LINCOLNSHIRE TRAINING HUB
Primary Care Education

Lincolnshire One Workforce
Health and Care Collaborative
#GrowingOurFuture

Rural and Coastal Evaluation

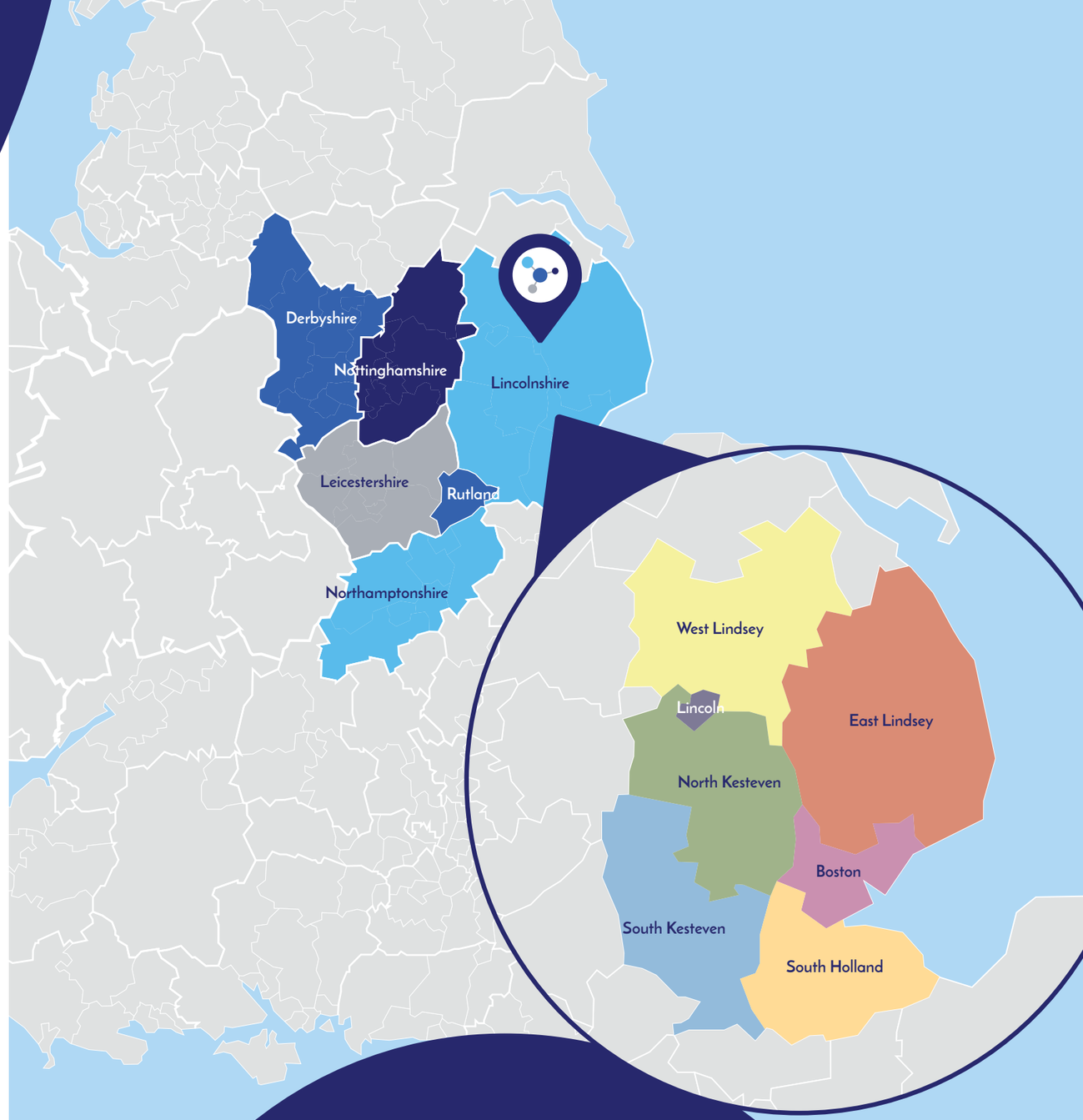
Background

In October 2022 LTH was approached to support the Health Education England Rural and Coastal project. The aim of this piece of work was to deliver a bespoke Futures package for schools on the East Coast and in rural areas of Lincolnshire as part of a transformational Rural and Coastal programme. This targeted offering planned to widen participation and raise aspirations in hard-to-reach areas of the county.

