People Matter:
Widening Participation in Health and Care

Feedback & Evaluation
July 2017

Presented by neon
National Education Opportunities Network

In partnership with
Health Education England
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People Matter: Widening Participation in Health and Care

1 | Background & Introduction

Background

People Matter: Widening Participation in Health and Care was first held in 2016 and launched by The Institute of Vocational Learning and Workforce Research (IVLWR) at Bucks New University, with support from Health Education England. The People Matter initiative is to demonstrate how widening access to higher education and employment - by increasing the talent pool - will enable a more diverse and inclusive health and care workforce that is representative of the people it serves.

Last year’s event took place at The Crystal in East London and hosted approximately 180 delegates* from across the country who described it as “stimulating” “informative”, “energisng” “vibrant” and “inspiring”.

People Matter 2017

People Matter: Widening Participation in Health and Care recurred again on 27th July 2017 at the Royal Society of Arts in London. This year’s conference was delivered by The National Education Opportunities Network (NEON) in partnership with Health Education England, and Skills for Care.

The National Education Opportunities Network (NEON) is the forerunning organisation supporting those involved in widening access to higher education for learners from underrepresented backgrounds. NEON has over 80 member organisations from HE institutions (HEIs), schools, colleges, the voluntary sector, professional bodies and employers, and over 850 individuals in its network.

NEON enables professionals at all levels, and in all sectors, to affect change in their own organisations and communities by increasing the professionalization of widening access work through development and accreditation. With a remit in developing and enhancing practice and quality in widening access work, NEON were delighted to lead on delivering People Matter 2017.

The conference this year was designed to inform delegates of the issues surrounding widening participation, and address workforce supply challenges in health and care in regards to career progression for people from disadvantaged backgrounds. On the programme were a range of keynote speakers, interactive breakout sessions, industry specific exhibitors and a panel of experts from across the sector. The objectives of People Matter 2017 were to strategically impact, showcase good practice and innovation, deliver workshops, promote networking and re-energise/ call delegates to action. These measures are part of the overall success criteria agreed on by all collaborative parties in table 1 of the appendix.

Method

Recruitment

The recruitment strategy for People Matter 2017 was to approach more strategic level representatives who would be better positioned to influence change from an organisational standpoint. This differs from with last year’s method which involved reaching out to delegates from all levels within the sector for the debutting of People Matter.
Promotion of People Matter which went out via NEON and HEE direct mail, social media (particularly twitter), the NEON website and word of mouth, yielded a return of 180 bookings and a waiting list of 54. 163 delegates from the 180 person delegate list were marked as having attended; an attendance rate of 90.5%. This number does not include many of the exhibitors, some of the speakers and also additional attendees who showed up on the day.

Retention

Ensuring that bookings translated into attendees was a key objective for this year’s conference as fall-out rate at People Matter 2016 was noticeably high. Although 180 delegates attended People Matter 2016, the total number of bookings for the event was 300. This was largely due to the location of the venue which was out of convenient range for would-be delegates.

Having a more select delegates list this year made it all the more essential to take measures that would negate delegate cancelations. One of these measures was the introduction of a £50 ‘did not attend’ fee to the event booking terms and conditions. Given that there was no charge to attend the event, this was a reasonable and necessary step. There was also a concerted effort to engage in pre-conference dialogue to give delegates an opportunity to withdraw their bookings beforehand if the need so arose.

Feedback Forms

To evaluate People Matter 2017, feedback forms were distributed to, and collected from, attending delegates (as is detailed in the success criteria). Members of the organising team collected feedback forms from delegates at the end of the day and in total 50% of the feedback forms were returned.

This report will present an evaluation of People Matter 2017 based on the qualitative and quantitative data gathered from delegate responses to questions asked on the feedback form.
As mentioned above, the principal objectives of People Matter 2017 were to strategically impact, showcase good practice and innovation and re-energise/call delegates to action. To best achieve this, the programme was designed to specifically equip high-level, strategic personnel with insight and tools to implement organisational changes, and ultimately impact the health and care workforce. The programme (depicted below) included three research presentations, two practical breakout sessions, a panel segment titled: How you can take widening participation forward in your organisation and a keynote speech from the Minister of state for the Department of health Philip Dunne.

