

## RECRUITING THE LOCAL COMMUNITY INTO PERSONALISED CARE ARRS ROLES

### WANDSWORTH TRAINING HUB (W TH), SOUTH WEST LONDON

#### THE APPROACH

##### Aims:

Work with local community & voluntary sector enterprises (VCSE's) in SWL to jointly deliver sessions to:

- Raise awareness of the new personalised care roles
- Entry requirements, pay, where to apply
- Promote volunteering as a way to gain work experience
- Provide reassurance about on-the-job training & support
- Recruit from local communities, increasing the diversity of primary care, so that it is reflective of the local population it serves
- Increase the primary care workforce supporting ARRS recruitment
- Employment has a significant influence on the wider determinants of health. Good local employment impacts: pollution, carbon footprint, travel cost, travel time, quality of life and the inequalities gap.

##### Target audience:

- Unemployed / under-employed
- Underrepresented groups
- Established Forums & Groups
- Employability organisations
- Further Education Institutions / colleges

#### THE CHALLENGE

- **A true increase in primary care headcount** requires new thinking and innovation for ARRS recruitment.
- COVID contributed to an increase in unemployed and under-employed workers, whilst at the same time the NHSE supported the creation of many new roles (ARRS).
- Matching this demographic to the new roles - widening participation and increasing access to 'good work'.
- **Delivering sessions together** with community VCSE's '*doing with, and not unto*'. Ensuring speakers were local & relatable.
- **Identifying diverse speakers** and supporting them and their confidence as role ambassadors/ ARRS champions.
- **Project funding** shared with VCSEs and speakers.
- **Myth-busting** some preconceptions about working in health, perceived pre-entry requirements, perceived lack of flexibility disproportionately affecting certain groups.
- **Using Plain English** explaining what primary care is, the SWL landscape and focussing on transferable skills valued in the ARRS.
- **8 x Evening sessions** delivered at a date and time to suit the VCSE and support access (eg. 18:00 - 20:00)

#### WHAT HAPPENED

8 evening webinars were delivered in partnership with: Wandsworth Community Empowerment Network (WCEN), Asian Resource Centre Croydon, Croydon BME Forum, Merton Connected, Multi-Cultural Richmond, Kingston Voluntary Action Service, Community Action Sutton. A further session was held for the Princes Trust, on a national scale targeting 18-30 year olds.

#### KEY DRIVERS FOR SUCCESS

- Good planning and continuous communication with VCSE's
- Sharing funding with VCSEs
- Holding sessions outside of working hours
- Helping the speakers practice and develop presenting skills

#### FUNDING

HEE Widening Participation Project funding 2021/22  
£10,000 - shared with VCSE's

#### CONTACT



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