Rural and Coastal Standard Operating Guide

What do we know? Successful rural workforce transformation requires:

- Commonality, as rural communities identify more with similar communities in other counties than their own urban centres.
- Delivering education and training within rural communities increases the quality and cultural relevance of services through a lived experience.
- Investing in targeted training of rural residents increases recruitment and stability of services in rural locations.
- Initiatives must be co-produced with the local population to be successful.
- HEE investment in a rural and coastal programme allows education and training to act as a catalyst for change in developing a workforce skilled to meet the health and care needs of the local population.



Challenges

- Second Largest County in England
- Geography
- Coastal Area
- High Deprivation and Inequality
- Road Networks - No Motorways

Integrated Care Partnership (ICP) Strategy

The Rural and Coastal project delivers in line with the ICP strategy and supports priority enablers 2 and 4 as explained below.

Population

Lincolnshire is a largely rural county with a resident population of 768,400 (Census 2021), with a 49% male and 51% female breakdown. Lincolnshire has an ageing population with 23% of residents over the age of 65. It has an older population than a lot of other authorities (27th out of 174 upper tier local authorities), and the highest level of care homes in England (293).

The diversity of the population has increased in recent years as a result of new and emerging communities. In the 2021 Census, 89% of residents identified themselves as White British and a further 6.7% as White Other - this is primarily made up of Eastern European communities.

Deprivation

In 2019, the Index of Multiple Deprivation (IMD), which shows overall deprivation, ranked Lincolnshire 91st out of 151 upper-tier local authorities in England, where 1st is the most deprived. Levels of deprivation vary across the county, which has an influence on health and wellbeing needs.

The general pattern in deprivation across Lincolnshire is in line with the national trend, in so much that the urban centres and coastal strip show higher levels of deprivation than other parts of the county. The Lincolnshire coastline, particularly the towns of Skegness and Mablethorpe, are in the most deprived 10% of neighbourhoods in the country.

Lincolnshire is the second largest county in England covering an area of 5,921 square kilometres.

It is predominately rural, with no motorways, little dual carriageway and 80 kilometres of coastline.

Residents are dispersed across the city, market towns, rural and coastal areas.

The ICP strategy sets out five key priority enablers to drive transformational change in Lincolnshire. Of these five priority enablers this project is aligned to:

Priority enabler 2 Workforce and skills

Theme one:
To inspire and support young people to stay and work in the area

Theme two:
To train and support people who are already working, or seeking jobs, so they gain the skills needed to take up future job vacancies.

In addition to these themes the Lincolnshire health and care system People Board will also drive improvements specifically in health and care organisations, covering challenges such as recruitment and retention. This sits outside the direct scope of the ICP, however connections will be made as necessary to ensure work remains aligned, with particular consideration given to the Rural and Coastal Transformation Programme 'Developing health, care and communities through workforce, education and training'.

Priority enabler 4 Community engagement and involvement

Theme one:
Consultation, engagement and collaboration

Have more community-based conversations. This will enable people to become more empowered and closer to the decisions that have the biggest impact on them.

Develop our relationships with community groups to influence our decisions and enhance the community voice in all that we do.

Ensure our decision makers have access to more current and meaningful data about our communities and their wishes and aspirations.

Project Delivery

Rural and Coastal funding has enabled Lincolnshire Training Hub to deliver a bespoke Futures Programme.

