

AIEM FOR HEALTH AND SOCIAL CARE

A Humber Coast and Vale Workforce Consortium
Engagement Framework



Introduction

Across Humber, Coast and Vale (HCV) Health and Social Care partners are working together to promote Health and Social Care as a career of choice. This AIEM for Health and Social Care framework brings together the work that is happening across the region, highlighting examples of good practice, as well as sharing links to national resources that can be used to support people into Health and Social Care careers. The framework has been developed by the HCV Workforce Consortium working with partners across the region.

Why the framework was developed

- The main purpose of the framework is to ensure we have a caring and capable workforce representative of the communities it serves.
- The framework acts as a tool to coordinate thinking and map activity across HCV.
- The framework aims to recognise, promote and share what is happening across the region in order to scale up examples of good practice.
- The framework aims to ensure we maximise activity and engagement reach and impact.
- The framework seeks to identify any potential gaps in activity where we may want to direct future resource.
- The framework is designed to be used as a resource for those wanting further information about careers in Health and Social Care.

Who is the framework for?

The framework has been developed to work on a number of levels:

- To support Health and Social Care partners in the region to share initiatives and learn from each other in order that good practice can be scaled up.
- To support Career Advisers, Coordinators and those that are giving advice to people looking for a career in Health and Social Care so they have relevant and up to date information.
- To direct those actively looking for opportunities in Health and Social Care to information on the wide range of careers available.
- To support those already in the sector who are looking for a change of career within Health and Social Care.

Methodology

Through desktop research and consultation with Health and Social Care partners across HCV a mind map was developed containing the elements that would make up an 'ideal' engagement approach to promoting Health and Social Care careers. The mind map is shown overleaf in figure 1. The elements were then categorised under four broad principles that would make up the Framework model.

The Framework established four initial principles:

Awareness

Focused on who we target and how we develop awareness, improve perceptions and promote the variety of opportunities available in Health and Social Care through a range of promotional material.

Information

Ensuring accurate, localised information related to local market information is available on local career routes to develop knowledge and understanding of career options.

Engagement

Expand access to work related experiences and opportunities that support interaction with Health and Social Care staff and services.

Mentorship

Offer access to one to one guidance to support people to reach personal goals in their Health and Social Care careers.

Raising Aspirations

The model is underpinned by a fifth principle Raising Aspirations. This principle is about encouraging and supporting people, particularly those who lack self-confidence, to reach their potential and achieve their own personal goals in their Health and Social Care careers and should underpin all the work we do.

Partnership Approach

The success of the framework is dependent on system wide collaboration across HCV from GP and primary care employers, mental health, community and hospital trusts, clinical commissioning groups, local authorities responsible for social care and from the independent and voluntary sector delivering social care.

Figure 1. Mind Map: Elements of a Career Framework



AIEM for Health and Social Care Framework

The principles outlined in the framework build on each other to create a successful approach to promoting careers in Health and Social Care. It is acknowledged that some activity will span more than one principle.

The work that is happening across HCV is presented against the principles of the framework. Further examples of activity and resources to support the implementation of these principles can be found on the HCV Workforce Consortium [website](#).

Figure 2. AIEM for Health and Social Care Framework



Developing Awareness

We need to consider how we develop awareness across HCV, who we target and how we create a positive perception of careers in Health and Social Care with a focus on diversity, inclusion and widening participation from disadvantaged and underrepresented groups.

As well as working with schools to target young people we also need to target alternative labour market sources from different generations, such as people leaving the armed forces, ex-offenders, people facing redundancy, the unemployed, parents returning to work, people with a disability, refugees, people returning to the sector and people looking for a career change.

The positive thing about developing awareness is that we can introduce people who may not have previously considered a career in Health and Social Care to the wide variety of opportunities available.

There have been national recruitment campaigns designed to raise awareness of Health and Social Care careers such as that led by the Department of Health and Social Care. There is also some positive work happening across HCV to raise awareness of careers in Health and Social Care.

Successfully developing awareness requires the use of a range of communication channels and a mix of approaches which can include for example, promotional material, the use of case studies and videos.

HCV I Care Ambassadors Scheme

Across HCV, Health and Social care partners are working together to promote Health and Social Care as a career of choice. To maximise the reach and impact of employer engagement, a HCV I Care Health and Social Care Ambassador Scheme has been developed.

Ambassadors can visit schools, colleges and job centres and can take part in a range of careers activities including careers fairs, recruitment days and mentoring, with many of these activities being delivered remotely at present.

For further details on how to join the scheme, click [here](#)



I care...
Ambassadors

Every Day is Different

The national recruitment campaign for adult social care -called '[Every Day is Different](#)' - has been launched by The Department for Health and Social Care. The Campaign aims to recruit more adult social care staff by promoting how rewarding career in social care can be.

Choose Care

East Riding of Yorkshire Council (ERC) has launched a [Choose Care Campaign](#) to inform, educate and inspire people to consider careers in care across the East Riding.

By providing honest information and testimonials from those already in the industry, the campaign hopes to help people make an informed decision as to whether a career in care is right for them.

Make Care Matter

North Yorkshire County Council (NYCC) has launched a [Make Care Matter Campaign](#) which aims to raise the profile of working in care.

The campaign has developed case studies, including on non-traditional carers such as a young man working in social care, showcases career paths and promotes local vacancies. NYCC have also developed links with York Teaching Hospital who now direct unsuccessful job applicants to the Make Care Matter Website. They have also taken the campaign on the road and held a number of - roadshows including one at the local army barracks giving people an opportunity to talk to people who work in care.

Make Care Matter Case Studies

Links to the video case studies developed by Make Care Matters are available below (these are also on their website).

[Reda- REABLEMENT WORKER](#)

[Bobby- LEARNING DISABILITY WORKER](#)

[Angie- QUALITY IMPROVEMENT MANAGER](#)

[Holly- REGISTERED CARE MANAGER](#)

Proud to Care North Lincolnshire

North Lincolnshire Council (NLC) has launched [Proud to Care](#) which aims to raise the profile of working in the care sector in North Lincolnshire.

Proud to care offers case studies, careers and training opportunities and the ability to search for job vacancies in the sector, it is hoped individuals can find the career they have been looking for.

Proud to Care Hull

Hull City Council has launched [Proud to Care Hull](#). There are many rewarding jobs and career opportunities in adult social care and Proud to Care Hull is now the place to find these opportunities. This new website will provide residents in Hull and beyond, a one-stop shop for all the social care vacancies, events and case studies for people interested in working in social care. It will also highlight training and education opportunities which will be developed further as the site progresses.

Step into the NHS

[Step into the NHS](#) offers careers information to young people on the range of career opportunities, including finding work experience and jobs. They also have a campaign toolkit. Aimed at schools, the NHS and careers organisations, the toolkit can help if you need a poster for the school noticeboard, handouts for careers fairs or social media imagery.

