

What is preventing recruitment?

Reputation

Reputation
Culture

Our reputation
(money, quality)

Negative press

Poor online reputation

If you google it shows an
unhappy environment /
community

Uncertainty

Accommodation –
conditions e.g. packages

Relocation expense +
potential uncertainty

Uncertainty over long-term future of provision
(should I commit?)

Uncertainty

Profile of Cumbria and opportunities

Lack of visibility of
Cumbria as a county

People don't know we are
here (where is Cumbria?)

Lack of options for spouse
/ partners

Location - access

Feeling of isolation from
city life

Lack of knowledge of the
area

Future career opportunities

Support network for families

Opportunity for family – husband / wife / children

Job opportunities for family members

Perceived lack of culture – theatres, concerts, shopping – little for young to do.

Geographical location

Population size

Professional learning opportunities related to population size

Easyjet hub

Professional Opportunities

Size of the unit recruiting
to – need to co-produce
Royal college recognising

There is a general
shortage of some kinds
of doctors (and others)

Uncertainty

If people move
here will they
have a career?

Availability nationally

Long way from centres of
learning and specialism

Perceived lack of
progression opportunities

Salary – progression

Career progression

Career development opportunities

Choice – there are vacancies elsewhere

Better recruitment approach

Not understanding recruitment as a sales pitch and being able to identify USPs

Language
(recruiting abroad!)

Consultants come to jobs as well and the job needs to be attractive

Soft marketing – conferences, etc.
- Is this negative?
- Does it happen at all?

- Provider being proactive
- 12/12 period is putting some applicants off
- Retention is also a problem

It (recruitment) needs its own momentum & often works by word of mouth

Lack of social media presence

Lack of “schmoozing” and direct approach to candidates

Refugee group

Can we link with north east work?