



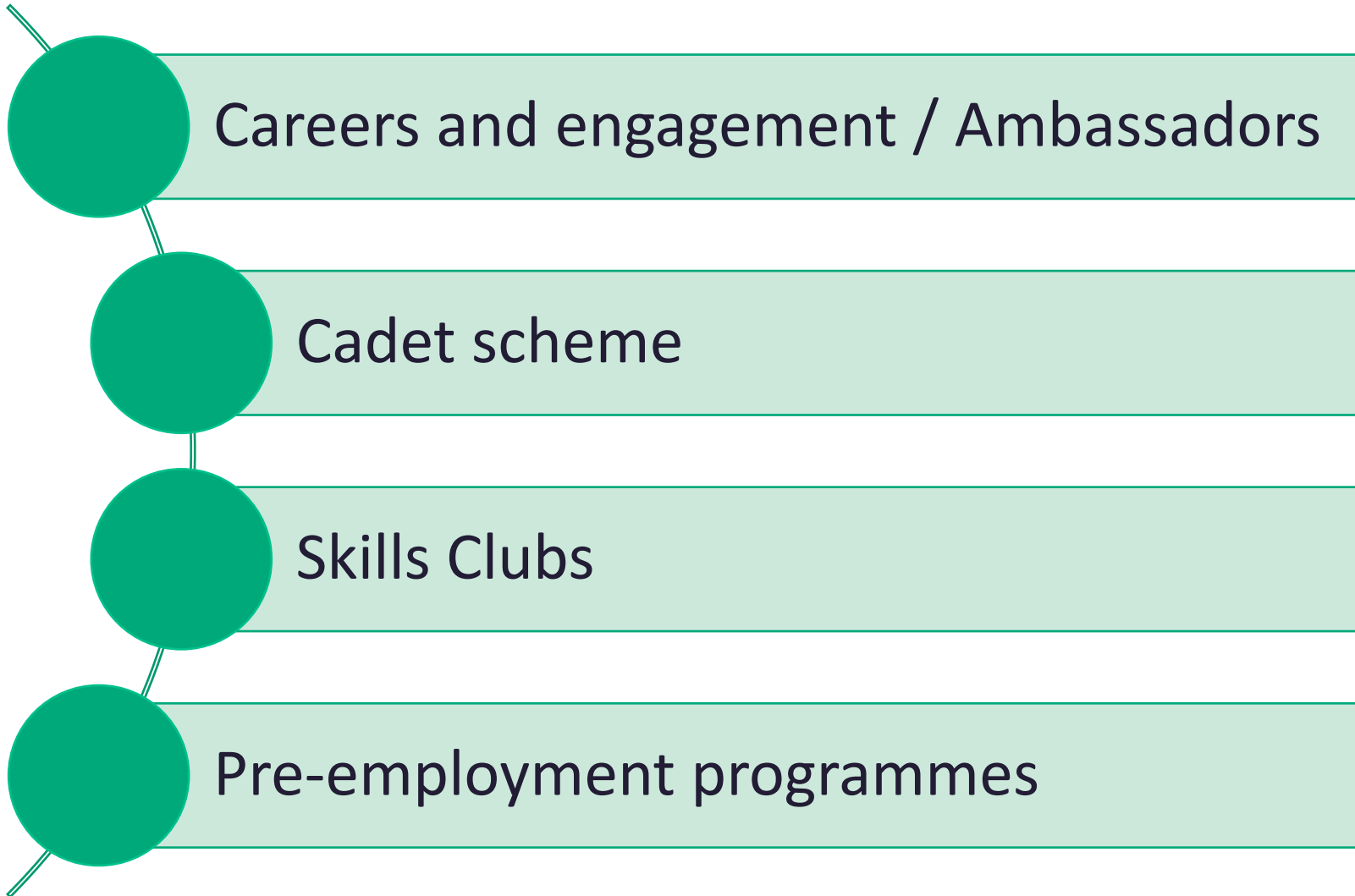
North West
Ambulance Service
NHS Trust



The ambulance service as an anchor organisation

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Kairen Smith, Positive Action Officer

Widening Access Team



Careers and engagement / Ambassador Programme

- The trust attends careers and engagements events to promote NWS as an employer of choice.
- During 2022-23, NWS attended over 200 events reaching circa 38000 individuals providing information and guidance to support their career aspirations.
- Ambassadors support engagement and NWS has now introduced a bespoke Ambassador training programme.

Cadet scheme

- The trust provides structured placements for healthcare cadets across the whole region from January to May gaining vital experience of the ambulance service environment to make informed career choices for their future aspirations.
- Individuals often progress to universities to undertake healthcare degrees predominantly in paramedic science or to identify other progression routes/employment.



