

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



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.



Maternity Wellbeing Link Worker 37 hours per week

Starting Salary £26,532 per annum or pro-rata

Salary Scale £26,532 - £28,343 per annum

Social prescribing is non-clinical and empowers people to take control of their health and wellbeing through referral to 'link workers' who give time, focus on 'what matters to me' and take a personalised holistic approach to an individual's health and wellbeing, connecting people to community groups, and statutory services for practical and emotional support.

Maternity Wellbeing Link Workers will be aligned to the County Durham and Darlington NHS Foundation Trust's Community Midwifery Team. The post holder will be expected to support strengthening an individual's personal resilience working with them to address the wider determinants of health, such as debt, poor housing and health in pregnancy. The MWLW will be working with a targeted group of pregnant people who have been identified as having complex social needs, providing high intensity support.

We are looking to appoint someone skilled in:

- Working with individuals to co-produce a simple personalised support plan to address the person's health and wellbeing needs – based on the person's priorities, interests, values and motivations – including what they can expect from groups activities and services they are being connected to and what the person can do for themselves to improve their health and wellbeing in pregnancy
- Helping people identify the wider issues that impact on their health and wellbeing, such tobacco dependency, debt, poor housing, being unemployed, loneliness and caring responsibilities.
- Being a friendly source of **non-clinical** information about family health, wellbeing and health in pregnancy approaches.
- Helping people prepare for parenthood, develop positive parental skills through information giving and facilitating into parent programmes, adaptations, enablement approaches and simple safeguards.

Recruitment Advert



- Working with pregnant people, their families and carers and consider how they can all be supported through complex situations.

If you are passionate about supporting pregnant people and working in maternity services we'd love to hear from you.

To book an informal discussion with Vicki Moffat, Adult Wellbeing Services Programme Manager please email vmoffat@nhs.net

Closing date for applications is: Sunday 18th May 2025 at midnight.

Maternity Wellbeing Link Worker

Responsible to:	Adult Wellbeing Services Programme Manager
Accountable to:	PCP Chief Executive & Board of Trustees
Located:	County Durham & Darlington
Starting salary:	Starting Salary £26,532 per annum
Salary scale:	Scale Points 9-11 £26,532 - £28,343 per annum
Hours:	37 hours per week
Term:	Fixed term for 12 months (from start date)
DBS Status:	Enhanced with barring

Key Role

Social prescribing is non-clinical and empowers people to take control of their health and wellbeing through referral to 'link workers' who give time, focus on 'what matters to me' and take a personalised holistic approach to an individual's health and wellbeing, connecting people to community groups, and statutory services for practical and emotional support.

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The post holder will liaise with a variety of partners, community and voluntary organisations across the geographical patch and the wider family health team. Excellent communication skills, an understanding of the challenges facing vulnerable pregnant people, a specific interest in working with families around the wider determinants of health, and local knowledge of available services are essential to engage vulnerable pregnant people within our care. A willingness to undertake mandatory and role specific training within a specified timescale will also be essential.

The post holder will attend the County Durham and Darlington Link Worker network events and will also attend other regional network events where appropriate.

The non-clinical Maternity Wellbeing Link Worker will work alongside the Community Midwifery Team, their main role will involve supporting vulnerable pregnant people with long term conditions (including support for mental health), tobacco dependency, those who are lonely or isolated, or have complex social needs which affect their wellbeing.

The Post holder will help to empower people to make positive life choices and provide personalised support to individuals, their families and carers throughout their maternity journey to enable them to take control of their health and wellbeing, live independently and improve their health outcomes.

Job Description Main Duties

1. To support the Adult Wellbeing Services Programme Manager and Pregnancy Anticipatory Care group in the development and implementation of the service.
2. To work with Community Midwifery Team, Primary Care Networks, Adult Wellbeing Services and wider family health services, including social workers, health visitors and VCSE partners and existing groups to develop the referral pathways for support
3. To work with pregnant people on a 1:1 basis to ensure they are accessing the right support, at the right time, in the right place, receiving referrals predominantly from the Community Midwifery Team.
4. To encourage and facilitate the development and delivery of personalised care support plans with individuals, to improve their health and wellbeing, introducing or reconnecting people to community groups and statutory services.
5. To promote and deliver health improvement information to individuals, to support the delivery aims of the programme.
6. To ensure appropriate information and resources are available for colleagues and service users, for individuals to make the informed choices to aid them with changes to their behaviour, that have a positive impact on their health and wellbeing. To develop trusted relationships by giving people time and focus on 'what matters to me', taking an holistic approach, based on the person's priorities and the wider determinants of health.
7. To be active and involved at appropriate Community Midwifery Team meetings and work closely with the maternity, family health teams and wider multi-agency teams to implement key actions and feedback. Take referrals from maternity services. Working with multi-agency teams, including fire service, police, job centres, social care services, housing associations and voluntary, community and social enterprise (VCSE) organisations (list is not exhaustive)
8. It is vital that the post holder has a strong awareness and understanding of when it is appropriate or necessary to refer people back to other health professional/agencies, when what the person needs, is beyond the scope of the link worker – e.g. when there is a mental health need requiring a qualified practitioner
9. Draw on and increase the strengths and capabilities of local communities, enabling local VCSE organisations and community groups to receive social prescribing referrals. Ensure they are supported, have basic safeguarding processes for vulnerable individuals and can provide opportunities for the person to develop friendships, a sense of belonging and build knowledge, skills and confidence
10. Working out in the community the post holder will need to manage and prioritise their own caseload, in accordance with the needs, priorities and any immediate support

required by individuals on the caseload. Be able to identify any urgent support needed and escalate as appropriate.