Step into the NHS Schools Competition

KS2 – The competition offers KS2 students the chance to say thank you to the NHS. Pupils are encouraged to reflect on which job or team they would like to say thank you to and create the thank you. Find out more [here](#)

KS3 – The competition offers KS3 students to learn about the range of NHS careers and win great prizes. Students choose an NHS career that interests them, create a job description and advert to tell their friends and other young people about it. Find out more [here](#)

Step into the NHS for Primary Schools

It's never too early to get children thinking about their career. Working with primary school children can influence their future career choice. Step into the NHS have developed an exciting new resource for primary schools has been designed to help raise aspirations, challenge stereotyping and put learning into context for the future. It allows your students to explore a wide range of careers and help them better understand that all NHS careers are open to them, whatever their gender or background. The toolkit is made up of five parts. Teachers can pick and choose which parts of the toolkit they want to use to ensure that it suits both the teacher and pupils.

Visit: www.stepintothenhs.nhs.uk/primary/teacher-toolkit-primary-schools

[AIEM for Health and Social Care](#)

Male nurses and female medics: inspiring the next generation of health professionals



Hospital staff in Hull are seeking to reverse traditional stereotypes when it comes to healthcare careers. The commonly held belief that ‘nurses are women and doctors are men’ is something that Simon Knopp, Practice Development Matron for Hull University Teaching Hospitals NHS Trust, is helping to address. Simon, a former Royal Engineer who has served in Bosnia, was inspired into his nursing career by his wife after leaving the forces. Now, having practiced as a nurse for more than 16 years, Simon is keen to promote nursing careers and, in particular, to get more men representing the profession.

Simon often promotes careers in health such as this visit to a class of around 90 Year 1 pupils at Biggin Hill Primary School Academy, north Hull.

He says:

“The early years are so important when it comes to children formulating ideas, not just about what they might want to be when they grow up, but about who can take on a particular type of job or role.

“I’ve visited lots of school classes in my time and it’s amazing how many pupils think I must be a doctor because I’m a man.

“Visits like the one today at Biggin Hill Primary certainly help to show that a career in caring can be for anyone, no matter who you are.

“It also gives us the opportunity to get pupils thinking about health careers from an early age, and hopefully inspire young people to study and train to become our doctors, nurses and other health professionals of the future.”

We have more people leaving the labour market than entering therefore it is important to target alternative labour market sources from different generations and support recruitment from different sections of the community.

Mentoring feedback from students at St Mary's Academy Hull

- My mentor helped me develop my medical ethics, my personal methods of study and overall my attitude towards medicine, all the while working during the pandemic. He has been simply incredible!
- My mentor has helped me with my personal statement and he also helped me with university interviews. He did a presentation in my health and social care class and this helped with coursework. I think he has been a great mentor as he was also happy to help and answer questions.
- My mentor provided me with resources to research and practice for my interview and we did practice interview sessions which were definitely the reason why I got an offer from medical school.

NHS Employers

The [NHS Employers Website](#) has a range of practical tools and resources to support the recruitment, retention and staff development including an interactive toolkit which includes guidance, top tips and best practice examples on understanding your workforce supply and attracting the right people to your organisation.

Government Guidance

The Government website has lots of guidance documents on recruiting people from different sectors of the community. The '[Strengthening your workforce with talent from different backgrounds](#)' toolkit, includes a directory of organisations that are able to assist in making workplaces more inclusive.

Local Enterprise Partnerships York and North Yorkshire

[York & North Yorkshire Local Enterprise Partnership](#) support a number of projects to support people back into work locally.

[Skills Support for the Workforce](#) – This project offers fully funded training with no cost to the employer or employee. Whatever your role, keeping up to date with skills and training is a must, and the Skills Support for the Workforce programme has a variety of courses to suit your needs. Training is offered in a variety of areas such as; Awareness of Mental Health Problems, Care Planning, Safeguarding and Protection, Safe Handling of Medicines, Cleaning, Decontamination and Waste Management. Delivery takes place on site or at employer premises at a convenient time to suit the business and participant.

[Action Towards Inclusion](#) – This project supports unemployed and inactive people to up-skill and overcome personal barriers and move into work.

[Move Forward](#) - The project provides one-to-one support for both benefit claimants and those of working age not claiming benefits, to address personal barriers including housing and debt problems, improving job search and IT skills as well as helping to increase confidence and employability skills and move into work.

Careers and Enterprise Company - The Careers and Enterprise Company project links up schools and colleges through the Careers Leader with a volunteer from the business community.

Employment and skills share - The York & North Yorkshire Growth Hub has created a new Facebook group called Employment & Skills Exchange so that businesses and individuals can share genuine employment opportunities. It is also a place where people can connect skills and support one another during these unprecedented times. Please [join the group](#), promote and post.

Other projects includes; Advantage Coast to help isolated communities access opportunities and help, Additional local support for apprentices with a limited wage subsidy grant for small businesses in Hambleton and Richmondshire, York & North Yorkshire Jobs Fuse brings the expertise of the National Careers Service, the Department for Work and Pensions and the York & North Yorkshire Growth Hub together to provide a one stop shop for both job seekers and local employers, Skills Support for the Unemployed, Women in the Workforce, and the Apprenticeship Hub which will support SMEs to recruit apprentices. The hub will also provide brokerage to release unspent levy to part fund apprenticeships in the supply chain. For more information click [here](#).

Hull and East Yorkshire

Hull and East Yorkshire Local Enterprise Partnership manage a variety of programmes and projects to support local people gain new skills and find employment through partnerships with local organisations. Some of the programmes and projects include:

Humber Digital Skills Partnership – the partnership brings together public, private and education organisations to help increase the digital capability of individuals and organisations in the Humber.

Humber Jobs Fuse – a service to support individuals and employers who may be facing difficulties due to the COVID-19 pandemic.

Humber Careers Hub – a network of partners sharing good practice across the region to support schools in meeting all the Gatsby Benchmarks.

Business Growth Hub – advice and support from local and national sources for local businesses. Details of relevant events, training courses and funding are also available.

Step into Health

Developed in conjunction with The Royal Foundation and Walking With The Wounded, Step into Health provides a dedicated pathway for the Armed Forces community to access the numerous career opportunities available in the NHS. Step into Health has been created because the NHS recognises the transferable skills and cultural values that the Armed Forces community develop, and how they are compatible with those required within NHS roles. Click [here](#) to find out more.

Find Your Career

Health Careers have developed a useful tool for people who are unsure what role is for them. It takes about 10 minutes to answer questions about your skills and experience to see where a future career could take you. Find the newly launched '[Find Your Career](#)' tool here.

Resources to Support Raising Awareness

HCV I CARE AMBASSADORS SCHEME

The HCV [Icare Ambassadors Scheme](#) hopes to maximise the reach and impact of employer engagement. Further information can be found on the Workforce Consortium [website](#).

