

# Welcome to the Pioneering Care Partnership (PCP)



## Welcome from PCP's Chief Executive

Firstly, let me thank you for your interest in the Pioneering Care Partnership and for considering a career with us.

PCP is a well-respected award-winning health and wellbeing charity with a history spanning over 25 years. Working across the North East of England we deliver a vast array of projects and services, and therefore have a range of opportunities for people to join the organisation. From administration to management, and project officers to research and development, we're always seeking the very best people to support what we do.



People are at the heart of everything PCP does; we exist to support people and communities to thrive and develop. Our mission is **'Health, Wellbeing and Learning for All'** – and we want the same for our dedicated staff team. As you read through this recruitment pack, I hope you begin to get a flavour of the way in which we help people and what it might be like to work as part of the organisation. I always think the best people to describe what it is like to work here are the current staff team, so here are a few quotes:

- “The best thing about working for PCP is the support staff get and the culture of everyone looks out for each other and supports each other.”
- “I like the flexibility and autonomy that I have in my role – being able to adapt what I do to suit the needs of the people I support.”
- “For me, the best thing about working at PCP is the genuine care towards staff wellbeing. From wellbeing time to staff activities, training and flexible working, not only does PCP encourage wellbeing it actually delivers.”
- “I love the fact that I am appreciated for doing my job well and feel that I am making a difference to other people's lives.”
- “I can honestly say I have never worked for an organisation where the senior leadership team are so visible and approachable.”

I encourage you to spend a bit of time looking at our website to see the range of programmes and activities we deliver. As a charity, we are governed by a voluntary board of trustees and we have a skilled and experienced management team tasked with supporting the overall governance and leadership of the organisation. If you want to learn a little more about us short biographies are available on our website.

Good luck with your application.

Best wishes

**Carol Gaskarth**



# Background



PCP was established in 1998 after a group of local people saw a need to bring health and care services together under one roof. They recognised those accessing services were required to travel across County Durham and service delivery was not joined up. A steering group formed and shortly afterwards charity status was granted.

Through their tenancy and skills, and in conjunction with partners at the local authority and in health, land in Newton Aycliffe was identified and funding secured. The vision of the Pioneering Care Centre became a reality in 1999 with a turf cutting ceremony. Later that year the charity took over management, the first tenants moved in, and we started our first project, 'Options' supporting adults with learning and physical disabilities to improve their independence.

In 2002 PCP began its journey to take services into communities and the outreach delivery quickly grew. Over the years numerous successful projects have been delivered in partnership including Passport to Health, the Expert Patient Programme, Older People Roadshows, Steps to Health, Positive Steps and Health Trainer services. Many of these projects were the catalyst for the current projects we deliver including Adult Wellbeing Services and Community Connect. In addition to outreach development the Centre continued to thrive, and we were running out of space. In 2010 an extension was built which increased the footprint of the building by over a third.

The focus remained on County Durham until around 2012 when PCP successfully tendered to oversee a number of local Healthwatch contracts across the North East. To this date we continue to support Healthwatch in Sunderland, Middlesbrough, Redcar and Cleveland and Stockton-on-Tees. PCP has also grown the range of projects and services and now also delivers workplace health, cancer awareness, befriending and resilience building projects.

PCP is 'Pioneering' - we don't stand still, and continue to work successfully with people across the North East towards our mission and aim.





# Missions, Aims and Objectives



**PCP Mission**, or charitable objective is: **Health, Wellbeing and Learning for All**

To achieve this mission there are a number of overarching aims and outcomes we work towards.

**PCP Aims** to improve health and wellbeing through the development and provision of:

- Services that build capacity with individuals and communities to improve their own health and have greater choice and control;
- Projects/services that tackle health inequalities; and
- Providing locally accessible services in community settings;

The long-term **Outcomes** the PCP seeks are:

- To promote independence, choice & control
- To improve lifestyle
- To increase knowledge & skills
- To improve physical health
- To improve confidence, self-esteem & well-being
- To improve economic well-being
- To build community capacity
- To improve access to services for disadvantaged communities & groups
- To promote social inclusion

Every project or service that PCP delivers contributes to the above.

