

Get in... Opportunities for people to start their career in a support role

Project Title: Taking Entry Level and Apprenticeship Opportunities to a wider audience

Timescale: 6-9th March 17 and ongoing Program being delivered

The intended outcome of the project was to educate the general public (often parents and guardians of young people) in order to attract more young people and improve diversity within the workforce.

It was achieved by taking a careers stand to public places, during National Apprenticeship week, such as shopping centres and supermarkets, as well as the traditional careers (Job Centre Plus, schools and colleges). Health Ambassadors included an Apprentice from the CCG and two Apprentices from Primary Care.

The success was measured by recording how many people integrated with us at which events. We gave careers advice to 180 people during the week and assisted with 12 CVs for older learners.

Continuing the programme reference material was taken away by members of the public included the traditional Career Booklets for NHS roles (by Health Careers) and current entry level job roles. In addition a bank of testimonials were created of local Apprentices, charting the start of their career in the NHS, explained their role and what their next career steps are.

As part of the Health Ambassadors role we have attended 18 careers events as a CCG during April 2016 - March 2017 and spoken to over 850 people of different ages and cultures about the careers in Primary Care and the CCG. We have 14 active HA's on the register.

We are currently approaching local periodicals to get careers in the NHS to a larger audience across the county.

Relevant documentation and / or hyperlinks:

"National Apprenticeship Week 2017 - A week in the life!" as attached

Project Lead and contact details:

Sallyann Woodthorpe, Primary Care Workforce Development Advisor
Cambridgeshire and Peterborough CCG
07773244301 sallyann.woodthorpe@nhs.net

Reference to the strategic (intended outcome) fit:

Opportunities for people to start their career in a support role to broaden the ways into training and employment in the NHS, to attract more young people and improve diversity within the workforce. Breaking down barriers to how career knowledge is shared, with a particular focus on Apprenticeships.

National Apprenticeship Week 2017— a week in the life!

“ National Apprenticeship Week is an important date in the calendar as the week brings to the forefront of everyone’s minds the importance of helping to get more people to consider becoming an apprentice, whilst we celebrate the success apprenticeships bring to business.”

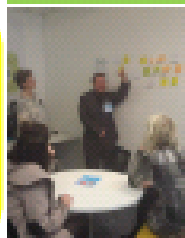
Sue Husband, Director of the National Apprenticeship Service

Monday
6th March,
March

A careers stand was set up for the morning in the entrance to Tesco Extra, to link to their Community Network. In all 38 people talked to us about general opportunities in the NHS ranging from enquiries from employees returning to work after a career break, to young people who are looking for a new career. Enquiries included nursing, dental, business management, information management and HCA careers and pathways into the NHS.



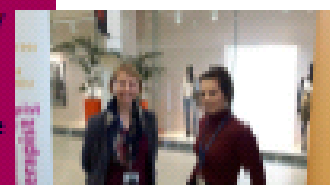
Tuesday
7th March,
Huntingdon



A workshop was delivered around Apprenticeship Opportunities and general routes into a variety of roles on the NHS at Job Centre Plus (28 people). Sallyann Woodthorpe was joined by Viv John from CCS as part of Partnership Working. Job seekers were supported to look at their key transferable skills and see how that fits into NHS Value. We finished the afternoon with a CV surgery and general CV advice.

Wednesday
8th March,
Hampton

Rebecca Wimbleton (CCS), Sallyann Woodthorpe & Charley -Mae Holt (CCG) held an event at Serpentine Green with enquiries from 54 people, about working in the NHS. We enjoyed meeting Apprentices from Hampton Health Centre and Addenbrookes and hearing about their roles.



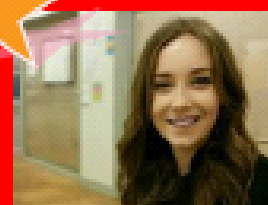
Thursday
9th March,
Peterborough



A long, but varied day promoting NHS and particularly Primary Care Apprenticeships, starting at Arthur Mellows school at 9am. Nineteen sixth form students (Year 13) enquired about roles in the NHS including Mental Health Nursing, Healthcare Science, IT and Dispensing.

We finished the day at 7pm at Peterborough Regional College where 58 parents, learners and school leavers asked about a variety of careers.

For more information contact:
Sallyann Woodthorpe, Primary Care
Workforce Development Advisor,
Cambridgeshire & Peterborough CCG
Sallyann.woodthorpe@nhs.net
07773244301



Congratulations to our star of the week, Bobbie Greer, Health Care Assistant at Acorn Surgery, winner of the East of England Talent for Care Apprentice Awards.

Bobbie enjoyed a special lunch at Westminster on Thursday 9th March!