11. Be proactive in developing strong links with all local agencies to support referrals from the Community Midwifery Team referrals, recognising what they need to be confident in the service to make appropriate referrals.
12. Seek regular feedback about the quality of service and impact of the Midwifery Wellbeing Link Worker post on service users

Provide personalised support

13. Meet people on a one-to-one basis, making home visits where appropriate within organisations' policies and procedures. Give people time to tell their stories and focus on 'what matters to me'. Build trust with the person, providing non-judgemental support, respecting diversity and lifestyle choices. Work from a strength-based approach focusing on a person's assets / strengths.
14. Be a friendly source of non-clinical information about family health, wellbeing and health in pregnancy approaches.
15. Help people identify the wider issues that impact on their health and wellbeing, such as tobacco dependency, debt, poor housing, being unemployed, loneliness and caring responsibilities.
16. Work with the pregnant person, their families and carers and consider how they can all be supported through complex situations.
17. Help people prepare for parenthood, develop positive parental skills through information giving and facilitating into parent programmes, adaptations, enablement approaches and simple safeguards.
18. Work with individuals to co-produce a simple personalised support plan to address the person's health and wellbeing needs – based on the person's priorities, interests, values and motivations – including what they can expect from groups activities and services they are being connected to and what the person can do for themselves to improve their health and wellbeing in pregnancy
19. With the appropriate training, act as an advocate for the individual should the need arise.
20. Raise any safeguarding issues aligning with CDDFT Policies and procedure. Ensuring data protection, confidentiality, dignity and respect.

Job Description



21. Where appropriate, physically introduce people to community groups, activities, and statutory services, ensuring they are comfortable. Follow up to ensure they are happy, able to engage and received good support.

22. Where needed support people to gain skills for meaningful employment or access to education.

General tasks

Data capture

Work sensitively with people, their families and carers to capture key information, enabling tracking of the impact of social prescribing on their health and wellbeing throughout pregnancy

Encourage people, their families and carers to provide feedback and to share their stories about the impact of social prescribing on their lives.

Support referral agencies to provide appropriate information about the person they are referring. Provide appropriate feedback to referral agencies about the people they referred.

Use data capture and patient record systems in line with information governance policies and procedures, including regular data entry using digital equipment.

Support and provide maternity services with regular updates about social prescribing, including training for staff and how to access information to encourage appropriate referrals.

Professional development

Work with your line manager to undertake continual personal and professional development, taking an active part in reviewing and developing the roles and responsibilities.

Miscellaneous

Adhere to organisational policies and procedures, including confidentiality, safeguarding, lone working, information governance, and health and safety.

Work with your line manager and access regular supervision to enable you to deal effectively with the difficult issues that people present.

Work as part of the Community Midwifery Team to seek feedback, continually improve the service and contribute to business planning.

Undertake any tasks consistent with the level of the post and the scope of the role, ensuring that work is delivered in a timely and effective manner.

Job Description



Duties may vary from time to time, without changing the general character of the post or the level of responsibility

Communication and Working Relationships

The post holder will be expected to work and communicate via telephone, e-mail, video-calling and face-to-face with a range of organisations and individuals to achieve the project aims:

- Community Midwifery Team
- Pregnancy Anticipatory Care Team County Durham Adult Wellbeing Services
- Durham County Council
- Pioneering Care Partnership
- County Durham and Darlington NHS Foundation Trust
- Community groups and Third Sector organisations
- Education in the Community
- Other Wellbeing programmes in County Durham
- Advise on behaviour change techniques on a one-to-one basis with patients, providing motivation, empathy and reassurance regarding barriers to change.

Health and Safety Responsibilities

It is the responsibility of the individual to work in compliance with all current health and safety legislation and the Pioneering Care Partnership and County Durham and Darlington NHS Foundation Trust's Health and Safety Policy and to attend any training requirements both statutory and mandatory in line with the legal responsibility to comply with the Health and Safety and Welfare at Work Act 1974.

Infection Control

It is the responsibility of all individuals to comply with infection control policies and to attend to any appropriate training requirements in line with County Durham and Darlington NHS Foundation Trust's responsibility to comply with Government Directives.

Risk Management

It is a standard element of the role and responsibility of all staff of the Pioneering Care Partnership and County Durham and Darlington NHS Foundation Trust that they play a proactive role in the management of risk in all of their actions. Members of staff are responsible for adherence to all policies for the safety of staff and patients at work.

Child/Young Person Related Posts

Has responsibility for ensuring that children and young people are safeguarded and must comply with the NHS Safeguarding Children Procedures and the Durham Safeguarding Children Partnership Child Protection Procedures. The post holder must attend safeguarding children training at a level appropriate to the role and function of the post. Safeguarding Children Training is mandatory for all staff within this field.