### People Matter 2017 Programme

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00 – 09:45</td>
<td>Arrival, Registration, Refreshments, Exhibition</td>
</tr>
</tbody>
</table>
| 09:45 – 10:00 | Introductions & Strategy Research  
Dr Graeme Atherton, Director, National Education Opportunities Network (NEON) |
| 10:00 – 10:15 | Widening Participation in Health – Achievements and Challenges  
Laura Roberts, Director (North), Health Education England |
| 10:15 – 10:30 | Setting the Scene in Social Care  
Bridget Robb, Former CEO, British Association of Social Workers (BASW) |
| 10:30 – 11:00 | Widening Participation and Social Mobility: Why it matters – Snowy White Peaks  
Roger Kline, Research Fellow, Middlesex University & Co-Director, NHS Workforce Race Equality Standard: Engagement and Research |
| 11:00 – 11:30 | Strategic Framework – What comes next? & Collaborative Targeted Outreach Programme (CTOP)  
Dr Nasreen Ali, Senior Research Fellow in Public Health, Institute for Health Research - University of Bedfordshire |
| 11:30 – 11:50 | Refreshments Break |
| 11:50 – 12:50 | Breakout Sessions  
NHS Employers and Greater Manchester NHS Careers Hub |
| 12:50 – 13:35 | Lunch, Exhibition and Networking |
| 13:35 – 14:35 | Breakout Sessions  
NHS Employers and Greater Manchester NHS Careers Hub |
| 14:35 – 14:50 | Refreshments Break |
| 14:50 – 15:05 | Inspirational Story  
Ciaran Grafton-Clarke, Founder and Chair, EdMed |
| 15:05 – 16:05 | How you can take widening participation forward in your organization – Panel Discussion  
Caroline Hill, Senior National Account Manager, Department for Work and Pensions  
Leila Kogbara, Director of Employment Programmes, NHS England  
Paul Fitzgerald, Equality and Diversity Manager, East Midlands Ambulance Service  
Dr Gail Nicholls, Associate Professor in Primary Care & Director of Admissions, School of Medicine – University of Leeds  
Bridget Robb, Former CEO, British Association of Social Workers (BASW)  
Laura Roberts (Chair), Director (North), Health Education England |
| 16:05 – 16:35 | Widening Participation in Health and Care – Why it matters to government – Keynote Speech  
Philip Dunne MP, Minister of State (Department of Health) |
| 16:35 – 16:50 | Closing Remarks  
Dr Graeme Atherton, Director, National Education Opportunities Network (NEON) |
| 17:00 | Close |
Feedback

The feedback data forms the basis of assessment for the impact and success of People Matter 2017 and as stated in the opening segment, 50% of feedback forms (see example below) were collected. In retrospect, retrieving feedback forms at the end of the day excluded those who did not stay for the duration of the programme. Looking forward, creating more opportunities to capture feedback forms from part-day delegates may increase intake of forms.

In addition to the feedback forms, delegates took to twitter to comment and share thoughts on the conference using the #PeopleMatter hashtag. Delegate twitter engagement consisted of 103 tweets that covered various elements of the conference including: keynote speakers, breakout sessions and the panel. A comprehensive list of twitter feedback from the day can be found in section 9 of this report.

People Matter 2017 Feedback Form

5. Please rate the following aspects of the conference:

<table>
<thead>
<tr>
<th>Aspect of the Conference</th>
<th>Very useful</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ease of booking</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Pre-event information</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Joining instructions</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Venue</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Catering</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Quality of presentations in the Great Room</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Usefulness of the panel discussion</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Did they share best practice and useful information?</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Opportunity for networking</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Quality of breakout sessions</td>
<td>5</td>
<td>2</td>
</tr>
</tbody>
</table>

6. How did you hear about this event?

<table>
<thead>
<tr>
<th>Communication Type</th>
<th>Please mark your answer here</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email from NEON</td>
<td></td>
</tr>
<tr>
<td>Email from HFF</td>
<td></td>
</tr>
<tr>
<td>Word of mouth</td>
<td></td>
</tr>
<tr>
<td>NEON Website</td>
<td></td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
</tr>
</tbody>
</table>

7. Which aspect of today’s conference has encouraged you to take action?

8. Any further comments?

Thank you for attending the event and taking the time to complete this questionnaire.
People Matter 2016 was evaluated by 27% of delegates as excellent and 52% as very good. This year’s conference once again delivered on value, and attending delegates gave it an average score of 4 out of 5 overall on a scale that measured usefulness.

**Q2 Graph: Spontaneous (unprompted) responses**

Delegates were asked to identify the most valuable part of the People Matter conference and the breakout sessions were highlighted by the majority of respondents (29%) as being the most valuable part of People Matter 2017. Reasons for this are that the discussions held during the sessions were, according to verbatim comments, ‘stimulating’, in addition, delegates enjoyed engaging in ‘interactive/practical activities’.

Furthermore, a combined percentage of 40% of respondents cited sharing best practice and networking as the most valuable elements of the day. Providing good opportunities for professionals across the sector to share best practice and network enabled them to not only make new contacts, but also learn from one another and glean insights during this time.

10% of Delegates also recognised the overall theme and content as a valuable aspect of this year’s People Matter conference. They found the programme sufficiently diverse, and thought various elements were particularly informative; the variety of keynotes and speakers as well as the panel were given as examples of such. The exhibitions were an additional value contributing factor — displaying information and services that delegates found to be useful. Exhibitors however would have liked more of an opportunity to explore different aspects of the event, such as the exhibitors in the other room and the various sessions held throughout the day.

**Voxpops** defined as “popular opinion as represented by informal comments from members of the public” were video captured at the closing of the event to feed in to the evaluation. Delegates were asked at random to speak briefly on why they attended the conference and what they found.