**To find out more about the projects or services PCP delivers and our impacts you can:**

- Visit our website [www.pcp.uk.net](http://www.pcp.uk.net)



# Core Values



## **Making a Difference:**

Our purpose is to help people and communities. By making a tangible social impact and striving for continuous improvement by learning from best practice;



## **Friendly:**

Being pleasant, kind and approachable at all times; ensuring others feel comfortable and welcome;



## **Positive:**

Taking a positive or optimistic attitude, seeing strengths and opportunities whilst challenging negative perspectives;



## **Supportive:**

Providing encouragement and practical assistance to solve problems or overcome obstacles; and



## **Team:**

Engaging with people in open, mutually-beneficial ways, being inspiring and uplifting when working with others.



## Wellbeing for Life Practitioner 37 hours per week

**Starting Salary £24,710 per annum**

**Salary Scale £24,710 - £25,190 per annum**

The Adult Wellbeing Services (AWS) are delivered by a partnership between County Durham and Darlington NHS Trust (CDDFT) and the Pioneering Care Partnership (PCP) and includes the Wellbeing for Life (WBFL) Service. WBFL is a commissioned service in County Durham based on the principle of Your Wellbeing, your way. Based on the model of behaviour change, the team encourages people living and working across County Durham to take small steps to better health in a way tailored to suit them.

The Wellbeing Practitioner, working with the Wellbeing for Life (WBFL) locality team, assigned to a specific Primary care network (PCN) area, will engage and work with a wide range of partners and local voluntary and community groups to develop joint health improvement activities ensuring that specific groups are reached by the service.

The post holder will also carry a caseload of clients aged 16 years and over to facilitate lifestyle and behaviour change, particularly in the areas of weight management, smoking, mental wellbeing and reducing alcohol intake.

The post holder will carry out promotional work to engage people in the service and offer one to one and group wellbeing advice and support to clients including signposting them to relevant services within the community (NHS and non NHS).

The post holder will act as an integrated member of a team, demonstrating a flexible approach, to working across the geographical location/patch to ensure the needs of the local community are met

To book an informal discussion with Julie Stobbart, North Durham Hub Co-ordinator please email [Julie.Stobbart@nhs.net](mailto:Julie.Stobbart@nhs.net)

Closing date for applications is: Wednesday 9<sup>th</sup> July 2025 at midnight.

# Job Description



## Wellbeing for Life Practitioner

|                         |   |
|-------------------------|---|
| <b>Responsible to:</b>  | Wellbeing Community Connector   |
| <b>Accountable to:</b>  | PCP Chief Executive & Board of Trustees   |
| <b>Located:</b>         | Greenhouse Stanley with outreach across County Durham   |
| <b>Starting salary:</b> | Starting Salary £24,710 per annum rising to £25,190 when you have fully completed the relevant health trainer qualification and completed the competencies matrix |
| <b>Salary scale:</b>    | Scale Points for band 3 are 5-7, £,24,710 - £25,190 per annum,  |
| scale                   | points for band 4 are 7-9 £25,190- £26,532  |
| <b>Hours:</b>           | 37 hours per week, Operating hours are 8am-8pm  |
| <b>Term:</b>            | Permanent   |
| <b>DBS Status:</b>      | Enhanced with barring   |

## Job Purpose

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## Job Description

### Caseload

- To manage a caseload of individuals/groups and maintain regular supportive contact with each person.
- To generate a working caseload of clients in groups or as individuals by applying asset based community development, engagement and consultation techniques as appropriate.
- To work with individuals and groups on 1:1 basis, both face to face and using digital platforms, including social media and video content, to support them through behaviour and lifestyle change by developing step change action plans and referring to relevant specialist services.
- To source a holistic package of support to assist the development of skills and knowledge and in particular assisting individuals to progress and achieve their health goals.
- To deliver Mini Healthchecks with 1:1 clients and groups as an engagement tool in line with locally agreed standardised quality assured protocols and practice.
- To plan, deliver and evaluate a range of interactive health and wellbeing workshops.
- To be responsible for data management of clients including inputting information onto databases and creating reports.
- To signpost or refer individual clients to a range of health and wellbeing lifestyle intervention, primary and secondary care services and voluntary and community support.
- To engage with and utilise the Adult Wellbeing Services volunteer programme, buddying and mentoring volunteers where appropriate.

### Partners

- With the support of their line manager, work with the team and partners to apply asset based community development techniques and undertake research to support access to appropriate services.
- With the support of their line manager, work with partners and existing groups to develop the referral pathways for support.
- To apply solution focused, problem solving to deal with the wider determinants of health and lifestyle issues including weight management, alcohol, smoking and mental wellbeing.