Sustainability

The Pioneering Care Partnership and County Durham and Darlington NHS Foundation Trust works in partnership with the NHS Sustainability Unit and Carbon Trust to achieve and exceed carbon reduction targets. Our aim is to be an exemplary organisation in the way we embrace sustainability and corporate social responsibility. To achieve this, it is the responsibility of all staff to minimise the environmental impact of their day-to-day activities and adhere to the policies on sustainability, waste, resource usage and governance.

Pioneering Care Partnership Principals and Values

1. To always uphold PCP'S Core Values and principles.
2. To comply with PCP's policy & procedures, including safeguarding (adults and children) and other compliance procedures.
3. To assist marketing and engagement work and use creative techniques to gather views from the communities we support.
4. To actively take responsibility for your own Health & Safety and ensuring procedures are adhered to.
5. To collate appropriate monitoring and evaluation information to support the achievement of agreed targets and outcomes within the project or service.
6. To carry out all responsibilities in line with the organisation's Equality & Diversity Policy.
7. To recruit, support, train and motivate volunteers as required.
8. To undertake any training and development deemed appropriate.

Job Description



9. To undertake any such duties required by your Senior Manager or PCP Chief Executive/Deputy Chief Executive.

This job description is intended as a guide to the principal duties and responsibilities for the post and should not be considered an exhaustive list. It is subject to change in line with future development of the service.



	Essential	Desirable	Assessed at Interview (I) / Application (A)
Qualifications			
NVQ Level 4 / Higher National Certificates (HNC) or 2yrs equivalent experience.	✓		A & I
Able to demonstrate substantial overall topic based training covering a range of wellbeing and lifestyle disciplines, including mental wellbeing	✓		A & I
GCSE Maths & English or equivalent	✓		A & I
Adult training qualification e.g. CTTLS or equivalent experience.		✓	A & I
Training in motivational interviewing or equivalent experience		✓	A & I
Level 2 mental health Awareness qualification		✓	A & I
Level 2 NCSCT Trained		✓	A & I
Skills and Knowledge			
Very good knowledge of health and lifestyle issues relating to health in pregnancy (gained through practical experience and/or a health related qualification).	✓		A
A substantial understanding of the challenges faced by those with poor health literacy and the ability to support individuals to develop appropriate skills	✓		A
Ability to handle sensitive data with confidentiality.	✓		A
Excellent communication, interpersonal and listening skills.	✓		A
Very good sound IT skills with experience in a range of Office packages	✓		A & I
Ability to act upon own initiative, respond to changing situations.	✓		A
Very good organisational and time management skills.	✓		A & I
Experience			
Substantial experience of working in the community or voluntary sector.	✓		A
Experience of evaluating projects or services, using a range of techniques.	✓		A



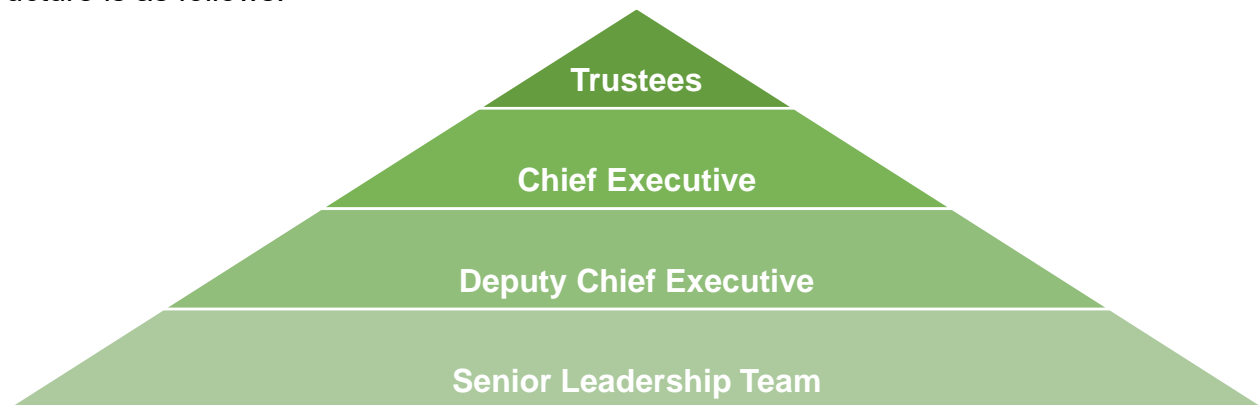
Other/Personal Qualities			
Access to own transport and ability to travel independently across the locality on regular basis, including visiting people in their own homes.	✓		A & I
Flexibility and ability to work outside normal hours including evenings and weekends.	✓		A & I
Team player.	✓		A & I
Ability to safely move and handle load.	✓		A & I
Sympathetic, 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 & I
Be willing to complete additional training as determined by the role requirements	✓		I

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

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	Sunday 18 th May 2025 at midnight
Shortlisting	w/c 19 th May 2025
Panel Interviews	w/c 26 th May 2025

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

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 delivery 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!