

Strategic Intention evaluation- Talent for Care

This report provides a brief overview of the various projects being carried out by the West Midlands Ambulance Service NHS Foundation Trust (WMAS) in support of the Talent for Care Partnership Pledge.

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

1. Broaden the ways into training and employment in the NHS, especially to attract more young people and improve diversity within the workforce.
2. Increase the chances for people to try new experiences of working in the NHS.
3. Engage more staff to act as NHS Ambassadors who can promote NHS careers to schools, colleges and local communities.

Project Name	Paramedic Recruitment Promotion
Project Lead	Maria Watson, Workforce Manager
Brief Overview	A recruitment DVD has been produced in 5 different languages including Hindi, Urdu and Punjabi, and distributed to strategic partners and community contacts. The DVD highlights the paramedic profession and paramedic colleagues are filmed carrying out their roles. The DVD features paramedics at different levels, from students to newly qualified and experienced paramedics who have moved into management roles. The video has been promoted through Facebook and local papers. It also appears on our WMAS recruitment page on the external website. It has been shared with schools and colleagues for students to view. A series of display resources have also been produced and are displayed at various events to showcase our commitment to diversity.

Project Name	Attracting and Recruiting BME Millennials
Project Lead	Usha Ramnatsing, Learning and Development Manager, Organisational Development Team
Brief Overview	<p>The Board of Directors of West Midlands Ambulance Service NHS Foundation Trust (WMAS), acknowledges the disproportionate representation of Black and Minority Ethnic (BME) staff at all levels in the organisation. Increasing the numbers of staff and students that join the Trust from BME groups has been identified as a Board level priority. Recommendations have been made about actions to be taken and means of communication that may be used to better engage with this group of young people within BME communities. WMAS would like to be an employer of choice for this group of people as they enter their first career. Various actions are being taken in the following areas to attract and recruit BME young people in the service:</p> <ol style="list-style-type: none"> 1. Use of various media channels for recruitment 2. Engaging with BME communities 3. Review our recruitment approach

Project Name	Careers Advice to Young People
Project Lead	Louise Harris, Recruitment Manager
Brief Overview	<p>Staff from a range of roles in the organisation volunteer their time to attend careers events and job fairs to talk to students about the paramedic profession and other roles available in the ambulance service. We regularly support high profile events such as the Skills Show and The Big Bang which individually attract thousands of young people who are potential candidates for future jobs in the NHS. WMAS works very closely with various colleges including the Health Futures University Technical College and Sandwell College to promote careers in the ambulance service. An Applicant s</p> <p>Support Pack is permanently on the recruitment website. Recruitment events are planned with mock interviews with students and 'Life as a Paramedic' sessions at University College Birmingham. WMAS is also working with our partner universities to monitor BME intake and build joint plans to attract more BME students.</p> <p>An increase of 8-9% has been observed in BME applications between 2015 and 2017</p>

Get on...Support people to be the best they can be in the job they do

1. Challenge and support every NHS employer and contractor to implement a development programme for all support staff that is over and above annual appraisals and mandatory training.
2. All new Healthcare Support Workers and Adult Social Care Workers to achieve the new Care Certificate.
3. Increase the number of apprenticeships and establish an NHS Apprenticeship offer to rival the best in the country.

Project Name	Apprenticeship
Project Lead	Diane Pittom, Organisational Development Officer
Overview	<p>Since 2009 the Trust has been offering our existing staff the opportunity to undertake apprenticeship qualifications. Over 480 members of staff have taken advantage of this opportunity. In 2015 when the Trust signed the Talent for Care Partnership Pledge. At present we have 100 existing staff undertaking apprenticeship qualifications. Following the success of our internal staff apprenticeship programmes, we have offered 196 external apprenticeship positions. This has been a positive experience for both the staff mentoring the apprentices and the apprentices themselves. Over fifty per cent of these now work for us. Apprenticeships are firmly embedded in the Trust's plans for the future.</p>

Project Name	Care Certificate
Project Lead	Julian Rhodes, Head of Education and Training
Brief Overview	The Care Certificate was officially launched in March 2015. It aims to equip health and social care support workers with the knowledge and skills which they need to provide safe, compassionate care. West Midlands Ambulance Service has embraced the project from the beginning. To gain the Care Certificate staff are assessed against a set of competencies and must complete a portfolio of evidence which is signed off by a mentor.

Go further...Provide opportunities for career progression, including into registered professions

1. Simplify career progression for those who want it, with innovative new roles and pathways to promotion, including more part-time higher education as a route into nursing and other registered professions.
2. Agree with employers and education providers a universal acceptance of prior learning, vocational training and qualifications.
3. Support talent development that identifies and nurtures people with the potential to go further, especially for those wanting to move into professional and registered roles.

Project Name	Personal Development Skills Framework (PDSF)
Project Lead	Barbara Kozłowska, Head of Organisational Development (OD)
Brief Overview	WMAS offers a range of development programmes such as Engaging Leaders and Engaging Managers, Coaching Skills, etc. to all staff at different levels to help them progress in their career if they choose to do so or to help them keep up to date within their areas of work. A range of clinical and non-clinical courses and resources are also available on the virtual learning site. Flourish is a development resource for our staff that provides advice, guidance and tools to support career and development planning. It also describes the careers of a variety of people through case studies. A roadmap was designed to provide information to staff on development opportunities and ways of developing themselves and others. The roadmap was created in partnership between the West Midlands Ambulance Service and the Talent Management Steering Group across Herefordshire and Worcestershire. The OD team is the point of contact for any staff at WMAS who wish to talk about their career development. A clear career pathway is available for PTS and Fleet Staff for them to progress from apprentice to substantive posts in the organisation. Funding support is available for clinical staff who wish to upgrade their paramedic qualification or enhance their knowledge within their field of work. The nine box grid is a tool that has been designed to allow us to engage in conversations with staff and spot talented people in the organisations in view of supporting progress through a career pathway.