### Marketing and Monitoring

# Job Description



- To assist with service marketing and promotion activities, including supporting events, including cancer awareness, mental wellbeing and publicity campaigns.
- To engage in service evaluation in line with the project plan and learning from best practice.
- To contribute to the collation of verbal and written reports as required.
- To contribute to knowledge sharing and learning before, during and after projects, and to the development of a culture that helps colleagues become confident in using the appropriate technology and develop skills.

## Other

- To work flexibly as part of the team and to provide cover for colleagues as required maintaining appropriate staffing levels across the wider programme.
- There will be a requirement to work flexibly including some weekends and evenings depending on service need.
- To ensure the service operates effectively and efficiently.
- To audit and maintain resources, stock and equipment levels.
- To undertake any training and development deemed appropriate by your line manager.

This is not an exhaustive list of duties and responsibilities and the post holder may be required to undertake other duties which fall within the grade of the job, in discussion with the line manager.

## Operational hours

This role is required to work some evening work and occasional weekends to meet the service needs. The evening work could be up to 2 evenings per week.

## General

- To uphold PCP's Core Values at all times.
- To comply with PCP's policy & procedures, including safeguarding (adults and children) and other compliance procedures.
- To assist marketing and engagement work and use creative techniques to gather views from the communities we support.
- To actively take responsibility for your own Health & Safety and ensuring procedures are adhered to.
- To collate appropriate monitoring and evaluation information to support the achievement of agreed targets and outcomes within the project or service.



# Job Description



- To carry out all responsibilities in line with the organisation's Equality & Diversity Policy.
- To recruit, support, train and motivate volunteers as required.
- To undertake any training and development deemed appropriate.
- To undertake any such duties required by your Senior Manager or PCP Chief Executive/Deputy Chief Executive.

|   | Essential | Desirable | Assessed at Interview (I) / Application (A) |
|---|-----------|-----------|---|
| <b>Qualifications</b>   |           |           |   |
| NVQ Level 3 / 3 x GCSE AS and A Level / Advanced Diplomas or 1yr equivalent experience.   | ✓         |           | A   |
| Able to demonstrate good overall topic based training covering a range of wellbeing and lifestyle disciplines   | ✓         |           | A & I                                       |
| Health Trainer qualification (City and Guilds Level 3) with core competencies completed.  |           | ✓         | A   |
| Level 2 qualification in mental health  |           | ✓         | A   |
| Practical Cooking Skills qualification or Level 2 Food Hygiene Certificate  |           | ✓         | A   |
| Level 2 Diploma in Health & Fitness / Level 2 in Gym Instructing / Level 2 Diploma in Sports Industry Skills  |           | ✓         | A   |
| Level 2 SCIP Training   |           | ✓         | A   |
| First Aid Qualification   |           | ✓         | A   |
| <b>Skills and Knowledge</b>   |           |           |   |
| Good knowledge of health and lifestyle issues relating to adults (gained through practical experience and/or a health related qualification).                             | ✓         |           | A   |
| Skills to listen, influence, negotiate and motivate individuals in relation to health related behaviours.   | ✓         |           | A   |
| Ability to handle sensitive data with confidentiality.  | ✓         |           | A   |
| Excellent communication, interpersonal and listening skills.  | ✓         |           | A & I                                       |
| Very good, sound IT skills with experience in a range of Office packages.   | ✓         |           | A   |
| Very good organisational and time management skills.  | ✓         |           | A   |
| Ability to act upon own initiative, respond to changing situations.   | ✓         |           | A   |
| A professional and pleasant manner with the ability to negotiate changes with a wide range of people and at all levels whilst actively promoting the 5 ways to wellbeing. | ✓         |           | A   |
| A good understanding of behaviour change models.  |           | ✓         | A   |
| Ability to collate information and prepare reports.   |           | ✓         | A   |
| Knowledge of the local area and the VCS in the County   |           | ✓         | A & I                                       |
| An understanding of Asset Based Community Development Approach and experience of applying the   |           | ✓         | A   |



|  |   |   |   |
|--|---|---|---|
| tools.   |   |   |   |
| <b>Experience</b>  |   |   |   |
| Good experience of working or volunteering in the community or voluntary sector.           | ✓ |   | A |
| Good experience of successfully engaging and working with both individuals and groups.     | ✓ |   | A |
| Good experience of delivering promotional campaigns.                                       | ✓ |   | A |
| Experience of working with volunteers  |   | ✓ | A |
| Experience of working in a partnership or with partners                                    |   | ✓ | A |
| Experience of evaluating projects or services, using a range of techniques.                |   | ✓ | A |
| <b>Other/Personal Qualities</b>  |   |   |   |
| Able to travel across Trust sites to meet the requirements of the post                     | ✓ |   | A |
| The ability to regularly travel independently across County Durham within the working day. | ✓ |   | A |
| Flexibility and ability to work outside normal hours including evenings and weekends.      | ✓ |   | A |

