



Developing career opportunities for diverse young people in Bedfordshire Luton and Milton Keynes ICB.

Key Learning

- Don't make assumptions about things that might appear obvious within the system- e.g. where NHS jobs are advertised.
- Reach out to local residents including young people - go to where they are and get their take on careers and jobs so you can tailor the offer to them.
- Remember the whole family. By talking to young people, there is the opportunity to promote health and care careers to the whole family.

Who was involved

Many young people don't realise the opportunities to work in health and social care, and local voluntary sector organisations with ICB and council noted that bringing more young people into the sector could be a 'win-win' situation. A cross sector group found a way to learn about the experiences of young people, and use this to encourage them into work in the sector.

The work was done through a joint collaboration of BLMK Workforce Development Academy, the Bedfordshire Health and Care Academy, the AD of Sustainability and Growth, one local authority partner (Luton Council), a local Pastor from Luton and The Reach Society. The Reach society was key in reaching a wider range of young people. They are a social enterprise which encourages, motivates, and inspires young people, especially young black men and boys, to realise their potential and make viable transitions into adult life.

Project summary

The programme was delivered through hosting a stand at the local Employability Day, talking directly to young people and their parents. As well as these conversations to share about and promote careers, they conducted face to face e-questionnaires on iPads with a subset of young people (n=37), to gather information on their understanding of health and social care roles, whether they had considered them, what might stop them and where they looked for careers advice and job vacancies.

This listening exercise generated a number of themes to act upon:

- A number of people **Interested in working** in Health and Care.
- Opportunities across increasing capabilities and opportunities and especially **motivating** young people to consider Health & Care careers.
- Explore **mentoring/coaching** and paid opportunities.
- Explore further interventions to **improve wellbeing and quality of life**.
- Interest in Luton **Youth Healthwatch**.
- Considerations where **opportunities/jobs are advertised** to attract young people.

The challenges and solutions

The findings were shared at an All Staff Briefing for the ICB. Staff expressed interest in supporting future events to promote careers. The data from the questionnaires also revealed some interesting insights into where young people looked for vacancies (not usually NHS jobs!) which can support how vacancies can be promoted in the future. It also revealed that some young people didn't feel they would get the right grades, this shows the importance of promoting the wide range of entry routes in health and care careers.

The Outcome

Whilst this was a short-term engagement with local young people, achieved by partnership working between the system, and the local voluntary and community sector, it had a tangible and positive impact. It highlighted nonclinical roles to local people, and also gained intelligence into their views and job seeking approaches. Furthermore, it has contributed to the BLMK people plan, by promoting health and care careers to local residents. It has implications through getting more people into work, to support growth and prosperity. It supports local workforce planning by better understanding the local population. It has widened the communication channels to young people from diverse backgrounds who previously might not have been reached.