



Recruitment

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Issues identified

- **Keogh & CQC findings**
- **National shortages**
- **Difficulties attracting applicants to Blackpool**



Addressing the issues

- **Recruitment fairs – Across UK, Europe and India**
- **Widening Access scheme**
- **Launch of ‘Change Your Landscape’ campaign**
- **UK and International Headhunting Agencies**
- **Use of social media – Twitter, LinkedIn**
- **Incentive packages, such as relocation & accommodation**



Impact of approaches adopted

- **340 new recruits over the past 12 months (285 nurses and 55 doctors)**
 - Approx. 30% of new recruits are from outside of the UK
- **English Language Competency and UK equivalent skills**
 - assessed at interview and induction programmes to support integration
 - GMC requirement for doctors outside the EU
- **Agencies selected from NHS Employers International Code of Practice list**



Future plans

- **Re-launch Return to practice**
- **Continue with targeted recruitment campaigns (medical and nursing staff)**
- **Review attraction packages**
- **Launch of Trust 'Workforce Strategy' focussed on attracting, recruiting and retaining staff**



Retention

- Identified turnover as an issue amongst nurses – mainly due to retirement
- Gathering feedback from leavers
 - Online leavers questionnaire
- Strengthening induction programme
- Temperature checks
- Developing collaborative approaches to recruitment