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1 Q1. How useful have you found the event. Please rate 1-5 where 5 is excellent
2 Q2. What has been the most valuable part of People Matter 2017?
3 Vox pop - definition of vox pop in English, Oxford Dictionaries: https://en.oxforddictionaries.com/definition/vox_pop
interesting about it. Their responses help broadly illustrate how satisfied delegates were with People Matter 2017. The following quotes are taken from some of the answers that were given:

I came to this event because...

“I wanted to learn more about how we can inspire the NHS workforce of the future”

“I wanted to learn more about widening participation and what’s been happening in different regions”

“BAME groups need to be included in discussions about widening participation so that we can have a workforce that is as diverse as the communities it serves”

It’s been interesting because...

“I lead on a lot of the projects that form the basis of my organisation’s widening participation agenda and it’s a rare opportunity to see that work coming together as a coherent strategic whole and very rewarding at the same time”

“It’s been really exciting to be here listening to different conversations and it’s given me food for thought in going back to my organisation and looking at the opportunities that we have for our workforce”

“We’ve covered a whole range of issues which have made me realise just how broad the whole widening participation agenda is”

“It confirms that in many ways we have some work to do in widening participation and inclusion, it’s going to take all of us to do this work, we all have something to contribute and this conference confirms that; some great ideas in the room”

“In the theme of equality and diversity it’s opened my eyes, and I’ve heard different opinions, and experiences and from different regions about the different initiatives and creativity they’ve used to take their strategy forward”
5 | Preferred Presentations

As indicated by the Q2 graph above, the breakout sessions were a highpoint of the day’s agenda. The Greater Manchester NHS Careers Hub breakout session was mentioned by a majority of 45% of delegates in comparison to other presentations that were mentioned. It is where many delegates said that they learned about tools and models that could be replicated in their own organisations. The workshop was said to be ‘informative’ and ‘motivating’ and delegates noted that they left with new ideas. Likewise, good discussions were had during the NHS Employers breakout session. Delegates liked being able to hear what others are doing in their organisations, and left with points to think about.

Another presentation popular among delegates was that of Roger Kline. The research fellow at Middlesex University Business School spoke on his research in a presentation titled ‘Widening Participation and Social Mobility: Why it Matters - ‘Snowy White Peaks’. 15% of delegates stated that the evidence he presented was ‘challenging’, ‘thought provoking’ and made an impact on listeners.

Similarly Ciaran Grafton-Clarke’s inspirational story resonated with delegates and 15% of them referred to his presentation as one that they preferred. Ciaran is a medical student from a widening participation background and founder of EdMed (a society under the Liverpool guild for students that works to widen participation into medicine for under-represented groups). Having a live reminder, and representation of the outcomes that Widening Participation work has in people's lives was an aspect that delegates referred to as having encouraged them to take action (see below) leading on from the conference.

Delegates also heard from the Minister of state for the Department of health Philip Dunne on the significance of the Widening Participation agenda to government. His address drew attention from delegates who stated that his presence was notable and reinforced the importance of their collective roles. They also found having the opportunity to ask him questions beneficial.

Aspects that Encouraged Action - Responses to open ended questions

- ‘BME focus’
- ‘Focus on engagement with schools’
- ‘Networking’, ‘discussions’, ‘sharing of best practice’
- Ciaran Grafton-Clarke: ‘Inspirational’, ‘Address of WP issues for medical placements’
- The entire programme and theme: ‘Encouraging’, ‘inspiring’, ‘relevant’
- Breakout sessions:
  - Greater Manchester Career Hub: Showed delegates ways that their organisations ‘website could be improved’, gave ‘work experience ideas’, ‘shared examples and models’
  - NHS Employers: Gave delegates salient ‘points to think about’, ‘raised awareness’

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4 Q3. Which presentations were preferred and why?
5 Q7. Which aspects of today’s conference has encouraged you to take action?
6. **Elements That Could Have Been Improved**

Although broadly enjoyed and perceived as valuable, 22% of delegates thought that there were elements of the breakout sessions that could have been improved. Respondent’s expressed that they would have liked for there to have been more than two workshops to attend (as was the case at last year’s conference which ran 10 workshops/breakout sessions). Comparisons were made between the workshops, and delegates found that they were able to take away clear action points from one in particular and would have liked if this was the case for both. The standing arrangement (as requested by workshop leader) of one of the workshops was another aspect that delegates disliked, and there were also mentions that this workshop could have been ‘facilitated better’.

34% of delegates indicated that ‘catering’ was the element that could have been most improved at People Matter 2017. For lunch a selection of dishes were distributed in bowls by RSA catering staff. However, despite the food itself receiving good reviews, much of the negative feedback came from delegates saying that the portions were too small for a lunch ‘meal’. In hindsight, this issue may have stemmed from a miscommunication (or lack thereof) that led attendees to presume that there was a limit on how many food bowls they could take. Delegates further stated that they would have liked for the food to be circulated quicker and thought the system was ‘confusing’.