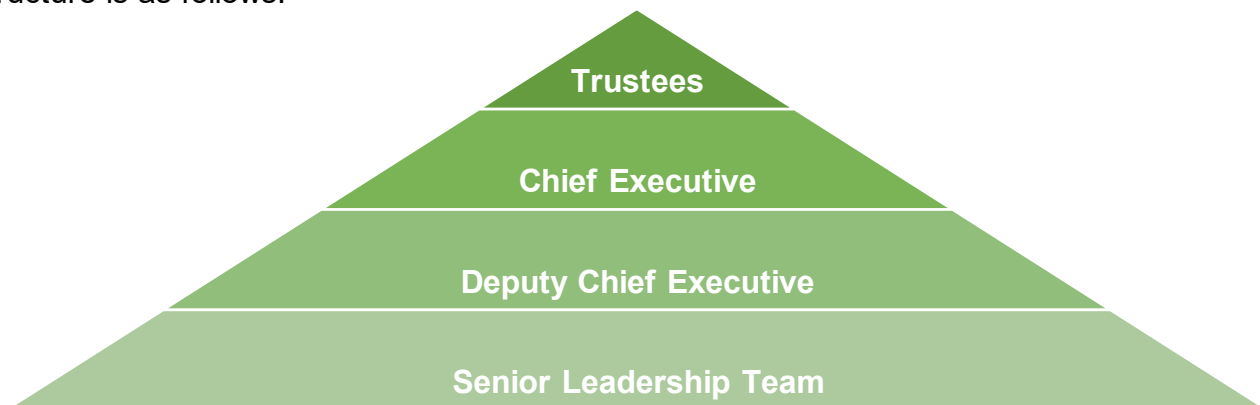
**In expectational circumstances applications may be considered if you don't meet the full essential criteria, however you will need to demonstrate how you will acquire the necessary qualifications or skills within 6 months. If you are unsure whether to apply, please contact HR.**



# Structure



PCP's Board of Trustees provide governance support and the leadership structure is as follows:



PCP's Chief Executive has full responsibility for the leadership, management and development of the Pioneering Care Partnership. The Chief Executive is fully accountable for organisation-wide impact and for ensuring PCP works towards its mission of Health, Wellbeing and Learning for All. Senior Leaders play a key role in supporting the Chief Executive on a day-to-day basis, ensuring that PCP delivers projects and services that embody the mission, providing a visible leadership role and strategically developing a number of key organisational areas.

In addition to the delivery structures PCP benefits from an internal infrastructure to ensure our staff and volunteers have the right support at the right time. This includes:

- Finance and Payroll
- HR & Volunteering support
- Health and Safety
- Information Governance
- Quality
- Marketing & Communications
- ICT
- Business Development



# Benefits of working at PCP



**Time off to do as you please!**  
27 days rising an additional day each year for five years.



**Career development**  
Learn new skills, gain qualifications, internal training and mentoring



**A helping hand to save**  
Access to the Financial Services Compensation Scheme (FSCS), to help you save money



**Work Place Health Activities**  
We arrange activities for staff to support their wellbeing as part of our commitment to work place health



**Family Friendly**  
We offer maternity, paternity, adoption and dependants leave



**Drive at ease**  
Using your car for work purposes? We will reimburse you for business mileage



**Discounts**  
Get discount vouchers for shopping and more through PCP's Reward Me Now Scheme



**Supporting your future**  
Join our pension scheme, we'll match what you pay in up to 3%



**Health and wellbeing**  
Paid weekly wellbeing time to do activities you love and improve your wellbeing



**Office equipment**  
For homeworking, you can access our online catalogue to buy desks, chairs and more



**Tech Scheme**  
Get savings on laptops, phones, smart health, white goods, gaming, photography and more!



**Guidance and support**  
Stay informed through meetings, development reviews, surveys and more



**Eye care**  
Get vouchers to go towards eye care and glasses



**Work life balance**  
You can request changes to support your work life balance



**Emotional support**  
Access to PAM Assist which provides a free and confidential Employee Assistance Programme



**Cycle to Work Scheme**  
Loan cycles and get discounts on cyclists safety equipment.

# Application Process and Timetable



PCP aims to support applicants at every stage of the process and our friendly HR staff are on hand to help with any queries you may have so please do not hesitate to contact [hr@pcp.uk.net](mailto:hr@pcp.uk.net)