The bespoke package includes the following elements:

- Online and face-to-face Futures Programme
- I'm a Medic, Get Me Out of Here schools outreach programme
- Targeted Future Healthcare Mentoring Programme
- Face-to-face school visits
- Collaboration with the Lincolnshire Health and Care Apprentice Centre

Further information including number attendees/ sign ups and feedback can be found below:

Futures Programme

A series of online and face-to-face events run in conjunction with NHS clinicians and student ambassadors to inspire, enthuse and inform a future generation of healthcare professionals. Extensive calendar of events throughout the year. These included:

Future Nurse

- Future Nurse interactive webinar for year 9+ students in October 2022 - 28 attendees

Future Pharmacist

- Future Pharmacist interactive webinar for year 9+ students in October 2022 – 41 attendees

Future Doctor

- Should I become a Doctor Autumn 2022- 46 attendees
- UCAT preparation online event for year 12 students – 130 attendees
- Virtual work experience event for years 12/13 – 31 attendees
- Personal statement online workshop for years 12/13 – 20 attendees
- Online interview course for year 13 students – 53 attendees
- Should I become a Doctor Spring 2023 – 100 attendees

Future Healthcare Professional Event

- March 2023 – Future Healthcare Professional online event for year 9+ - 33 attendees

Future Paramedic Clinical Experience Event

- A face-to-face event delivered in collaboration with the University of Lincoln to introduce secondary school students to common paramedic scenarios – 26 attendees.

Meet The Team

The Futures programme is delivered by Student Ambassadors in collaboration with Lincolnshire Training Hub's professional ambassadors.

Professional Team

Runa Saha
Medical Director

Lisa Freeman
Director of Nursing

Yuen Toh
Pharmacy Ambassador

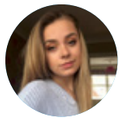
Sean O'Sullivan
Occupational Therapist and AHP Ambassador

Ruth Pollock
Operations and Liaison Manager

Stacey Mayo
Administration And Communications Officer

Andrea Barker
Engagement and Networking Officer at the Learning and Development Apprentice Centre

A selection of our Student Ambassadors



Molly Butcher
Medical Student Ambassador

Bella Randall
Medical Student Ambassador

Alexandra Greenwood
Medical student ambassador and social media lead

Rivya Matthews
Medical Student Ambassador

Ruta Dubinskaite
Medical Student Ambassador

Caitlin Talbot
Nursing Student Ambassador

Jaslynn Kaur
Pharmacy Student Ambassador

Judah-El
Pharmacy Student Ambassador

Nalin Jensen
Medical Student Ambassador

Jacob Piechota
Medical Student Ambassador

A Selection of Futures Programme Feedback

"I found the event very helpful in furthering my understanding into the different pathways into and through nursing".

"I enjoyed learning about how broad pharmacy truly is, and what you can do with pharmacy - you can branch into industry, into community, etc. I also enjoyed learning about the day-to-day life of a pharmacist, and what the role entails".

"[I valued the] interaction with medical students and the useful feedback during each individual personal statement exercise."

"Every part of the event was extremely helpful and informative but for me the best parts were the simulated patient section and the tips for Year 13."

"I particularly enjoyed looking at the ways I can get a medical degree and the roadmap/path in terms of exams, universities and work experience."

"Having the different perspectives (e.g. a FY1 doctor and a person still in medical school)."

"The personal statement workshop really did help and allowed me to formulate my thoughts, instead of procrastinating on starting it. I also loved the second session of the applying to medical schools because it made more sense to me of where I should apply and before I thought to do BMAT, but once you said about A level physics and maths - I realised there was no need for me to do it, so thank you for that because I was unsure beforehand. It was genuinely very informative and felt interactive as well."

"That there are lots of different ways to get into nursing."

"How medical school works and how fun it can actually be."

I'm a Medic Get Me Out of Here

A schools enrichment activity that allows school students to chat online with healthcare professionals. We have had three schools complete the programme with further schools expected to book chat in July 2023.

We recruited 15 professionals working in Health and Social care to support the I'm A Medic delivery team and answer direct questions from school children. Professions represented include GP, Nurse, Paramedic, Occupational Therapist, Practice Manager, Mental Health Nurse, Business Manager and Nursing Associate Apprentice.

Teacher feedback:

"Incredibly easy to set up and run."

"My students loved their involvement and I was amazed at some of the questions they asked."