MAKE CARE MATTER

The [Make Care Website](#) developed by North Yorkshire County Council promotes a positive image of working in social care. It includes case studies, career paths and promotes local vacancies.

CHOOSE CARE

This [website](#) was developed by East Riding Council to inform, educate and inspire individuals into a role in care. It includes case studies, local vacancies and information on the different settings in care you could work in.

PROUD TO CARE NORTH LINCOLNSHIRE

This [website](#) was developed by North Lincolnshire Council to raise the profile of the working in the care sector. The website includes case studies, careers and training opportunities and the ability to search for job vacancies.

PROUD TO CARE HULL

This [website](#) has been developed by Hull City Council to provide residents in Hull and beyond, a one-stop shop for all the social care vacancies, events and case studies for people interested in working in social care.

STEP INTO THE NHS

Aimed at schools the [Step into NHS Campaign Toolkit](#) has resources to help tell students about the opportunities in the NHS.

HEALTH CAREERS

Throughout the [Health Careers website](#) you'll find a range of careers and teaching resources, tools and tips to help you offer advice and deliver careers education on the wide range of opportunities in health.

THINK FUTURE

The [ThinkFuture programme](#) has developed a range of tools/resources including three digital toolkits. ThinkFuture is delivered by NHS Employers as part of the Health Education England Talent for Care and Widening Participation programmes.

TALENT FOR CARE

The Health Education England Talent for Care aims to help people Get Ready, Get In, Get On and Go Further in their careers in the NHS. The aim is to ensure that the healthcare workforce is representative of the communities it serves. You can find the strategy [here](#)

THE WOW SHOW

This programme was produced in association with Health Education England. [The WOW Show](#) is a video to show there's much more to a career in health than being a doctor or nurse. You can find out about the fulfilling roles of 150,000 Allied Health Professionals that make up a third of the NHS workforce.

Readily Available Information

In order for people to be able to make informed choices about their Health and Social Care career we need to ensure that people have up to date and relevant information on the opportunities in HCV. This information needs to be linked to Labour Market Information (LMI) to ensure that we are promoting real opportunities.

This is where we can provide more detailed information on for example, the daily roles and responsibilities of the job, the work environment and the location, the type of clients people can support, what the pay is like, what the career prospects are, how to enter the profession, what qualifications are needed, where in HCV you can access the training and the difference between the training routes available.

Careers in Social Care

For information on careers in social care the [Skills for Care website](#) Think **Care Careers** has everything you need to know about working in social care. Including the different roles you can do, what values and skills you need and how you can progress.

The screenshot shows the ThinkCareCareers website interface. At the top, there is a navigation bar with five tabs: 'Starting your career', 'Job roles in social care', 'Develop your career', 'Case studies', and 'Teachers and career advisors'. Below the navigation bar, there is a main content area with a large banner for the 'Graduate Management programme' featuring a woman in a hijab. To the right of the banner, there is a 'Take the quiz!' section with a blue arrow button. Below the banner, there is a section titled 'Working in adult social care' with a brief description of the role. To the right of this section, there is a 'News and updates' section with three entries: '23 January Applications now open for health and social care Graduate Management programme', '21 January A huge congratulations to our recent graduates and their placement organisations', and '07 November Graduates begin their journey in social care and health'.

ThinkCareCareers skillsforcare

Starting your career | Job roles in social care | Develop your career | Case studies | Teachers and career advisors

Home | Careers in care

Apply before 1 April 2019

Graduate Management programme

Working in adult social care

Working in social care is about providing personal and practical support to help people live their lives. There are lots of different roles in social care depending on what you want to do, who you want to work with and where you'd like to work. You could be supporting someone with a physical disability, autism, dementia or a mental health condition. You could be working in a care home, out in your local community, in a hospital or from someone's home (providing care in someone's home is often called domiciliary care).

Take the quiz!

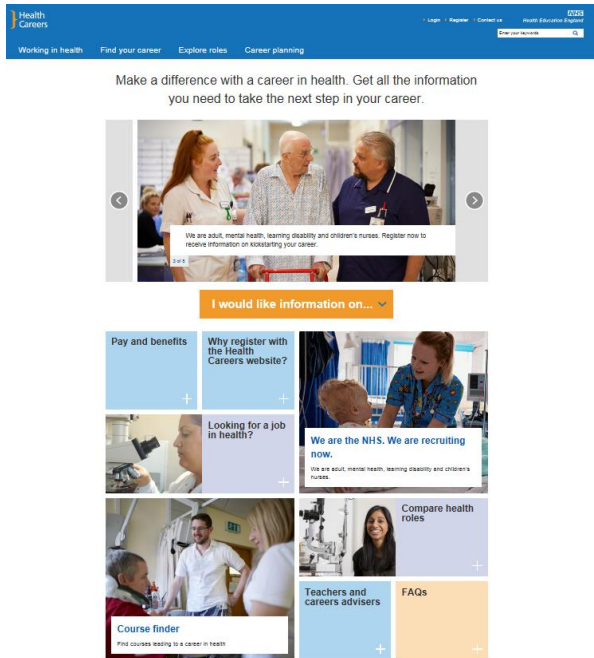
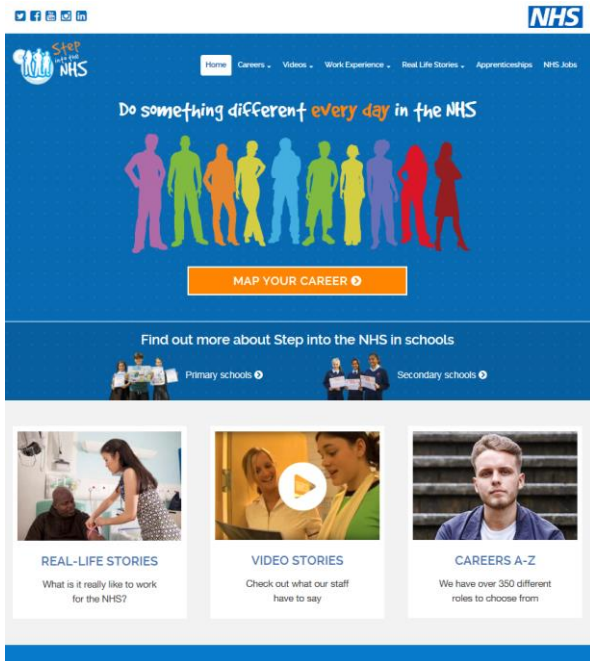
Have you got what it takes to work in social care? Take the Question of Care quiz.