On a similar note, this year’s venue proved popular with the majority of delegates (please refer to Q5 graph in appendix) but presented elements that they thought could have been bettered. To accommodate all exhibitors on the day, the exhibition space was spread across two rooms. Delegates thought having separate exhibition rooms limited networking, and found having to navigate around the building (to access the toilets, exhibition rooms, breakout sessions and lecture theatre) tricky and could have been minimised. In spite of this, the Royal Society of the Arts was selected because it satisfied several criteria for the venue that would best host People Matter this year. The location of last year’s conference impacted the turn out rate on the day, so it was essential to find a venue that was more central and in close proximity with Westminster to allow for ministerial input. The venue also needed to have a lecture hall to house all delegates during presentations, large enough rooms for breakout out sessions and space for exhibitors. Limited venues in London could provide such and the RSA was a more than viable option.

Furthermore, although delegates commended the quality of the panel, they found that the individual introductory speeches –that all 6 panellists were asked to give –took out a lot of time from the hour long segment. These panel introductions, which were to last 5 minutes each, ran over and delegates would have preferred to use this time putting questions to the panel thus encouraging more debate.

In addition, there were a number of topic areas that delegates suggested could have been included in the theme and content of the event, or would like to see feature in future iterations of People Matter, some of which are as follows:

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*Q4. Which elements of the event could have been improved? (Q4 Graph in appendix)*
Feedback for People Matter 2017 was generally positive, however the question of whether the conference made strategic impact, and catered to a consortium of senior level delegates is better addressed by taking a deeper look at several points highlighted in the data.

Firstly, the elements of the conference that were most popular among delegates or highlighted as most useful reveal a lot about the seniority of delegates in attendance. The data shows that delegates picked out the breakout sessions as the most useful part of the conference and preferred them over other key aspects such as the content, keynotes and panel. The breakout sessions were once again the focal point in delegate responses to elements that could have been improved (Q4). Such heavy emphasis on less strategic elements such as ‘networking’ and ‘breakout sessions’ describes a consortium of delegates that have an operational focus. Further to this, delegate suggestions of subject areas for subsequent events (above) supports this view i.e. “hearing from WP staff recruited through WP initiatives” and “WP strategies from a bottom up perspective”.

In response to Q7, delegates failed to specifically outline aspects that encouraged them to take action. Answers were for the most part general and included ‘sharing best practice’, ‘networking’, and ‘the entire programme/theme’. It begs the question, ‘Is this the perspective of an executive level representative? And are these the aspects that would encourage a managerial delegate to take action?’

On the other hand, there is evidence that reveals a strong presence of strategic level delegates in attendance at People Matter 2017. The randomly selected delegates who spoke in the Vox Pop are an example of this, with responses that alluded to leading projects concerning the WP agenda, and exploring opportunities for the workforce. In addition, the delegates list and waiting list (see appendix Fig. 1 and Fig. 2) further indicates that a large majority of senior and lead representatives from HEE, NHS and 3rd sector organisations were to be in attendance on the day.

Despite the findings of the feedback form data, the information detailed is based on responses from 50% of the delegates that were in attendance on the day, and as a result is only indicative. The true extent to which People Matter made strategic impact, showcased good practice and innovation and re-energised/ called delegates to action can only be gauged from a more substantial sample of delegate feedback.
In light of the issues highlighted in this report, the following recommendations will help minimise and prevent recurrences of such in future iterations of People Matter.

**Recommendation 1: Develop strategies to maximise feedback form intake**

This could include greater prompting of delegates to complete feedback forms during the course of the day, clearer indication of where or to whom feedback forms should be returned, and sending follow up emails to those who didn’t hand in feedback forms to increase uptake rate.

**Recommendation 2: Explore ways to maximise retention**

Not just on the day but throughout the day so that feedback is wholly inclusive.

**Recommendation 3: Build a programme that will better engage the target audience**

The People Matter 2017 evaluation data and delegates list show that strategic level attendees were in attendance at the conference, but there was significant focus on more operational aspects in the feedback which reveals a degree of disparity between the programme and the intended audience. To achieve maximum impact it is vital that the programme is tailored to the attending delegates, be this strategic or operational.
### Table 1: People Matter 2017 - Success Criteria – Measures of Impact