Student feedback:

"I learned that there are over 350 jobs at the NHS... there could be a job for all kinds of people which increases the chance of me working there when I'm older"

Future Healthcare Mentoring Programme

Years 12 and 13 students are matched with a current undergraduate in the relevant subject for targeted university application advice and support via a secure online platform. The programme is delivered in conjunction with Bright Medics and the University of Lincoln. We currently have 19 mentors and 65 mentees.

Feedback:

"I think this experience helped me a lot with my decisions and I am glad I had the chance to ask all my questions about University. My mentor was really lovely and very understanding."

"My mentor was well matched to me as she is in uni and is studying a science subject. She also replied regularly and was a good help overall."

"My university student mentor understood me, she didn't go on and judge me and I'm thankful for that. She gave me a range of options to look into which I'd never even thought about nor considered. She opened up my options to my future...I will now look at the further options that she opened up for me. Thank you for pairing me up with her, she was amazing!"

What aspects of the Bright Medics mentorship scheme did you enjoy?

"Being able to directly talk to a medical student about their experiences and getting an open and informative answer"

"Talking through approaching the UCAT and writing a personal statement".

"It was very easy to communicate with my mentor."

Dr Jessica Hodgson, Senior Lecturer in Behavioural Science/Lincoln Medical School Senior Tutor/Deputy University Senior Tutor is liaison between healthcare students at UoL and LTH. Students at UoL have been provided with mentorship training and support by Dr Hodgson and Briteside. This ensures that the mentor advice is safe and that relationships between mentors and mentees are safe and protected.

Face to Face Events

Our events team have visited 32 secondary schools within the Rural and Coastal area. We have sent out 44 collaborative healthcare career packs by mail and hand delivered the balance from 150 that were produced.

This pack included:

- Programme overview flyer
- I'm a Medic, Get Me Out of Here flyer
- Futures programme leaflet
- Futures programme calendar of events
- Future Healthcare Mentoring Programme flyer
- Face to face schools visit flyer
- Nursing pathway overview
- Allied healthcare professions pathway overview
- Essential Digital Skills course flyer
- Functional Skills course flyer

As well as promoting the Rural and Coastal schools offer, our team asked specific questions of careers advisors in order to better cater for the needs of the schools moving forward.

We have attended 8 careers events to include assemblies, interactive workshops and careers fairs. 8 further bespoke events have been booked to end of July 2023.

From January 2023 we have recached the following students:

- 933 students at De-Aston, Market Rasen, years 7-13
- 304 students at Spalding Academy, years 10 and 11
- 180 students at QEHS, Gainsborough, year 8
- 70 attendees at the Care in Lincolnshire Careers Event

When attending each school we asked the Careers Advisor the following two questions:

1. What is your current Careers guidance offer for students? Below is a selection of responses received:

- World of work day, work experience, careers convention, interview practice
- Careers fair, workshop days
- T levels, enrichment week, careers fair
- Medical society (all healthcare), careers fair
- Careers fair, flexi week with employer workshops
- Careers fair, year 12 work experience
- Post-18 day, guest speakers
- Careers fair, weekly enrichment days

2. What barriers do your students experience when accessing Healthcare Career guidance opportunities?

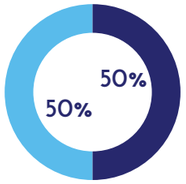
Below is a selection of responses received:

- Lack of appetite for online events
- Transport
- Finding work experience, lack of self initiative amongst students
- Career plans outside of local area, taking initiative, transport to placements
- Looking at traditional healthcare roles only, not looking to study/work in Lincolnshire
- Hard to find work experience, lack of employer engagement

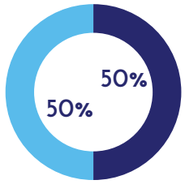
School Visits Feedback

"Huge thanks for working with our students on Friday, the feedback from students was hugely positive and they thoroughly enjoyed and learned a huge amount from the experience. It opened all of their eyes to the wealth of career opportunities in the NHS".