News and updates

- 23 January Applications now open for health and social care Graduate Management programme
- 21 January A huge congratulations to our recent graduates and their placement organisations
- 07 November Graduates begin their journey in social care and health

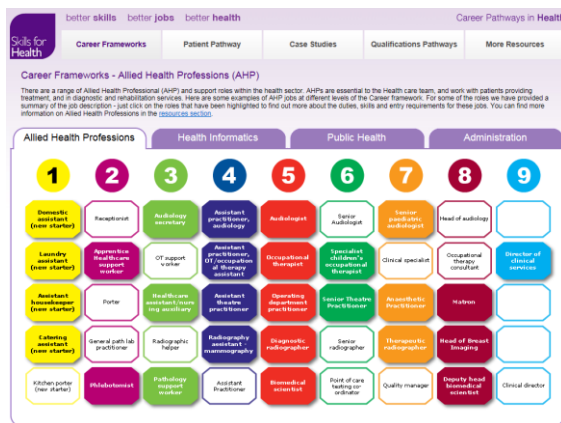
Careers in Health

Nationally there are two main sources for information on careers in Health the [Step into the NHS website](#) which is aimed toward younger people and has a range of NHS career profiles and an A-Z of careers. It also has an interactive tool where you can answer questions to determine what healthcare career you would suit you. The [health careers website](#) has information on careers in health, expected pay, training required and where to look for a job.



Career Frameworks

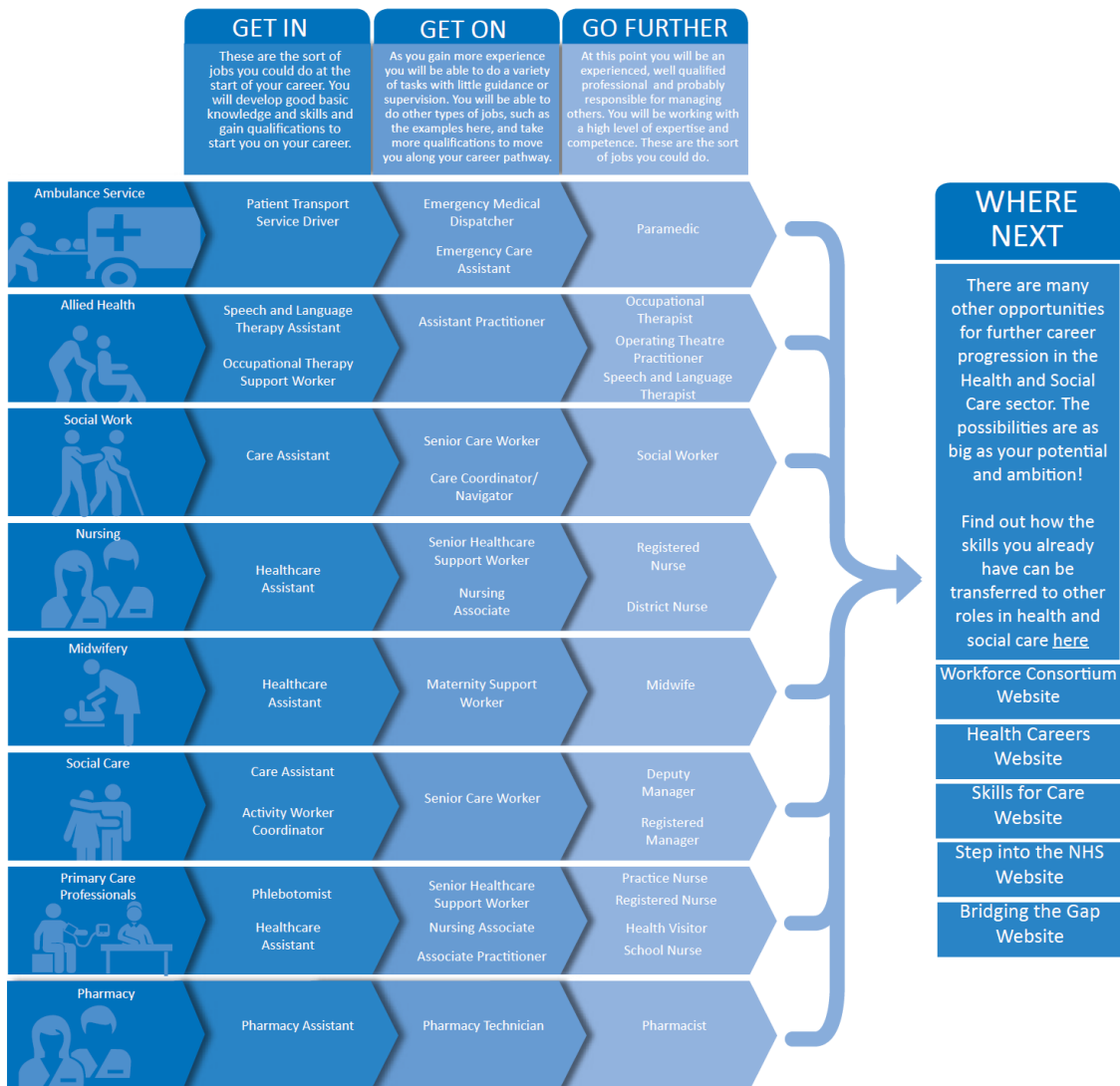
Career Frameworks enable you to explore the potential roles and career movement. Career Frameworks have been developed nationally for both Health and Social Care career pathways and prove a valuable resource. A health career framework is available [here](#). Skills for Care have developed a framework for those interested in a career in social care.



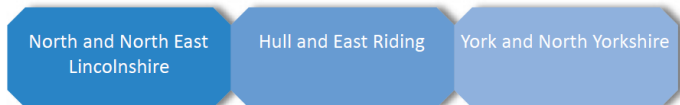
HCV Career Pathway

The HCV Workforce Consortium has developed a localised career pathway which is available on our [website](#). The pathway aims to attract new recruits and retain current support staff within the Health and Social Care sector in Humber, Coast and Vale. At the same time it will have the potential to raise overall ambition and aspiration to progress across the whole Workforce system. The pathway includes examples of career progression routes, information about the various job roles and the training required, example job descriptions and case studies. The pathway is continuing to be developed with localised training and education route ways to be added.

Humber, Coast and Vale Health and Social Care Example Career Pathways



Employers and Education Providers in Humber, Coast and Vale



Career Portals

The following online portals provide support to adults, employers and young people with careers, training and skills in the Humber and holds a host of localised information on training opportunities in health and social care:

[Log On Move On](#) - the Hull and East Riding gateway.

[Linc4U](#) - the North Lincolnshire gateway.

[Lincs2](#) - the North East Lincolnshire gateway.

Humber Outreach Programme (HOP)

HOP is a partnership of higher education institutions, schools, academies and colleges. The programme aims to raise the aspirations of young people from less advantaged backgrounds through exciting and challenging opportunities, with the goal of increasing their awareness of and participation in further and higher education. Click [here](#) to find out more about HOP.