<table>
<thead>
<tr>
<th>ID</th>
<th>Success Criteria</th>
<th>Measures</th>
<th>Comments/notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1</td>
<td>Strategic Impact</td>
<td>a) Q&amp;A Panel – range of questions and effective response; audience participation</td>
<td>Via delegate feedback</td>
</tr>
<tr>
<td></td>
<td></td>
<td>b) GA Research – key findings presented</td>
<td>Via delegate feedback</td>
</tr>
<tr>
<td></td>
<td></td>
<td>c) Roger Kleins – impact in evaluation</td>
<td>Via delegate feedback</td>
</tr>
<tr>
<td></td>
<td></td>
<td>d) Key note Speaker – inspirational key</td>
<td>Via delegate feedback</td>
</tr>
<tr>
<td></td>
<td></td>
<td>e) Well written and executed brief for</td>
<td>Who will this be on the day</td>
</tr>
<tr>
<td></td>
<td>Showcasing Good Practice and Innovation</td>
<td>a) All exhibition stands will be delivered at</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>b) All 14 exhibitors will turn up on the day</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>c) Each stand will showcase good practice</td>
<td>Via delegate feedback</td>
</tr>
<tr>
<td></td>
<td>Workshop Delivery</td>
<td>a) 2 workshops delivered back to back</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>b) Delegate feedback to provide levels of</td>
<td>Via delegate feedback</td>
</tr>
<tr>
<td>C2</td>
<td>Networking</td>
<td>a) Overall opportunity for networking during</td>
<td>Via delegate feedback</td>
</tr>
<tr>
<td>C3</td>
<td>Venue</td>
<td>a) Overall appropriateness of the venue –</td>
<td>Via delegate feedback</td>
</tr>
<tr>
<td></td>
<td></td>
<td>b) Catering – quality/amount of food,</td>
<td></td>
</tr>
<tr>
<td>C4</td>
<td>Re-energising/Call to Action</td>
<td>a) Delegate feedback – Did each speaker</td>
<td>Via delegate feedback</td>
</tr>
<tr>
<td></td>
<td></td>
<td>b) Workshops – feedback from evaluation</td>
<td>Via delegate feedback</td>
</tr>
<tr>
<td></td>
<td></td>
<td>c) Vox-Pops – delivered on day and</td>
<td></td>
</tr>
<tr>
<td>C5</td>
<td>Delegates</td>
<td>a) 180 max capacity (180 sign up to attend)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>✓ 80% attendance</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>✓ 50% return of evaluation forms</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>b) Appropriate and useful delegate packs</td>
<td>Via delegate feedback</td>
</tr>
</tbody>
</table>

Date Agreed by all parties: Version 4, created on 25th May 2017
ii - **Q4 Graph:** Which elements of the event could have been improved?

![Pie chart showing percentages of improvements](chart1)

- **Catering:** 34%
- **Venue:** 27%
- **Breakout sessions:** 22%
- **Panel:** 14%
- **Theme and Content:** 3%

iii - **Q5 Graph:** Please rate the following aspects of the conference

![Bar chart with ratings](chart2)

- **Ease of Booking:** 4.7
- **Pre Information:** 4.4
- **Joining Instructions:** 4.5
- **Venue:** 4.1
- **Catering:** 4.0
- **Great Room Presentations:** 4.0
- **Panel Discussion:** 3.4
- **Exhibition Stands:** 3.5
- **Opportunity for Networking:** 3.9
- **Quality of Breakout Sessions:** 3.9
iv - Q6 Graph: How did you hear about this event?

![Graph showing how people heard about the event]

v - Fig. 1: People Matter 2017 Delegates list

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Organisation</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Health Education England</td>
<td>National Senior Programmes Manager - Widening Participation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>University of Bournemouth</td>
<td>Senior Research Fellow In Public Health</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Plymouth University</td>
<td>Senior Lecturer In Biomedical Sciences</td>
</tr>
<tr>
<td></td>
<td></td>
<td>City, University of London</td>
<td>Admissions Tutor</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The Open University</td>
<td>Corporate Development Manager (Health)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The University of Sheffield</td>
<td>Outreach and Widening Participation-Manager (Staff)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>NEON</td>
<td>Director</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Northumbria Healthcare</td>
<td>Appointments Lead</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Health Education England</td>
<td>Senior Programme Manager - Career Progression</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Health Education England</td>
<td>Education Transformation Manager</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Health Education England</td>
<td>Quality Improvement England. Expansion (Training)</td>
</tr>
<tr>
<td></td>
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<td>Stretford</td>
<td>Project Officer</td>
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<td>Harrow</td>
<td>Service Manager</td>
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<td>Princess Alice Hospice</td>
<td>Head Of Education and Research</td>
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<td>London Medicine</td>
<td>Project Officer - London Medicine &amp; Healthcare</td>
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<td>Royal Surrey County Hosp</td>
<td>Head Of Workforce Strategy and Planning</td>
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<td>East Midlands Ambulance Service (EMAS)</td>
<td>Technician</td>
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<td>Health Education East of England</td>
<td>Project Manager</td>
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<td>Project (SPEAR)</td>
<td>Coordinator</td>
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<td>Liverpool Heart &amp; Chest Hosp</td>
<td>Deputy Head Of Education</td>
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<td>Plymouth University</td>
<td>Head Of Primary School Of Medicine</td>
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<td>Health Education England</td>
<td>Workforce Lead</td>
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<td>Barts New University</td>
<td>Head Of Department</td>
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<td>Royal College of General Practitioners</td>
<td>Student Engagement Manager</td>
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<td>Finchley Health</td>
<td>Manager for Education</td>
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<td>Project Administrator</td>
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<td>Birmingham Hospitals NHS Trust</td>
<td>Centre Co-Ordinate/Trainee Work Program</td>
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<td>Luton Sixth Form College</td>
<td>Teacher Of Health And Social Care</td>
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<td>Trainee Lead</td>
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<td>Health Education England</td>
<td>National Programme Manager - Trainee Lead</td>
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<td>Access Skills</td>
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<td>CHLS</td>
<td>Clinical Education Lead</td>
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<td>Health Education England</td>
<td>National Programme Manager - Trainee Lead</td>
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<td></td>
<td>University of Southampton and N3C</td>
<td>Regional Teaching Fellow</td>
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<td></td>
<td></td>
<td>The London Clinic</td>
<td>Practice Education Facilitator</td>
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</tbody>
</table>
### People Matter 2017 Waiting List

