McDade
Robin Powell
Gillian Troughton
Mahesh Dhebar
Julie Clayton
Sue Stanhope
Susan Graham
Neil Hughes
Christine Brereton
Rhia Heron
Stephen Childs

(Apologies: Richard Pratt, Carolyn Otley, Sarah Stevens and Daphne Mercer)

- Discussion about identifying challenges to recruitment (attached)
- Update on how the NHS In WNE Cumbria is tackling the recruitment issue and a look at the new website due to go live shortly and the offer from, Vicky McDade to share any feedback, suggestions or ideas with her to keep updating and improving the site.
- Discussion about what we could do better – including a more strategic approach to recruitment such as: identifying potential key targets (for their expertise), opportunities to design a new service, offering educational opportunities, offering opportunities to specialise in continuous improvement and linking up to target people at fairs using a ‘taste of Cumbria’, linking with the north east refugee project ([Refugee doctors to help staff shortages in North East hospitals](#)), link with the University of Cumbria (suggestions: Alison Marshall <https://www.cumbria.ac.uk/study/academic-staff/all-staff-members/cachet/alison-marshall-phd.php>)
- Discussion about some longer term plans – grow your own, supporting young people to consider NHS careers here, identifying Cumbrians working elsewhere and trying to tempt them back home, developing deeper private, public and third sector partner opportunities
- Discussion about opportunities for the community – changing the environment to talk up more of the good news and sharing good news through our own networks, encouraging campaigns to be more positive, connecting personal stories of great treatment with the recruitment teams for an updated video or supporting the community to develop their own film showing how valued children’s doctors moving to west Cumbria will be.
- What will our next steps be and what should be the focus of the next Recruitment and Retention meeting and when should it be?
- Gillian Troughton to feed back to the next Working Together Steering Group on 14 Sept at Energus at 6pm.