Skills clubs

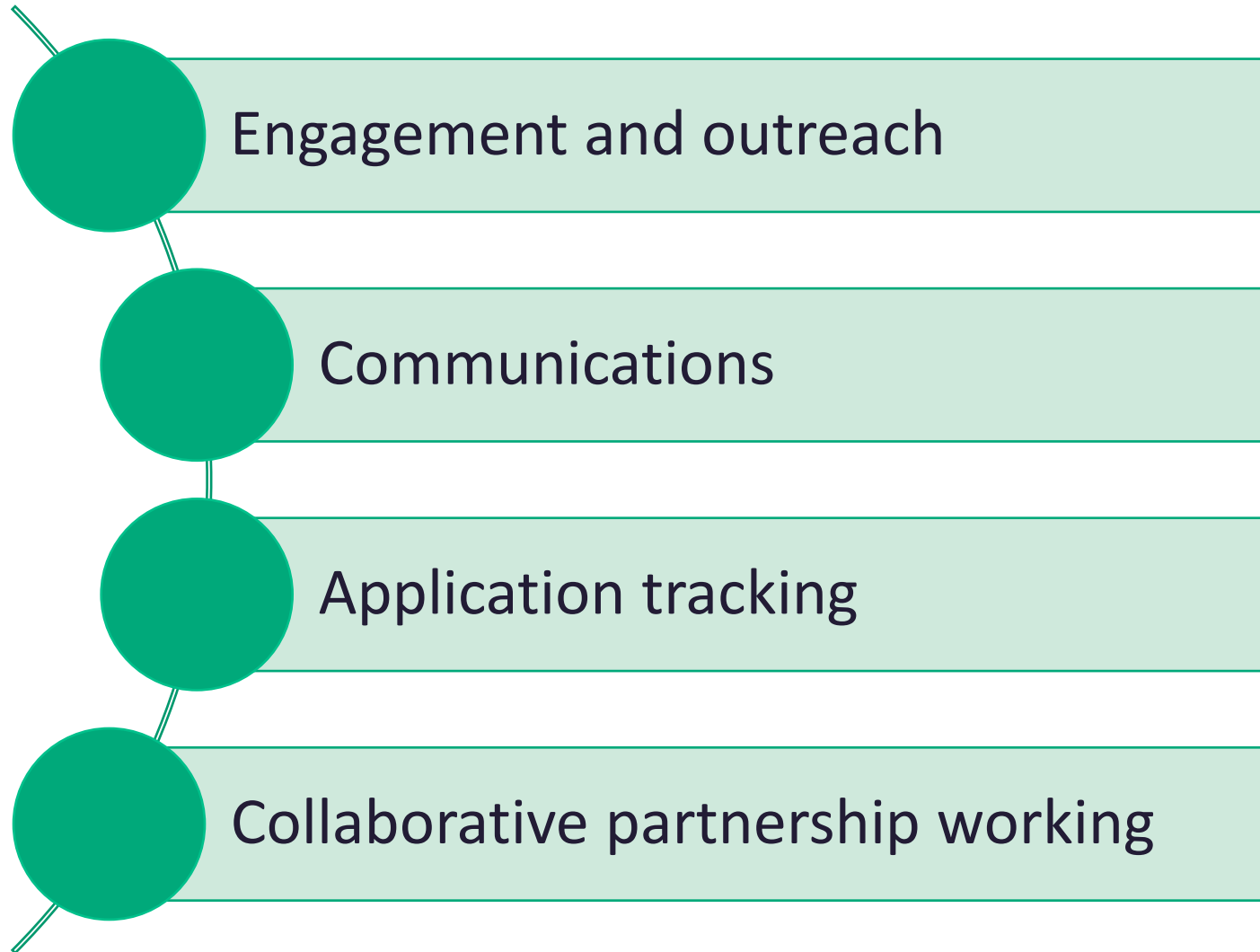
- Skills clubs are designed for individuals who would not necessarily be able to access careers events due to multiple barriers.
- Bespoke sessions are delivered over a number of weeks gauged at appropriate level/needs of attendees.

Pre-employment programmes

- Three pre-employment programmes:
 - PTS – Ambulance Care Assistant
 - EOCs – Emergency Medical Advisor
 - NHS 111 – Service Advisor & Health Advisor
- In 2022-23, 11 programmes were delivered.
- Guaranteed interview with candidates gaining employment.



Positive Action Team



Current workforce data shows that that 5.52% of NWAS employees identify as BAME.

By 2023/24 the Trust is aiming to increase BAME representation to 8% of the workforce.


Engagement & outreach

- Bespoke events – “pop-up” sessions at hubs, mosques, gurdwara, other faith groups
- Attendance at targeted careers fairs across the North West

Communications


- Targeting advertising in publications or virtual media likely to be accessed by under-represented communities
- Development of targeted promotional materials shared via key community locations
- Development of positive action case studies/videos






Applicant tracking

- Pilot focus on Emergency Medical Technician apprenticeship
- Monitoring applicants from under-represented groups
- Offering one to one support to unsuccessful candidates for future applications
- Offering support on qualifications and next steps
- Bespoke closed adverts for targeted recruitment campaigns



Collaborative partnership working

- Collaborative working with voluntary, community and faith organisations
 - Working in partnership with positive action teams in local statutory organisations
 - Joint events with emergency services positive action teams
 - Collaborative working with recruitment teams across the trust
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Armed Forces – Widening Access & Positive Action



MOD Employer Recognition Scheme – Gold Award



Careers events/insight days



Step Into Health



Sharing good practice externally



Cadets



Honorary contracts



Armed Forces Network



Collaborative working – breaking down the barriers

Careers events

Working in partnership to support careers events across North West

Careers Support Sessions

Virtual workshops focusing on applying effectively to NWAS. Bespoke sessions can be offered to voluntary community and faith organisations

NWAS Careers Live Chats

Online sessions providing information advice and guidance about careers within NWAS – supported by a panel of experts

One to one support

Application support
Interview techniques

Support Referrals

Positive Action - **BAME external candidates**

Widening Access team – **external & internal and pre-employment candidates**

Comments or questions?