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Organisation</th>
<th>Position</th>
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<tbody>
<tr>
<td>Keron</td>
<td>Hercules</td>
<td>Health Link Services(UK)</td>
<td>Business Development Manager</td>
</tr>
<tr>
<td>Camila</td>
<td>Mujica</td>
<td>Imperial College healthcare NHS Trust</td>
<td>Patient Insight and Involvement Consultant</td>
</tr>
<tr>
<td>Fiona</td>
<td>McKenzie</td>
<td>The Walton Centre NHS FT</td>
<td>Project Choice lead</td>
</tr>
<tr>
<td>Ian</td>
<td>Kessler</td>
<td>Imperial College, London</td>
<td>Professor of Public Policy and Management</td>
</tr>
<tr>
<td>Deborah</td>
<td>Brown</td>
<td>East Lancashire Hospital Trust</td>
<td>Work Based Learning Lead</td>
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<tr>
<td>Michelle</td>
<td>Pearson</td>
<td>Pennine Care NHS Foundation Trust</td>
<td>Clinical and Professional Education Practitioner</td>
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<tr>
<td>Michelle</td>
<td>Pearson</td>
<td>Pennine Care NHS Foundation Trust</td>
<td>Clinical and Professional Education Lead</td>
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<tr>
<td>Ian</td>
<td>Kessler</td>
<td>East Cheshire NHS Trust</td>
<td>Career &amp; Engagement Coordinator</td>
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<tr>
<td>Royal Liverpool &amp; Broadgreen University Hospital Trust</td>
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<td>Head of OD and Learning</td>
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<td>Royal Liverpool &amp; Broadgreen University Hospital Trust</td>
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<td>Learning and Development Lead</td>
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<td>HEE NW London</td>
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<td>Workforce Planning &amp; Transformation Manager</td>
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<td>Blackpool Teaching Hospitals NHS Foundation Trust</td>
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<td>Workforce Development Coordinator</td>
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<td>Career Transformation, Engagement and Development Manager</td>
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<tr>
<td>University of Sheffield</td>
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<td>Nursing Lecturer</td>
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<td>University Hospital South Manchester NHS Foundation Trust</td>
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<td>Associate Director of Education</td>
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<td>University Hospital South Manchester NHS Foundation Trust</td>
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<td>Academy Career Engagement Lead</td>
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<td>Bay Health &amp; Care Partners - Careers &amp; Engagement Hub</td>
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<td>Careers &amp; Engagement Lead</td>
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<td>Hammersmith &amp; Fulham GP Federation</td>
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<td>Project Manager</td>
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<tr>
<td>Kingston University</td>
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<td>Admissions Tutor</td>
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<td>University Hospitals Birmingham NHS Foundation Trust</td>
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<td>Learning Hub Project Manager</td>
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<td>Learning Hub Manager</td>
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<td>University Hospitals Birmingham NHS Foundation Trust</td>
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<td>Senior Co-production Advisor</td>
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<td>University Hospitals Birmingham NHS Foundation Trust</td>
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<td>Senior Comms Lead</td>
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<td>Buckinghamshire Healthcare NHS Trust</td>
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<td>Clinical Practice Educator</td>
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<td>University Of Hertfordshire</td>
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<td>Senior Lecturer and admissions Tutor</td>
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<td>University Of Hertfordshire</td>
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<td>Admissions Tutor</td>
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<td>British Dental Association</td>
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<td>Policy Adviser</td>
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<td>Royal College of Occupational Therapists</td>
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<td>Education lead for pre-registration occupational therapy</td>
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<td>University of Liverpool</td>
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<td>Medical Student</td>
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<td>IVLWR</td>
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<td>Research Fellow</td>
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<td>Sandwell &amp; West Birmingham Hospitals NHS Trust</td>
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<td>Associate Director, Education Learning &amp; Development Department</td>
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<td>Plymouth University Peninsula Schools of Medicine &amp; Dentistry</td>
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<td>Widening Participation Officer</td>
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<td>The Hillingdon Hospital NHS FT</td>
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<td>Lead Nurse for Education Bands 1-4 Development and Apprenticeship Lead</td>
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<td>The Royal Marsden NHS Foundation Trust</td>
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<td>Lead Nurse Clinical Education</td>
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<td>Government Relations lead</td>
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<tr>
<td>Movement to Work</td>
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<td>Government Relations lead</td>
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<td>British Dietetic Association</td>
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<td>Education Policy Officer</td>
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<td>Widening Participation lead</td>
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<td>Lancashire Teaching Hospitals</td>
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<td>Head of Placement and Student Support</td>
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<td>University Hospital Birmingham NHS Foundation Trust</td>
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<td>Vocational Manager</td>
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<td>University Hospital Birmingham NHS Foundation Trust</td>
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<td>Learning &amp; Development Manager</td>
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<tr>
<td>University of Southamption, Faculty of Medicine</td>
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<td>Senior Teaching Fellow</td>
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<tr>
<td>central london community health care trust</td>
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<td>public health nurse / school nurse trainee</td>
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<td>South Warwickshire NHS Foundation Trust</td>
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<td>Head of Learning and Development</td>
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<td>South Warwickshire NHS Foundation Trust</td>
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<td>Work Experience Coordinator</td>
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</tbody>
</table>
9 | Twitter Feedback

a) General

Abigail Changer
@Abigail_Chalger

Our healthcare workforce should represent the communities it seeks to serve
@NEONHE @HEE_TValley @NHS_HealthEdEng #peoplematter

