

Norfolk County Workforce Group

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Norfolk is Highly Commended at the Bright Sparks Award ...

NHS Norfolk and NHS Great Yarmouth and Waveney received a joint award at the regional finals of the Apprenticeship of the Year ceremony, where they were awarded 'Highly Commended' in the Employer of the Year category for the ongoing work around the NHS Apprenticeship Scheme, which commenced in 2009.



Tracey Greenwood is seen here with Maddie Balls, Placement Co-Ordinator at NHS Great Yarmouth and Waveney, after receiving the highly commended award

Update on the Scheme ...

The first hub was established in Great Yarmouth and Waveney in 2009, with two further hubs starting across the region in 2010. The Norwich and Central Norfolk Hub is now operating with Annie Cook as Apprenticeship Co-Ordinator and Hilary Greener as Business Support. They are hosted by the Norfolk and Waveney Mental Health Partnership at Hellesdon Hospital, identifying apprenticeship opportunities including a number of midwifery support workers.

The Kings Lynn and West Norfolk Hub, hosted by the Queen Elizabeth Hospital King's Lynn, identifies apprenticeship opportunities for the west of the region. Sharon Carter has been appointed as Apprenticeship Co-Ordinator and they are in the process of recruiting a Business Support post. Four apprenticeship opportunities have been advertised with many applications received for all of the positions.

James Paget Universities Hospital and NHS Great Yarmouth and Waveney are leading the way. An application has been made for three apprentices in the School Nursing Service and they are piloting a joint cohort of supernumerate apprentices who will gain work experience between the two organisations and Waveney District Council.

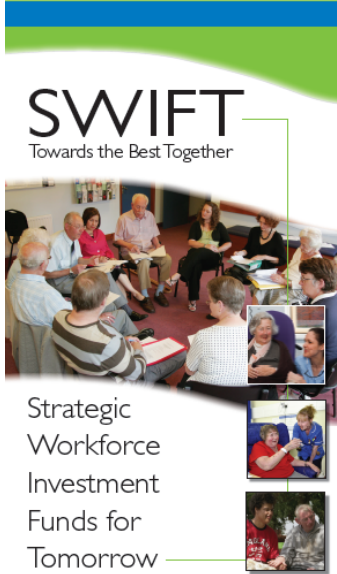
Contact details for the apprenticeship co-ordinators:
Annie Cook, Norwich and Central Norfolk Hub – (01603) 287515
Sharon Carter, King's Lynn and West Norfolk Hub – (01553) 214885
Jill Elsworthy, Great Yarmouth and Waveney Hub – (01493) 514806

SWIFT Projects ... delivering workforce changes through SWIFT

The Personalisation Agenda Project aims to improve knowledge and awareness of the personalisation agenda across the health and social care workforce. A DVD and guide are being produced for frontline staff, in partnership with users of services and health professionals, translating the concept of personalisation into an everyday reality. The guide will also highlight personalisation initiatives as well as signposting staff to further resources. Filming and production are underway and the guide and a DVD will be distributed to staff and available on intranets in July.



The focus of the **Skilled Carers Project** is to raise confidence and empower unpaid carers by providing an opportunity to access training that will assist them in their caring role. The project will be collating and promoting a range of training initiatives to enhance care at home, reducing the need for formal interventions, to assist carers returning to the workplace and to provide access to nationally recognised qualifications. The project will also ensure that carers can access replacement care when training. The project team will be meeting carers across Norfolk throughout *Carers Week* (14-18 June) and finding out more about their training and replacement care needs via a brief survey.

The **Urgent Care project** aims to **develop minor injury skills** in GP practices and pharmacies, in order to treat more patients in the community, reducing the number of hospital visits for minor injuries. The project will identify workforce issues and training needs and has launched an online survey for GP practices across Norfolk and Great Yarmouth. It is available until 14 June via <http://www.surveymonkey.com/s/5SPFLKJ>. The project and the survey were featured on the front page of NHS Norfolk's GP Bulletin (issue 20 May 2010).