Please see important key dates below. PCP will endeavour to stick to these dates but sometimes may need to reschedule or extend. If any change, we will let you know.

| Recruitment Stages            | Date                                       |
|-------------------------------|--|
| Closing Date for Applications | Wednesday 9 <sup>th</sup> July at midnight |
| Shortlisting                  | 9-11 <sup>th</sup> July                    |
| Panel Interviews              | W/C 21 <sup>st</sup> July                  |

PCP is an equal opportunities employer and wants to ensure that all applicants are considered solely on their merits and are not influenced by unfair or unlawful discrimination. We aim to provide genuine equality of opportunity, recognising and respecting each other's differences to empower a culture of creativity and innovation so everyone feels valued.

## How do I apply?

**Please complete an application form which can be downloaded from our website and return it by:**

Email: [hr@pcp.uk.net](mailto:hr@pcp.uk.net)

Post: HR Team, Pioneering Care Partnership, Carer's Way, Newton Aycliffe, DL5 4SF

## Shortlisting

The shortlisting process is conducted by the lead manager who will review suitability of applicants based on the essential criteria outlined in the person specification.

**We will contact you to let you know the outcome of the shortlisting.**

## Interviews

We appreciate interviews can be daunting and aim to make sure the experience enables you to tell us all about your skills and experience. We use a range of processes including informal discussions, interactive sessions, carousel/meet and greets, group interviews, presentations and panel interviews. When you are invited to interview we will tell you:

- Who the lead recruiter is;
- What process will be used; and
- If you need to prepare anything in advance.

## Probationary period

All posts at PCP are subject to a six-month probationary period



# Application Process and Timetable



## Right to Work

In accordance with Home Office guidance successful candidates will be required to evidence their right to work in the UK before commencement of employment.

This role is not one we would typically consider for sponsorship under the Skilled Worker route due to, for example, the relevant Home Office requirements on skills level, not being met. Candidates are therefore encouraged to consider their own right to work options without PCP sponsorship.

# And finally...



At PCP we pride ourselves being a good employer and continuously challenge ourselves to improve. We have a focus on quality and value the insights external assessments can bring, helping us to consistently consider best practices and refine the support we provide. These include:

## Investors in People - Gold

Investors in People (IIP) assesses how organisations perform against a set framework considering employee engagement, communication culture and work practices, PCP achieved the original IIP standard in 2002 and since then have worked our way through the ranks achieving Gold Standard in 2020.



## North East Better Health at Work Award Ambassadors

Better Health at Work Award recognises the efforts of employers in the North East and Cumbria in addressing health issues within the workplace. Each year PCP deliver a range of activities and challenges supporting staff wellbeing, underpinned by a Health and Wellbeing Strategy. The employee health needs assessment also helps us to target campaigns for staff.



## Mindful Employer & Disability Confident

Mindful Employer is a UK-wide initiative aimed at increasing awareness of mental health in the workplace. We have a number of mental health champions at PCP and we proactively challenge stigma and discrimination not only in the workplace but in communities too. We are also a 'disability confident' employer and positively encourage people with disabilities to work with us.



## Environmental Awareness

PCP has pledged to understand the impact the organisation has on the environment; monitor energy consumption and actively strive to reduce it. We increase awareness and encourage ideas to take positive action at work, home and in the community.

## The Queens Award for Voluntary Service

The Queen's Awards for Voluntary Service is awarded to organisation's recognising the outstanding difference volunteers and voluntary organisations make across the UK. It is the national benchmark for excellence, equivalent to an MBE. PCP were overwhelmed to be independently nominated and then awarded The Queen's Award for recognition of the role we've play for over 20 years' supporting communities.



**The Queen's Award  
for Voluntary Service**

**We look forward to reading your application and hearing how you would like to contribute to our ongoing work. Very best of luck!**