

## L&SC Scrutiny Event

9<sup>th</sup> March 2017

Discussion topic – “Attracting the high end workforce”

Working in collaboration, with connectivity and synergy across the sectors to attract and recruit the “high end workforce” and retain their family and wider and networks.

<b>Recruitment and Retention Challenges</b>	<p>The L&amp;SC LWAB and focus on the four priority areas</p> <p>GP recruitment and retention - incentivising</p> <p>GP FYFV Initiatives</p> <p>Health and Social Care joint opportunities (Blackpool and others)</p> <p>Executive Head hunting / Coaching / Mentoring</p> <p>Other Career Opportunities for spouses / partners and families</p> <p>Seamless transition between employers – reduce red-tape and bureaucracy</p> <p>Exploratory opportunities – what can L&amp;SC offer as workforce experience, secondment, try before you buy / re-locate / executive success stories</p> <p>Portfolio Careers (Future workforce report and the what trainees / newly qualified professionals wants)</p> <p>One contract, one check, one DBS, one Occupation Health, one induction and one skills and competency passport to work across L&amp;SC Sectors</p> <p>Key sectors – what opportunities are available in finance, technology, genomics, enterprise, innovation, BAE systems sector and where are they advertised for ease of reference?</p> <p>Creating the “Made in Lancashire and South Cumbria” brand for high-end professionals</p> <p>IPSOS survey for Future Workforce – details the psychographics (attitudes, interests and opinions), informed learning and appreciative enquiry of the existing professional workforce and why they chose L&amp;SC and their career path</p>
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Maximising the 1500 extra medical student opportunities with the local HEIs and HEFCE funding

Underpinning the ethos - We do not recruit a person, we recruit and retain a family for generations

Using technology – web apps / phone apps / device apps / intuitive and easy to navigate that market the area

Transformation opportunities (STAR Tool)  
 New roles – Physician Associates, Medical Assistants, Nursing Associates and Health Care Navigators  
 Enhanced Training Practices and Hubs



**Tourism and Leisure Challenges**

- Attractions and wider environments
- Visit Lancashire website
- Leisure opportunities
- Sports opportunities
- Adrenaline opportunities
- History
- Tourism
- Events
- Heritage
- Culture
- Programmes
- Communities
- Assets
- Rural, Coastal, Historical and Metropolitan
- Quirkiness

**Housing**

- High end housing
- Spectrum of housing that is available

	<ul style="list-style-type: none"> <li>• Investment opportunities</li> <li>• Motorways and access</li> <li>• Accessibility to other geographies</li> <li>• Brochures / Easy signposting</li> <li>• Up and coming areas</li> <li>• Lifestyles enrichment communities</li> <li>• Creating the web resource / packs for anyone coming to the L&amp;SC in search of high-end professional employment</li> <li>• Support available</li> <li>• Access to fast-track mortgages</li> </ul>
<p><b>Education and Schools and facilities</b></p>	<ul style="list-style-type: none"> <li>• High end schools – Grammar / Academies / Comprehensive</li> <li>• Fee paying / non-fee paying</li> <li>• Ofsted ratings</li> <li>• Facilities available</li> <li>• How to get places at the school / priority lists / postcodes / feeder schools</li> <li>• Catchment areas</li> <li>• HEI / FEI opportunities</li> <li>• Apprenticeships</li> <li>• Vocational Learning</li> <li>• School engagement</li> <li>• LTTT simulation Centre</li> <li>• Excellent reputation of UCLAN and Lancaster Universities and their pioneering approach to innovation</li> </ul>
<p><b>Credibility / reputation of the wider system</b></p>	<ul style="list-style-type: none"> <li>• Carter top trusts</li> <li>• CQC / NHSI ratings</li> <li>• Financial ratings</li> <li>• Council reputations</li> <li>• Unique Selling Points</li> <li>• Board reports / views of Governors / Public Committees</li> <li>• City / Rural</li> <li>• Coastal</li> <li>• Digital Test Bed</li> <li>• Job Opportunities</li> <li>• Success</li> <li>• New builds – the Harbour, East Lancs, Blackpool, and Preston.</li> <li>• Cutting edge – robotic technology at East Lancashire Trust</li> <li>• Enabling new roles through culture, OD, Leadership, Behaviour, Values</li> <li>• Gateway to the Pennines / Lakes / Ribble Valley / Tolkien Trails, Towers, National Trust etc.</li> <li>• Excellent education and training opportunities</li> <li>• High quality medical and dental education led by a highly</li> </ul>

	<p>respected PGMDE Dean</p> <ul style="list-style-type: none"> <li>• Excellent reputation of NHS provider CEs, CCGs Accountable Officers, ADASS Directors and other senior officials across the L&amp;SC geography</li> </ul>
<b>Best Place to Work</b>	<ul style="list-style-type: none"> <li>• Targeting the generations</li> <li>• Competing with other Metropolitan economies – why train, live and work in L&amp;SC?</li> <li>• Sharing the rewards – intrinsic and extrinsic</li> <li>• Shining beacons / exemplars</li> <li>• Benefits realisation</li> </ul>
<b>Widening Access</b>	<ul style="list-style-type: none"> <li>• Simulation Centre at Chorley</li> <li>• Health Innovation Campus at Lancaster</li> <li>• UCLAN</li> <li>• BLIC</li> <li>• PA Apprenticeship / L&amp;SC apprenticeship strategy</li> <li>• Nurse training and opportunities</li> <li>• Grow your own workforce</li> </ul>
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>• Vanguard sites</li> <li>• Pioneer sites</li> <li>• Success Regime - learning</li> <li>• R&amp;D</li> <li>• Technological innovation</li> <li>• Digital Test Bed</li> <li>• Audit and Research</li> <li>• Access to networks – AHSN, Innovation, AQUA, NWLA, NHS Employers, LGA, LMC and more.</li> <li>• Access to think tanks and solutions</li> <li>• Sphere of influence</li> <li>• Potential devolution area</li> </ul>

## Theory

### Marketing



Businesses can improve their ability to attract, retain and improve productivity by applying the following five-step PRIDE process:

P - Provide a Positive Working Environment

R - Recognize, Reward and Reinforce the Right Behaviour

I - Involve and Engage

D - Develop Skills and Potential

E - Evaluate and Measure

### Talent Management Strategies

Professional people psychographics

Occupational and geographical choice