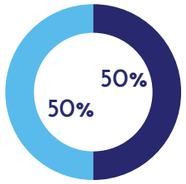
The objectives of the visit were met



The presenters were engaging

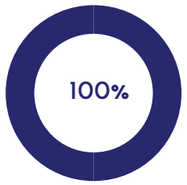


The topics covered were relevant to your students' needs



Strongly Agree
Agree

The presenters were well prepared and able to answer any questions



The interactive elements of the visit were beneficial

Strongly Agree
Agree

Website/Social Media

We have a dedicated Futures Programme page on the Lincolnshire Training Hub website, a YouTube channel, as well as Futures Programme Instagram and TikTok pages updated by one of our medical student ambassadors. These pages launched recently and enjoy a growing audience.

Instagram Followers
157

Total number of Futures Programme event recording views on YouTube:
387

TikTok:
53
followers
Average views per TikTok video:
2330

Website Futures Programme page views from September 2022 to May 2023
1437 page views by
901
users

Lincolnshire Training Hub website unique users from September 2022 to May 2023
9054

Funding

Brite Medics e-mentoring platform £4,632

I'm a Medic 6 week intensive programme £2,400

Additional capacity professional ambassadors £7,240

Additional capacity student ambassadors £2,978

Travel and marketing materials £750

Total = £18,000

Future Plans

1. Continuation of school visits to include primary schools

Working to the school year calendar (starting September 2023), and following feedback from schools, to act as the central point of contact to administer and manage visits to secondary schools and start a plan to visit primary schools across the rural and coastal region.

Sharing the Health and Social Care Employer Collaborative pathways that have been developed by the Learning and Development Apprentice Centre.

2. Expansion of Futures Programme to groups outside of schools for example church groups, sports grounds etc.

Construct a plan of engagement to deliver the Futures Programme to groups wider than schools. Initial scoping has been undertaken with the Storehouse at Alford. Working closely with Rural and Coastal Networking and Engagement Officer. The Futures Programme will include spotlighting of less well-known professions and career opportunities.

3. Continuation of Brightside Future Healthcare Mentoring Programme

Expanding this to roles beyond traditional medical, nursing and pharmacy. Working with the NHS WT&E teams and ambassadors to identify widening access to mentors. For example, therapeutic radiography, which we are already integrating into the Futures Programme and Mentoring Programme.

4. Additional capacity for student and professional ambassadors to deliver on behalf of Employer Collaborative

With the increase in visits both schools and wider, we will need to build capacity to deliver both online and f2f events. Keen to have involvement from all areas of the ICB in order to represent in an equitable fashion.

5. Updated schools packs for 2023/2024

Following the success of 2022/2023, we would be keen to present to schools one Lincolnshire Health and Social Care pack with all partners' information included.

I'm a Medic, Get Me Out of Here schools outreach programme

Targeted Future Healthcare Mentoring Programme

Online and f2f Futures Programme

Career pathways

Apprenticeship information and pre-apprenticeship offer

Talent Academy offer

Social care opportunities

Any additional information following engagement with ICB

6. Increased collaboration with system partners

Due to the tight timescales of the Rural and Coastal project 2022/2023, not all partners were able to provide information for the schools' pack, inclusion in Futures Programme etc.

Work is underway to promote this work to all areas to ensure we are inclusive. This work will be undertaken in July and August in readiness for comprehensive Lincolnshire offer from September 2023.

7. NextGen

Incorporating the NHSE NextGen offer into the Health and Social Care Collaborative, engagement with partners.

Lincolnshire presentation at regional NextGen meeting in June.

8. Events team on behalf of Health and Social Care Employer Collaborative

In order to ensure continuity of delivery, and to reach the entire Lincolnshire footprint, we would like to recruit an events team to promote the comprehensive offer alongside our student and professional ambassadors. Full induction from existing team and integration into Health and Social Care Collaborative.

NHS Lincolnshire Community Health Services NHS Trust

NHS Lincolnshire Integrated Care Board

NHS Health Education England

Lincolnshire Care Association

NHS England

Lincolnshire Health and Care Apprentice Centre #GrowingOurFuture

TALENT ACADEMY Inspiring Futures : Informing Careers

NHS Lincolnshire Partnership NHS Foundation Trust

One workforce Lincolnshire ICS

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