Future HY

FutureHY aims to support young people to make well-informed decisions about their future education and to reduce the gap in higher education participation between the most and least represented groups. Uniconnect brings together 29 partnerships of universities, colleges, schools and other local agencies to deliver sustained and progressive programmes of higher education outreach to young people aged 13 and above. Work is particularly focused on geographic areas in England where participation in higher education is low overall and lower than expected given local GCSE results. FutureHY operates specifically across York and North Yorkshire. Find out more about [FutureHY](#).

The screenshot shows the FutureHY website homepage. At the top, there is a navigation bar with links for Home, About, Blog, Events, and Contact, along with a search icon. Below the navigation bar, there are three main categories: Students, Parents/Carers, and Teachers/Practitioners. The main content area is divided into two sections. On the left, there is a blue box with the text "Hello!" and a "Resources" button. On the right, there is a section titled "OUR PROGRESSION FRAMEWORK" with five sub-sections: KNOW, CHOOSE, BECOME, PRACTISE, and UNDERSTAND, each with a brief description of the goal.

futurehy

Home About Blog Events Contact

Students Parents/Carers Teachers/Practitioners

Hello!

Welcome to the FutureHY York & North Yorkshire website. We are part of the OFS Uni Connect partnership, and our aim is to support young people to make well-informed decisions about their future education. Our website is full of information, resources and signposting, which you can find here:

Resources

OUR PROGRESSION FRAMEWORK

KNOW
Develop young people's knowledge and awareness of the benefits of higher education.

CHOOSE
Develop young people's capacity to navigate the Higher Education sector and make informed choices

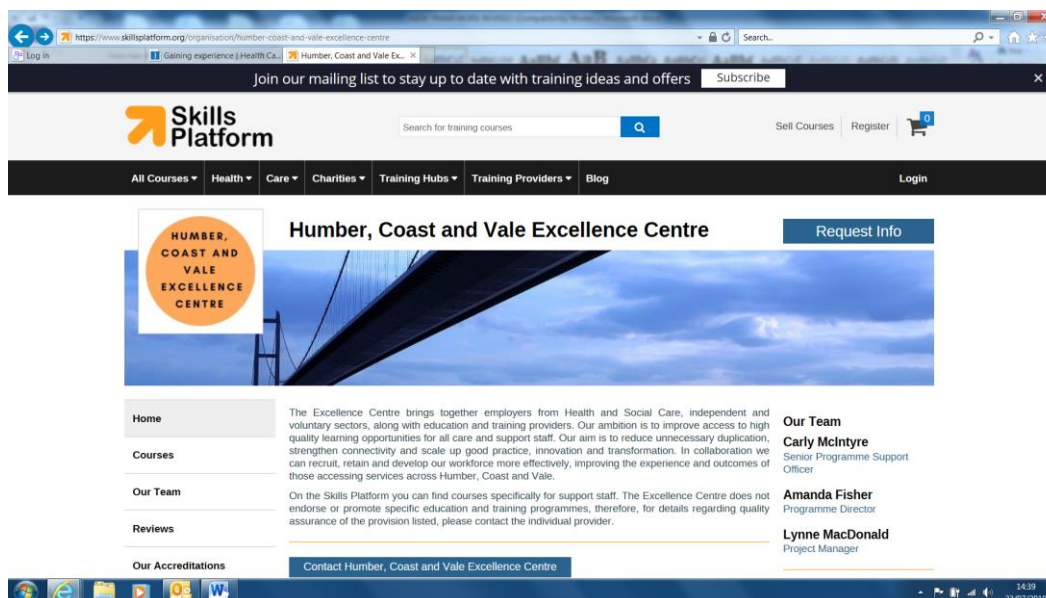
BECOME
Develop young people's confidence and resilience to negotiate the challenges of university life

PRACTISE
Develop young people's study skills and capacity for academic attainment

UNDERSTAND
Develop young people's understanding by contextualising subject knowledge

HCV Workforce Consortium Skills Platform

On the Humber, Coast and Vale Workforce Consortium [Skills Platform](#) you can find a whole host of courses offered by providers across the region specifically for Health and Social Care support staff. The Skills Platform aims to be a central resource for people looking for training opportunities in the area.



Health and Social Care LMI Sector Day

One way to support young people and people in the community to access accurate information about careers in Health and Social Care is to keep careers advisors in the region up to date with what is happening in the sector. LMI Humber, has for the last 4 years organised a Health and Social Care LMI Sector Day bringing together over 80 careers advisors with industry leaders to update their knowledge of the sector including occupational demands, career pathways and access routes. This event is done with LMI Humber to cover more of the STP geography and make best use of health provider.

Resources to Support Readily Available Information

NATIONAL CAREERS SERVICE

[The National Careers Service](#) provides information, advice and guidance to help you make decisions on learning, training and work with job profiles on roles in Health and Social Care. Call 0800 100 900 if you want to speak to an advisor.

STEP INTO THE NHS

[The Step into the NHS website](#) has a range of NHS career profiles.

HEALTH CAREERS

[Health Careers](#) has information on careers in health, expected pay, training required and where to look for a job.

A PATIENT JOURNEY

This resource centre includes lesson plans, presentations, video case studies of healthcare workers and FAQs. There are also infographics showing five patient journeys showing which careers they come into contact with during their time as a patient in the NHS. See [A Patient Journey – A Toolkit for teachers](#)

SKILLS FOR HEALTH

Skills for Health have developed an interactive [career framework](#) showing pathways in health, the skills required for each role.

THINK CARE CAREERS

[Think Care Careers](#) has everything you need to know about working in social **care**. Including the different roles you can do, what values and **skills** you need and how you can progress.

HCV CAREERS PATHWAY

The Humber, Coast and Vale Workforce Consortium has developed a localised [career pathway](#). The pathway aims to attract new recruits and retain current support staff within the Health and Social Care sector in Humber, Coast and Vale.

CAREERS PORTALS

The following online portals provide support to adults, employers and young people with careers, training and skills in the Humber and holds a host of localised information on training opportunities in health and social care:

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HCV WORKFORCE CONSORTIUM SKILLS PLATFORM

On the Humber, Coast and Vale Workforce Consortium [Skills Platform](#) you can find a whole host of courses offered by providers across the region specifically for Health and Social Care support staff.

Employer Engagement

Engagement is an opportunity for people to interact directly with employers, to have any questions answered, to visit the setting where they could be based and potentially experience elements of the role they are interested in all of which could cement their interest in a career in health and social care.

Employer engagement can take many forms, from career talks, to workplace visits to work experience placements and there are many good examples across Humber Coast and Vale of Health and Social Care providers engaging with schools and communities. It is apparent that there is a huge demand on Health and Social Care providers to engage and providers are developing ways to maximise their reach.