Strategic Workforce Investment Funds for Tomorrow

The County Workforce Group is investing in health and social care projects across Norfolk to deliver workforce transformation.

 Norfolk County Council  NHS
NHS Norfolk and NHS Great Yarmouth and Wymondley

e-Learning Special Interest Group

A group has been set up to look at e-learning for NHS staff and aims to facilitate partnerships between local organisations to enable the sharing of best practice, achieving cost savings and encouraging innovation.

It will act as an influential voice for the locality at regional and national level. The benefits of e-learning include flexibility, 24/7 access, reduction of time spent away from work and equal access to courses wherever staff live. It also provides an alternative to traditional methods of learning.

The group meets quarterly at NHS Norfolk and is chaired by Julia Watling, Training and Development Manager at the Norfolk and Norwich University Hospitals NHS Foundation Trust. Membership includes representatives from NHS organisations, county council and education providers. If you would like to be a part of this group please contact Julia Watling on julia.watling@nuh.nhs.uk.

Looking Forward to June's Conference – Transforming Services through Education

The theme of this conference is education and we hope to attract education providers, practice development staff and service leads across the healthcare system. Speakers will include Val Lattimer from the University of East Anglia, Anne Johnston from University Campus Suffolk and Gary Howard from City College Norwich who will respond to Ian Tegerdine's opening speech on aligning the system to service strategy.

Knowledge carousels will cover apprenticeships, assistant and advanced practitioners, Continuous Professional Development (CPD) and facilitating education. These will be followed by masterclasses in Health Innovation and Education Clusters (HIECs), e-learning, the Impact of Education on Practice Project (IMP) and Union Learning Representatives (ULRs).

There will be exhibitions by the further and higher education providers in the area.

To book your place please contact Anne Doggett on anne.doggett@norfolk.nhs.uk for a booking form.

Feedback from April's Conference ...

The conference, *Connect and Transform Services through Workforce Change* on 21 April was attended by almost 80 delegates. The keynote speakers were Ian Ayres from NHS Norfolk who spoke on the NHS vision for the healthcare system, and Stephen Welfare from NHS East of England who outlined the role of NHS boards in driving workforce change.



Following the formal part of the day, delegates listened to short presentations on the work of programme boards in the areas of children and maternity, long term conditions and end of life, mental health and learning disabilities, planned and unplanned care, and primary care and staying healthy. At the end of the day each delegate voted on priority actions, building on available productivity tools and programmes, Integrated Care Organisation (ICO) pilots and the Boorman Report.

Reasons given by delegates for attending the conference included: exploring ways of developing the service, an update on strategic direction, and to network. Of the evaluations received most felt that the day fully or partly achieved its aims, particularly setting aims and objectives for Norfolk and information provision. Following the day many delegates will be looking at partnership and integrated working with other organisations, and developing assistant and advanced practitioners. The following stakeholder priorities were agreed:

- Clinical involvement in workforce planning
- Working together on clarification and development of new roles
- Preparing graduates for the future
- Aligning training to service needs
- Supporting staff rotation and integration of health and social care
- Engaging with young people and schools

Introducing the staff ...

Director of Workforce and CWG Lead Ian Tegerdine



Ian was born and raised in South Lincolnshire and his maternal grandparents were Norfolk farming folk. After gaining his bachelors degree he joined the NHS in 1989 as a podiatrist and worked in south east London, eventually leading a large Podiatry and Podiatric Surgery Department.

He then pursued a career in NHS general management and moved through a number of health authority and NHS trust roles in London whilst taking his postgraduate management qualification.

Whilst working in the NHS South West regional office and strategic health authorities in the West Country, Ian specialised in workforce development and education commissioning and development. During this time he also gained his masters degree in management.

Whilst located in the West Midlands he led education and learning development across a NHS trust and a university faculty of health and continued his CPD by taking the CIPD qualification in Human Resources.

Ian joined NHS Norfolk in the summer of 2008 as Director of Workforce and County Workforce lead for Norfolk.

Contact us ...

The core team of the Norfolk County Workforce Group are:

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