

North West Streamlining Success Stories

- **Workstream:** Non-Core: Careers and Engagement
- **Sub Region:** South Cumbria & Lancashire



Careers and Engagement: a sustainable model

What was the challenge?

In 2016 Health Education England (HEE) provided funding to promote different career pathways in health. In the North West, five local careers and engagement hubs were set up, but activity was happening on an ad hoc basis. There was little consistency or equity across the region in terms of the type of provision or the reach of each hub.

As funding came to an end, there was an increasing need to make each local careers and engagement hub sustainable. Some staff were working on short-term contracts and other employees had been given careers as one part of their wider role so there was uncertainty within the teams about what was going to happen.

What was the aim?

Sinead Fletcher from the North West Streamlining team was brought in to develop a plan for the careers and engagement hubs. Her goal was to develop a sustainable model to continue, down to the resource required.

“Sometimes when people do scoping work, they focus on data. Sinead did that but she also got a really good flavour by speaking to us all and understanding the landscape, the nuance. She came with no preconceptions, what she did was listen Then she sewed those threads together to understand the tapestry. That made it successful when she presented her findings back and suggested a way forward. She was careful and considered in her approach.”

- Ruth Keeler, Strategic Lead, Integrated Community Services (ICS) Careers and Engagement, Healthier Lancashire and South Cumbria

What has been achieved?

Sinead Fletcher presented to HR Directors, suggesting that a ‘hub and spoke’ model rather than individual careers hubs would promote sustainability and equity across the region. Following these recommendations, a project manager was employed to oversee this new way of working. There is now much more consistency across the North West around different programmes of work such as pre-employment, apprenticeships, careers fairs, work experience and raising the profile of both health and social care careers.

“It’s only because of the work that Sinead did that we are working together in this way. If you work as one team you have so much more reach and you can fill the gaps in certain areas where you haven’t had the engagement previously. You can break down barriers so communities see the benefit. It’s about sharing best practice and thinking innovatively.”

- Ruth Keeler

Want to find out more?

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North West Streamlining Team Success Stories

