L&SC Scrutiny Event

9th 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.

Recruitment and
Retention
Challenges

The L&SC LWAB and focus on the four priority areas

GP recruitment and retention - incentivising

GP FYFV Initiatives

Health and Social Care joint opportunities (Blackpool and others)

Executive Head hunting / Coaching / Mentoring

Other Career Opportunities for spouses / partners and families

Seamless transition between employers – reduce red-tape and bureaucracy

Exploratory opportunities – what can L&SC offer as workforce experience, secondment, try before you buy / re-locate / executive success stories

Portfolio Careers (Future workforce report and the what trainees / newly qualified professionals wants)

One contract, one check, one DBS, one Occupation Health, one induction and one skills and competency passport to work across L&SC Sectors

Key sectors – what opportunities are available in finance, technology, genomics, enterprise, innovation, BAE systems sector and where are they advertised for ease of reference?

Creating the "Made in Lancashire and South Cumbria" brand for highend professionals

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&SC and their career path

Maximising the 1500 extra medical student opportunities with the local HEIs and HEFCE funding

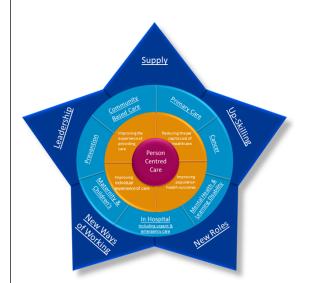
Underpinning the ethos - We do not recruit a person, we recruit and retain a family for generations

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

Investment opportunities Motorways and access Accessibility to other geographies Brochures / Easy signposting Up and coming areas Lifestyles enrichment communities Creating the web resource / packs for anyone coming to the L&SC in search of high-end professional employment Support available Access to fast-track mortgages **Education and** High end schools – Grammar / Academies / Comprehensive Schools and Fee paying / non-fee paying facilities Ofsted ratings Facilities available How to get places at the school / priority lists / postcodes / feeder schools Catchment areas HEI / FEI opportunities Apprenticeships Vocational Learning School engagement • LTTT simulation Centre Excellent reputation of UCLAN and Lancaster Universities and their pioneering approach to innovation Credibility / Carter top trusts reputation of the CQC / NHSI ratings wider system Financial ratings Council reputations Unique Selling Points Board reports / views of Governors / Public Committees City / Rural Coastal Digital Test Bed **Job Opportunities** Success New builds – the Harbour, East Lancs, Blackpool, and Preston. Cutting edge – robotic technology at East Lancashire Trust Enabling new roles through culture, OD, Leadership, Behaviour, Values • Gateway to the Pennines / Lakes / Ribble Valley / Tolkien Trails, Towers, National Trust etc. Excellent education and training opportunities High quality medical and dental education led by a highly

Best Place to	respected PGMDE Dean Excellent reputation of NHS provider CEs, CCGs Accountable Officers, ADASS Directors and other senior officials across the L&SC geography
Work	 Targeting the generations Competing with other Metropolitan economies – why train, live and work in L&SC? Sharing the rewards – intrinsic and extrinsic Shining beacons / exemplars Benefits realisation
Widening Access	 Simulation Centre at Chorley Health Innovation Campus at Lancaster UCLAN BLIC PA Apprenticeship / L&SC apprenticeship strategy Nurse training and opportunities Grow your own workforce
Opportunities	 Vanguard sites Pioneer sites Success Regime - learning R&D Technological innovation Digital Test Bed Audit and Research Access to networks – AHSN, Innovation, AQUA, NWLA, NHS Employers, LGA, LMC and more. Access to think tanks and solutions Sphere of influence Potential devolution area

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