

## **East of England Ambulance Service NHS Trust**

### **A Strategy for positive action in Recruitment**

It is the aim of the Trust to develop a diverse workforce so that the values of the Trust are embedded into the organisation reflecting diversity in every element of decision making and employment practice.

The Trust believes it is important to understand the needs of the local community it serves to ensure collaboration, and ultimately patient satisfaction. We consider that a workforce which represents the local community is fundamental in creating the inclusive environment, in which we can continue to offer timely and effective patient care. The diversity of our employees as a fair representation of the local community is essential to the way we work and to absorb the personal and cultural perspectives from community at large will enrich our values and deepen our understanding of our healthcare responsibilities.

We are committed to build a diverse workforce so that it reflects the many different communities across the East of England.

We see this as an opportunity to ensure the health, safety and wellbeing of our workforce, as well as it being the right thing to do in our ever changing social environment. It will encourage competitiveness within the market place and ultimately meet our objectives. It will help us recruit, retain and motivate the best people and will improve our ability to understand and respond to our varied customer needs. A workforce representative of the community will have a better understanding of the wants and needs of its customers and will therefore be more likely to be able to face the challenges presented and deliver an improved level of service.

The Trust is committed to ensuring that the merger in 2006 of three ambulance services into the East of England Ambulance Service NHS Trust should allow best practice in recruiting and retaining the next generation of leaders and managers.

Our Human Resources policies are regularly reviewed to ensure that they support managers and employees in the removal of any discriminatory activity and at the same time encourage non-discriminatory practice in all areas of employment, including recruitment, training, promotion, grievance and dismissal.

All our employees are expected to comply with these policies and the Trust's will ensure they are understood and followed at every level through staff training, performance development reviews and disciplinary action.

The Trust plans to take positive steps to promote racial equality and diversity in its recruitment practices. Workforce planning will take into account the ethnicity within the local community and consider initiatives to promote equality of opportunity.

The East of England current workforce profile is varied across all six counties with significant BME in highly populated cities and towns such Luton, Watford, and Peterborough and very limited in more rural areas. Our current workforce includes 3.8% of staff from minority ethnic backgrounds. Population Census information shows that the county communities make up ranges from 6.3% in Hertfordshire to 1% in Norfolk.

This strategy is supported by a Positive Action Plan (available on our website).