Hull University Teaching Hospital

Hull University Teaching Hospital have teamed up with Hull City Council to develop a creative solution to facilitating work placements in health care for year 10 students. Hull City Council have, working with schools in the area, ran a successful work experience programme for a number of years acting as a central point of contact for schools wanting a placement. They work with departments within the Council to identify suitable placements which they can then offer to schools. They act as the point of contact, complete all necessary paperwork, monitor the student whilst on placement and collate all feedback.

Hull City Council agreed to open their work experience system up to partners in health and facilitate the organisation of placements. In 2017 work began to align policies and procedures used for placements and in 2018 19 year 10 students had placements in non-clinical roles and 10 in clinical roles. Hull City Council have also started working with the Humber Foundation Trust who have initially offered 12 placements. The fact the Council can organise the placements and act as a single point of contact has taken the pressure off the hospital who are committed to working with departments to increase the number of placements offered.

North Lincolnshire and Goole Trust

Northern Lincolnshire and Goole Trust (NLaG) have also developed a collaborative approach to offering work experience opportunities. They have developed a partnership with North Lindsey College who are funding a post to be based in the hospital to facilitate work experience placements for students both in the hospital and across social care. The coordinator will act as a single point of contact, they will work with hospital departments and social care providers to develop a portfolio of opportunities that can then be offered to students.

Volunteering at Hull

Hull run three successful projects to give young people from different backgrounds an insight into opportunities in the NHS the Young Volunteers scheme, the Young Health Champions and the Pathway to Medicine scheme.

Young Volunteers – supports more than 300 young people aged 16 plus to gain valuable experience of what it is like to work in a hospital. Many young people who have volunteered have gone on to take up apprenticeships at Hull Royal Infirmary and Castle Hill Hospital or have gone into other health-related careers. The programme, which pays young people travelling expenses as they gain vital work experience, has attracted national attention since it was launched three years ago. Volunteers can choose the hours they want to commit to and the area they would like to volunteer.

Young Health Champions - Over 50 people aged 16 to 24 have also been signed up as Young Health Champions as part of a project reaching out to young people with depression, anxiety, social issues or conditions such as autism and ADHD. Provided with a daily £3 lunch voucher and travel expenses, they attend a work placement three days a week and go into a classroom setting to improve their skills in English, maths and IT one day a week. They also spend a further day learning techniques to improve communication skills, team-working or motivation.

The **Pathway to Medicine** course supports young people from disadvantaged backgrounds who have the desire and ability to train as doctors.

Visit www.hey.nhs.uk/staff/volunteering to find out more.

Volunteering at York

There are currently around 300 volunteers working at York Teaching Hospital. Although volunteers do not perform any clinical roles, they are able to get some hands on experience of what it is like to work in a hospital environment and to work alongside hospital staff. Volunteering is open to anyone aged 16 and above. Click [here](#) for further information.

Volunteering at NLaG

NLaG have more than 500 volunteers working across Scunthorpe and Grimsby hospitals. Volunteers help out in a number of ways from meeting and greeting patients and visitors, directing them to their ward or department, helping out on the wards, in outpatients and our emergency departments or working for hospital radio.

<https://www.nlg.nhs.uk/patients/volunteering/>

Volunteering in the Community

Work experience and volunteering is not restricted to large organisations contact your local provider directly to see what opportunities are available. GP and primary care employers, mental health, community and hospital trusts, local authorities responsible for social care, local hospices, independent and voluntary sector providers can all offer work experience and volunteering opportunities.

Events

With increasing pressure for employer engagement organising events can be an effective way to maximise reach.

A Day in the Life

A Day in the Life allows students from Hull and East Riding to take a peek behind the scenes at Hull Royal Infirmary. The event which has been held for the last 3 years enables students to walk through six individual scenarios designed to showcase NHS job roles which support people from birth through to end of life including donning their scrubs to spend time in a mock theatre complete with high-tech simulation mannequin.

Hull and East Riding Health EXPO

Open to the general public the Hull and East Riding Health Expo has been held in Hull for the previous 3 years. Organised by local NHS and health providers from across the region, visitors can meet health experts face to face, ask questions, get advice, and find out more about support available in the area as well as potential career opportunities

Young Persons Programme at Scarborough

Students from schools and colleges across Scarborough spend a week at Scarborough Hospital gaining invaluable insight into the NHS. The hospital's annual Corporate Young Persons' Programme, which runs in June supports year 10 students and sixth form students from local schools giving them the chance to sample some of the many careers on offer and learn more about life in a busy acute hospital. The week-long programme includes a basic resus session where the young people got the opportunity to learn CPR, a 'wash and glow' session from the Infection Prevention Team which identifies poor hygiene practice, and an insight from the sterile services team, who clean, disinfect and sterilise reusable surgical instruments – making them safe for future use.

Career Confidence

North Lincolnshire and Goole Trust offer Career Cafes with Foster Carers, Careers Leads and parents of children with special educational needs to chat with people from different disciplines about the roles and career pathways available. They are also run Career Conferences for young people to find out more about the careers available.

Could You Care?

This Is an annual Health and Social Care Careers fair in Scarborough for young people to find out more about the wide range of careers available in the sector. It is organised by CU Scarborough, University of Hull and the Humber, Coast and Vale Workforce Consortium Programme Team.

These are just an example of the events in the area. With providers also attending careers fairs and exhibitions, in schools, colleges, universities and job centres.

Health and Social Care Academies

Health and Social Care Academies develop partnerships with providers to offer students interested in a career in Health and Social Care to engage with professionals and find out more route ways and the careers available.

St Mary's Health and Social Care (MHSC) Academy

The [MHSC Academy](#) was established in July 2015 between St Mary's College 6th Form (SM6) and Hull and East Riding NHS Clinical Commissioning Group, in order to support local students onto NHS and Social Care career pathways. The MHSC Programme is a 2-year training, development and enrichment programme designed to run alongside normal 6th Form studies at St Mary's College. There are currently 60 places available for Year 12 students. Students receive information about careers, work experience and volunteering opportunities and mentoring.

Bridlington Medical Health and Social Care Academy

Launched in 2017 the [Academy](#) supports approximately 25 students a year. The Academy is a partnership between East Riding College, Headlands School and professionals in the sector, designed to give students a head start in NHS and social care professions. Enrolled students who are pursuing a Health and Social Care qualification at college or school, are given opportunities to network with expert mentors in their field of interest, as well as access to monthly seminars led by professionals such as GPs, nurses and social workers. Contact East Riding College to find out more.

North Yorkshire Care Academy (NYCA)

Launched in 2018 [NYCA](#) is a partnership between Scarborough TEC and Scarborough Sixth Form College. The academy is aimed at pupils in Y10 to Y13. Students remain in their own schools but come together for four specialist enrichment days over the year. The academy is supporting over 50 students in its first year and providing access to a range of activities and experiences such as workshops, seminars, work experience, work shadowing and networking activities, coaching and mentoring supported by professionals working in the sector. Contact Scarborough TEC to find out more.