2:09 am · 27 Jan 2017

Stuart Moore
@gm181

#Peoplematter @NHS_HealthEdEng Looking forward to a day of information & inspiration on widening participation in health careers

2:56 am · 27 Jan 2017

Ruth Coerson
@nhsruthcoerson

Home from London learnt lots, new ideas 4 widening access 4 all 2 all healthcare roles
@peoplematter @NHS_HealthEdEng @NEONHE @nhsemployers

2:45 pm · 27 Jan 2017

Ruth Coerson
@nhsruthcoerson

Home from London learnt lots, new ideas 4 widening access 4 all 2 all healthcare roles
@peoplematter @NHS_HealthEdEng @NEONHE @nhsemployers

2:45 pm · 27 Jan 2017

Umar Ali
@VocareRecruit

Good talking to a @VocareRecruit representative at the People Matter 2017 conference on the services they provide.
#Peoplematter @NEONHE

5:00 pm · 27 Jan 2017

FE Week
@FEWeek · Jan 27

Woke young people from disadvantaged backgrounds access FE through FE colleges in Scotland is fantastic!
@EducationScotland @NatSocScotland @NHS_HealthEdEng @peoplematter

9:22 am · 27 Jan 2017

Anita Esler
@anita_esler

@NHS_HealthEdEng @peoplematter how we can learn from Scotland to progress disadvantaged young into HE and employment in healthcare?

7:16 am · 27 Jan 2017

Jasmine
@JN_Jen

Inspirational stories being shared today
#Peoplematter

9:16 am · 27 Jan 2017

Richard Griffin
@nhsrichard

Good question from @Abigail_Chalger - how do we mainstream widening participation?
#Peoplematter

8:00 am · 27 Jan 2017
London Medicine
@londonmedicine
Interesting day of discussion on widening participation in health education, including in medicine, at @NEONHE event #PeopleMatter
7.30 am - 27 Jan 2017
1 like

Stuart Moore
@StuartMoore77
#PeopleMatter After lunch & networking looking forward to an informative afternoon
6.00 am - 27 Jan 2017

BSUApprentice
@BSUApprentice
@RSUHApprentices Exciting Day at People Matter 2017 in London #PeopleMatter @tedandscarlet
6.00 am - 27 Jan 2017

Caz
@CazAccessCare
@AmbitiousAutism @NHS_HealthEdEng for #PeopleMatter Conference promoting #AutismExchange
6.00 am - 27 Jan 2017

Katherine Buckwell-Nutt
@KatherineBnut
#peoplematter all the time. Opportunity to succeed is fundamental
2.27 am - 27 Jan 2017
1 like

Elizabeth Pasikner
@EliPasikner
Inspirational speakers on widening participation into health and social care @WorkforceWHTC #PeopleMatter
3.04 am - 27 Jan 2017
2 likes

Gordon Schofield
@GordonSchofield
Representing @EditorHealth at #PeopleMatter 2017 event @NHS_HealthEdEng
2.56 am - 27 Jan 2017

Humhinder
@Humhinder
Attending HEE widening participation event #PeopleMatter @TracieJolly @EMASengagement @SHUOutreach #ParamedicDiversity
2.57 am - 27 Jan 2017
1 like
People Matter: Widening Participation in Health and Care - 2017

Feedback Evaluation
b) Venue – The RSA

c) NEON/ Amity Research – Dr. Graeme Atherton, Chair
d) HEE Widening Participation, Laura Roberts – Director (North) and SRO

Diversity, equality and inclusion is critical to success of #wideningscienceparticipation #PeopleMatter @NHS_HealthEdEng

Laura Roberts: need for opening up work experience for young people without existing social connections into health @NEUNHE #peoplematter

@LauraRoberts_28 the NHS workforce must reflect the community that it serves #PeopleMatter

Laura Roberts HEE - there is no silver bullet for widening participation - many approaches needed inc research and sharing #peoplematter

Laura Roberts HEE lack of work experience is a factor to not accessing NHS careers #peoplematter
e) Social Care – Bridget Robb

@BridgetRobb the key is recruiting people with the right values and who can learn the right skills #PeopleMatter

Apprenticeships in Social Care - lots to discuss when we get back with ELIG Margaret! #PeopleMatter @NEONHE @davidowilkinson

Bridget Robb- I care ambassador inspire and motivate people to understand about social care. #peoplematter
f) **Strategic Framework/ CTOP – Dr. Nasreen Ali, University of Bedfordshire**
g) Co-Director, NHS WRES – Roger Kline

Heath equality and widening participation - Why it matters and what works.

