

Practical approach toolkit: Collaborating for careers in care overview

Who is the toolkit for?

It's for

- local authorities
- Integrated Care Boards (ICBs)
- wider system partners working to strengthen recruitment, retention and long-term workforce development in health and social care

Based on the People and Skills Pledge created by North East Lincolnshire Health and Care Partnership, the toolkit offers a practical model for coordinated, partnership led workforce support.

What the toolkit offers

The toolkit introduces the People and Skills Pledge - a single point of contact connecting care employers with education, employment and training partners across North East Lincolnshire. It provides a practical, partnership led model that:

- streamlines access to recruitment support, work based learning and upskilling
- connects employers with local talent pipelines, progression routes and funded development opportunities
- brings together health, social care, VCSE partners and education providers to address workforce gaps collectively
- offers a centralised, proven approach for building a more connected, resilient and future ready workforce.

The model creates consistent processes, shared tools and an integrated support offer that reduces duplication and improves employer and participant experience.

Why this approach matters

Workforce shortages, high turnover and limited progression undermine the stability of health and social care. Employers face fragmented support, competition from better paid sectors and difficulty accessing training. A co-ordinated, place based approach brings partners together, offering a single contact for recruitment, development and future talent engagement - creating clearer pathways, stronger pipelines and a more resilient workforce.

Key features include:

- A single point of contact for fast, simple access to recruitment, placements and training.
- Workforce needs assessments to identify vacancies, skills gaps and priorities.

- Employer-aligned preparation, including work-based learning and targeted candidate selection.
- A co-ordinated partnership across NHS, social care, education and VCSE organisations.
- Future-talent engagement through schools, colleges and youth activity.
- Clear placement and recruitment standards to ensure consistency and quality.
- Proven impact with the pilot exceeding KPIs and gaining national recognition.

Overarching lessons

- Effective workforce planning requires collaboration across health, care, education and community partners.
- A single, coordinated pathway for employers reduces duplication, improves outcomes and accelerates recruitment.
- Early engagement with stakeholders builds credibility and ensures the model reflects real workforce need.
- A visible, well-promoted brand helps establish trust and increases participation across the system.

Key takeaways

- A single, co-ordinated point of contact simplifies access to recruitment, training and workforce support for employers.
- Strong partnerships across health, social care, education and VCSE organisations create clearer pathways and a more resilient talent pipeline.
- Employer-aligned preparation, placements and funding navigation improve retention and increase access to development opportunities.
- The model has proven impact, with the pilot exceeding targets and gaining national recognition.

You can find the full toolkit including the building blocks that shaped the approach and practical recommendations to help you adapt the model, alongside a recorded presentation on [our website](#). Together, these tools offer a clear route to strengthening place-based recruitment, improving access to training and progression, and building a more connected, confident and sustainable health and care workforce.