North Lindsey Health and Social Care Academy

The new [Academy](#) was launched in November 2018. Aimed at 14-18 year olds the Academy is initially open to students from Huntcliff School, The Axholme Academy, St Bede's Catholic Voluntary Academy, Fredrick Gough School, North Lindsey College and John Leggott College. The Academy is working in partnership with the Northern Lincolnshire and Goole NHS Foundation Trust as well as social care providers to give students the opportunities to learn more about careers in the sector and gain valuable experience.

Prepare for work directory

Prepare for Work Directory

HEE Involved Programmes/Offers	NHS Cadets	Fast Futures	Prince's Trust National Programme	Step Into Work	Project Choice	National Learning Hub for Volunteers
	BKSB Functional Skills Offer	National Numeracy	AHP Careers Resources	Social Care Careers Resources	HASO Apprenticeships Information	
DWP Involved Programmes/Offers	Sector Based Work Academies	Traineeships	Work Experience	Kick start	Work Trials	Find a job
	DWP Tailored Service	Disability Confident	Fuller working Lives	The Armed Forces Covenant	Mentoring Circles	
	Care Leavers Covenant	Movement to Work	Expanded Youth Offer	Expansion of work and health programme		
Virtual Work Experience Offers	Movement to Work/ Accenture Toolkit	Spring pod	Speakers for Schools	Future Quest Digital Delivery Toolkit	Learn Live and Wow podcasts	

The [Prepare for Work Directory](#) provides a useful summary of some of the National Programmes which are currently in place to support employers attract and recruit people into health and social care roles. Some of these programmes have been highlighted in more detail within this document.

NHS Cadets and Princes Trust

NHS Cadets

NHS Cadets is a new scheme created in partnership by the NHS and St Johns Ambulance. It provides 14-18 year olds from under represented communities with opportunities to explore a career in healthcare. Click [here](#) for further information.

Princes Trust

The Prince's Trust was established in 1976 to help with the record number of unemployment and spreading of riots across Brixton, and, a few years later, in Birmingham, Leeds, and Liverpool where young people felt like they didn't have a stake in society.

Since that time, they have been an action-oriented charity, supporting young people between the ages of 11-30, particularly those who have been marginalised or are disengaged, to get into employment; education; or training, helping to build both confidence and skills. Click [here](#) for further information. Also see details on their ["Get Started Programme"](#).

Resources to Support Employer Engagement

Work Experience – Information for Employers

WORK EXPERIENCE IN THE HEALTH SECTOR - SCOTLAND

Skills for Health has produced the guidance document 'Work Experience in the Health Sector Scotland'. Although produced for Scotland it is applicable in the UK. It provides best practice advice and guidance on the development / improvement of work experience programmes. With examples of where you can offer work experience and busting some of the myths or work experience placements.

[Download the guidance document here](#)

WORK EXPERIENCE – A TOOLKIT FOR THE NHS

NHS Careers has produced a new [resource](#) to help employers provide high quality work experience programmes. *More than Photocopying: Work Experience - a toolkit for the NHS* provides guidance on how to recruit the best people, advice on setting work plans and tips on celebrating outcomes. The document has templates ranging from risk assessment and daily diaries to a sample of a work experience policy. These can be downloaded and amended to meet the needs of individual trusts.

SKILLS FOR HEALTH TOOLKIT

Are you ready to take the next step with work placements in your organisation? Skills for Health's 'Toolkit – Work Experience in the Health Sector Scotland' is a practical toolkit with information and templates to help you establish or improve your work experience programmes. It contains application forms, risk assessments and induction checklists, and also provides guidance on occupational health, child protection and confidentiality. [Download the toolkit here](#)

WORK EXPERIENCE IN THE HEALTH SECTOR

This work was funded by Aimhigher Healthcare Strand in 2010. This toolkit provides practical resources to support the whole lifecycle of work experience programmes from marketing to pre-placement and the placement itself. Resources include supervisor checklist and report templates, student handbook and guides, placement policies and procedures and post evaluation forms. [Download the toolkit here](#).

WORK EXPERIENCE IN SOCIAL CARE

Skills for Care have developed a practical step-by-step guidance for social care providers to help them plan and deliver meaningful work experience, so that they can make work experience work for them. [Offering meaningful work experience guide](#).

Work Experience – Information for Teachers and Careers Advisors

WORK EXPERIENCE GUIDE FOR TEACHERS AND CAREER ADVISORS

Produced by NHS Health Careers this guide is for teachers and careers advisors provides all the information they need about work experience in the NHS. You can view the guide [here](#).

Work Experience – Information for People looking for a Placement

HOW TO GAIN WORK EXPERIENCE

This page describes the various ways you can gain the experience you need to prepare you for a career in health.

If you are a young person looking for work experience with a particular Health and Social Care provider speak to your careers advisor or alternatively visit the providers website.

Virtual Work Experience

Recently, there has been an increase in the number of Health and Care virtual work experience offers available. These experiences come in a variety of formats and can range from live webinars to virtual workshops and e-learning platforms. Work to ascertain the impact of the various online work experiences offers is being undertaken by HEE. HEE have also launched the National Work Experience Network which share, discuss and collaborate on the delivery of work experience. To join this network please email diversityinclusionandparticipation@hee.nhs.uk

Volunteering in Health

WHERE TO FIND VOLUNTEERING OPPORTUNITIES

This [government webpage](#) has information on where you can find volunteering opportunities with advice and further links.

YORK AND SCARBOROUGH TEACHING HOSPITAL NHS FOUNDATION TRUST

There are currently around 300 volunteers working for and with [York and Scarborough Teaching Hospitals](#), either directly or through partner organisations.

NORTH LINCOLNSHIRE AND GOOLE NHS FOUNDATION TRUST

[NLAG's](#) team of dedicated volunteers provide an invaluable service to our patients and we have more than 500 working across Scunthorpe and Grimsby hospitals.

HULL UNIVERSITY TEACHING HOSPITAL NHS FOUNDATION TRUST

[Hull University Teaching Hospitals](#) support volunteers aged 24 and under.

HUMBER NHS FOUNDATION TRUST

[Humber NHS Foundation Trust](#) provides a variety of services for people with mental health problems, learning disabilities, addictions and community services. This page has information about volunteering opportunities with the trust.

CITY HEALTH CARE PARTNERSHIP

[The City Health Care Partnership](#) (CIC) Volunteer Hub offers a variety of volunteering opportunities for individuals in Hull & the East Riding.

These opportunities are not exhaustive and if you are interested in volunteering you may want to contact your local health or social care provider directly.

PREPARE FOR WORK DIRECTORY

The [Prepare for Work Directory](#) provides a useful summary of some of the National Programmes which are currently in place to support employers attract and recruit people into health and social care roles.