Treatment of BME staff is a good barometer of overall organisation’s climate

A flawed HR paradigm

In short, while policies and training are doubling up and being shared, it’s essential to have effective strategies for addressing bullying in the workplace, there are signs that this issue is still prevalent, and perhaps not as well known. This approach can work to reduce the overall incidence of bullying in all workplaces.

Seeking better solutions taking bullying and its consequences in Britain’s workplaces, including Eloi: Simon Offord, David Taylor (Ade),
People Matter: Widening Participation in Health and Care - 2017

Feedback Evaluation

@rogerkline outlined why #BlackLivesMatter in the #NHS #PeopleMatter Happy staff = happy patients #equality

2:40 pm - 27 Jun 2017

@rogerkline opens presentation to #PeopleMatter event by referring to #GreenfellTower & the need to give voice to all

2:30 pm - 27 Jun 2017

Ruth Low
@Ruth_3LA
Really interesting perspective from @rogerkline at #PeopleMatter - thank you Roger!

2:35 pm - 27 Jun 2017

BCTCareers
@BCTCareers
What is the cost of not having widening participation? - the importance of having a voice @rogerkline @NEONHE #PeopleMatter @BCTVlacementBay

4:20 pm - 27 Jun 2017

Denial and avoidance?

- "There lurks within the system an institutional poison which, under pressure, will prefer convenient, sanitized response and evasion of public criticism." - Alan Rusbridger, Guardian 2010 report

2:45 pm - 27 Jun 2017

Roger Kline
Joint Director Devon & Cornwall Race Equality Standard Research Fellow Midlands University Business School #PeopleMatter 2017 @rogerkline

2:35 pm - 27 Jun 2017

Paul Deemer
@PD_Rees
@rogerkline recommending slide speaks for itself

3:26 pm - 27 Jun 2017

Oliver Inwood
@Oliver_HVC
#PeopleMatter @hee_dan talking about #wideningparticipation and HEE's commitment to the agenda @NHS_HealthEdEng @NHS

7:30 pm - 27 Jun 2017
h) Panel

**Gemma Brown**

@NHS_HealthEdEng Ian Cumming on panel on peoplemattered conference. We must engage with schools to raise aspiration & promote NHS careers.

7:21 am, 27 Jun 2017

**Ruth Lowe**

Panel of Widening Participation superstars at @NHS_HealthEdEng PeopleMatter chaired by @iainsha - wow.

7:10 am, 27 Jun 2017

i) Ciaran Grafton-Clarke - Co-Founder, EdMed

**Nicola Bateman**

@NHS HOLDERS June 27

Great speech from an expert in T&F social & medical capitals viewpoint.

7:26 am, 27 Jun 2017

**Richard Griffin**

@arygriff

Re-tweet from @NHS_OpenMinds. Yes! Powerful story today from a W/C person trying to get into medicine @NHS_HealthEdEng PeopleMatter conference.

7:37 am, 27 Jun 2017

**Haminder**

@PeopleMatter brilliant inspirational talk from Kieran. If at first you don’t succeed try and try again. A true role model.

7:41 am, 27 Jun 2017

**Ahigol Changer**

@AhiChanger He made it but it was a tough journey. We have to make the process more accessible to aspiring doctors #peoplemater

7:44 am, 27 Jun 2017

**Gemma Brown**

@gemba @arygriff Inspirational talk from Ciaran Grafton-Clarke about overcoming the barriers to accessing medical training.

7:46 am, 27 Jun 2017

**Richard Griffin**

@arygriff

"Some of the best people may be in places we are not looking at" says Kieron from EdMed. Spot on. #PeopleMatter

7:51 am, 27 Jun 2017

**Gemma Brown**

@gemba @arygriff Our medical students of the future may come from places we are not looking in - Ciaran Grafton-Clarke #PeopleMatter

7:52 am, 27 Jun 2017
j) Minister of State for Health – Philip Dunne MP

Also need to get more working class people into NHS employment via apprenticeships & TNA's #PeopleMatter

Minister of State for Health, Phillip Dunne, addresses #PeopleMatter stressing the importance of #wideningsparticipation for the NHS.

Global shortage of experienced clinicians. Need for flexibility and alternative routes. Philip Dunne MP speaking at #peoplematter conference

Absolutely vital we put into place building blocks to maintain a vibrant workforce in the NHS @philipdunne @NHS_HealthEdEng #PeopleMatter
k) GM Careers Hubs workshop – Leo Clifton and Sue Bridges

Excellent stuff from @GMCareersHub fab info from Leo & Sue need to give me lessons in pp, marvellous graphics #PeopleMatter @NHS_HealthEdEng 2.22 pm – 27 Jan 2017

Fab talk from @GMCareersHub at GM Careers Hub encouraging children to consider NHS careers 4.46 pm – 27 Jan 2017

Looking forward to our breakout session shortly #PeopleMatter @NHS_HealthEdEng @HEE_TValley @SkillsforCare @nhemployers
l) NHS Employers workshop – Robyn Palmer and Cat Clarke

m) HEE’s National Widening Participation Awards