NHS CADETS

[NHS Cadets](#) Provides 14-18 year olds from under represented communities with opportunities to explore a career in healthcare.

PRINCESS TRUST

[The Princess Trust](#) supports young people between the ages of 11-30, particularly those who have been marginalised or are disengaged, to get into employment; education; or training, helping to build both confidence and skills.

Mentorship

Mentoring is an effective way to help people who have made the decision to work in Health and Social Care develop in their career. A mentor is someone with experience, who is happy to support someone to develop and reach their potential. There are some excellent examples across HCV where having a mentor has made the difference to someone staying and even excelling in a career in health and social care.

A mentor can take a variety of roles, for example when someone had decided to go onto further education a mentor could support them with assignments or work experience but on a different level where someone is lacking confidence a mentor can play that crucial role in offering the reassurance that the person is doing well. A mentor can be anyone in the sector who has some experience and can be used at different levels (not just senior roles). For example, recently qualified apprentices could support people just about to start their apprenticeship. Fundamentally a mentor can take someone under their wing and be a valuable source of support.

Career Certain

As part of Northern Lincolnshire and Goole NHS Trust's Career Confidence Programme, Career Certain, once a student is certain of their career choice and embarks on higher level education they provide a mentor in their chosen profession to support the student during their education. The mentor is available to meet with the student once a semester to offer support.

Health and Social Care Academies

Health and Social Care Academies in HCV provide an invaluable link between education and the world of work, working with Health and Social Care professionals to give access to workshops, seminars, work experience and mentorship.

Yorkshire and Humber Leadership Academy

Mentoring and coaching has already been recognised in Yorkshire and Humber at a senior level with the [Yorkshire and Humber Leadership Academy](#) providing Mentor training for CCG Clinical Chairs who wish to pass on their knowledge and experience.

Benefits of a Mentorship Scheme

For the Mentor

- It allows the mentor to 'give – back' and share knowledge
- Strengthens interpersonal skills
- Gives an opportunity to see / learn a different perspective
- Could help reenergise their career
- Develops their own skills
- Personal satisfaction

For the Mentee

- Increases self confidence
- Opportunity to learn
- Develops communication skills
- Helps understand culture in an organisation
- Offers an informal form of support

For the Organisation

- It demonstrates a caring and committed approach to supporting employees
- Enables talented people to reach their full potential
- Fosters more loyal employees
- Creates a more positive work environment improving wellbeing and motivation
- Promotes a sense of co-operation
- Enhances staff retention
- Better productivity

Resources to Support Mentorship

MENTORING FOR ORGANISATIONS

HEE have created a [package of template documents](#) that can be used and adapted to develop a mentorship scheme including application forms, mentor person specification, feedback forms, reflection proformas and mentoring agreements. These can all be downloaded. They have also created a set of standards for a mentoring scheme that can set up and improve a scheme.

Raising Aspirations

The underpinning principle of the AEM for Health and Social Care Framework is how we can raise aspirations and support those who may need that bit of additional support to enter the Health and Social Care sector. We need to create a culture that improves motivation, builds self-esteem and confidence, supports inclusion and promotes positive attitudes and behaviour. This philosophy feeds into all the principles that make up the AEM for Health and Social Care Framework and should influence all the work we undertake.

Career Connect

As part of their Career Confidence programme North Lincolnshire and Goole Trust (NLaG) have developed a Career Connect Programme. Career Connect is a 6 week programme to support those Not in Education or Training (NEETs) into an apprenticeship with a guaranteed job at the end of the apprenticeship for recruitment into receptionist, ward clerks and health records positions. 35 local young people spent 2 weeks in 'classroom' and then 4 weeks on work placements within the trust. 31 young people secured an apprenticeship with a guaranteed job and 4 young people have had positive outcomes that have made them better placed to gain employment in the future. The programme has helped to address many social issues as well as developing employability skills and was recognised nationally by Health Education England winning an award in the Widening Participation section in their annual awards. Building on this success the trust are going on to offer further programmes using placements in Estates and Facilities, Nursing and Communities and Therapies and clerical and admin, aimed at young people who need more support in employability skills such as Looked After Children, those with Special Educational Needs and those at risk of becoming NEET.

Resources to Support Raising Aspirations

DISADVANTAGED GROUPS INTO WORK

An employer toolkit to help businesses recruit and retain more single parents and care leavers has been launched. The '[Strengthening your workforce with talent from different backgrounds](#)' toolkit, includes guidance on recruitment practices, tips to support people to stay in work and a directory of organisations that are able to assist in making workplaces more inclusive.

BUSINESS IN THE COMMUNITY

Offers programmes and support for employers to become more inclusive and benefit from access to a wider talent pool. Click [here](#) for further information.

JOBCENTRE PLUS

[Jobcentre Plus](#) has a range of recruitment services that can help. They offer recruitment advice, including specialist support for businesses in setting up work trials to give you the opportunity to try out potential recruits.

Next Steps

For information on training opportunities across HCV

HUMBER COAST AND VALE WORKFORCE CONSORTIUM SKILLS PLATFORM

On the Humber, Coast and Vale Workforce Consortium [Skills Platform](#) you can find a whole host of courses offered by providers across the region specifically for Health and Social Care support staff.

CAREERS PORTALS

The following online portals provide support to adults, employers and young people with careers, training and skills in the Humber and holds a host of localised information on training opportunities in health and social care:

[Log On Move On](#) - the Hull and East Riding gateway.

[Linc4U](#) - the North Lincolnshire gateway.

[Lincs2](#) - the North East Lincolnshire gateway.

Finding a Job

The best place to find jobs in the NHS is the [NHS Jobs](#) website. Most NHS organisations advertise their jobs here. The website allows you to search for jobs in organisations that provide NHS healthcare based on keyword, location, job group etc. You can also register to receive job alerts by email.

For vacancies in social care (and health) look:

- In local and national papers
- On the jobcentre plus website or at recruitment agencies and through online recruitment websites.
- You can also contact your local providers directly or look on their website.

If you are looking for an apprenticeship, you can look on the [Apprenticeship Vacancy Website](#) as well as on the [NHS Jobs website](#).

North Yorkshire Recruitment Hub

Recruitment and retention is the biggest issue for adult social care employers, to have a sufficient number of good employees with the right skills is absolutely fundamental to providing quality care and support. Candidates view the care sector as being fragmented, there are many different routes into the sector and hundreds of employers to choose from making it confusing. NYCC offer one entry point for candidates ensuring that they all have a great experience, which leads to not only attracting more candidates but retaining more too. As a part of this we include recruitment expertise to providers, writing and advertising attractive vacancies to interest applicants and access to a pool of available candidates. If you are looking for a job in social care in North Yorkshire or if you are a provider looking to advertise your vacancy visit the [Make Care Matter website](#).