

Adult Social Care Workforce Strategy Update

15

HOSC – 6th November 2023



WOKINGHAM
BOROUGH COUNCIL

Agenda Item 38.

Adult Social Care Workforce Strategy

Launched in 2022 with a key purpose:

The strategy sets out a four-year framework for the adult social care workforce in the borough of Wokingham, which will enhance the capacity, skills, diversity, and competence of our workforce, with the aim of increasing stability and career opportunities within the sector.

16

Three main themes:

- Recruitment and Retention
- Workforce Development
- Wellbeing

Recruitment and Retention - progress update

Recruitment and Retention

- Induction has been reviewed and embedded into the induction process for WBC ASC staff
- Undertaken a pilot project for 'stay interviews' – overall positive feedback
- A dedicated ASC Recruitment page on WBC website
- Reviewed non-financial reward package and incorporated this into recruitment packs for all WBC applicants
- Corporately, the council has invested in 'AdWarrior' Jobs board and ASC and Children's Services have negotiated a joint package for unlimited advertising on the 'Community Care' jobs board which has significantly increased the number of applications and increased the number of successful appointments for ASC roles

Recruitment and Retention - progress update (continued)

- Increased use of social media (LinkedIn, Facebook etc) to promote WBC roles
- Undertaken a salary review of Registered Social Work and Occupational Therapy roles to remain competitive in the local job market
- Implemented a pay progression route/criteria for non-registered staff in ASC to improve retention and career progression opportunities

Workforce Development – progress update

- Continuous Professional Development (CPD) tools have been developed and shared with staff
- Social Work Apprenticeships – 5 completed, qualified and 4 retained. 6 currently undertaking
- Occupational Therapy Apprenticeships - 3 currently undertaking
- Assessed Supported Year in Employment (ASYE) – Newly qualified Social Workers. Since 2021, 10 completed and 9 retained. 7 currently undertaking
- Skills audit for ASYE programme undertaken by Skills for Care – Positive feedback and outcomes. Principal Social Worker currently chairing Berkshire moderation panel
- Developed a Career Progression Guide for to provide career pathway information to ASC staff
- Values and behaviours training commissioned via CLASP and promoted across teams
- Updated data held on HR system to assist with future workforce planning and regular reviews in place
- Promotion events for Social Care Providers to highlight the benefits of engaging with the Adult Social Care Workforce Data Set – Access to free training, provides better workforce intelligence etc

Wellbeing – progress update

- Hosted and facilitated event for national Mental Health Awareness Day with external speakers and various workshops
- Access to Wellbeing Matters workshops delivered and funded by BHFT (funding now withdrawn)
- Promotion of wellbeing resources available to staff in conjunction with Public Health
- Regular analysis of sickness and absence reasons to identify trends and identify potential solutions

Local Government Association (LGA) Health Check Survey

- Annual Employer Standards Health Check is one of the largest workforce surveys in the UK designed to collate views of social care staff across the country. It includes Recruitment and Retention, Workforce Development and Wellbeing
- The survey asks views in relation to each of the 8 Employee Standards
- 80 responses received this year from staff in frontline teams, which is highest we have ever received
- Really high level of positive feedback received from all groups.
- Overall mean score for all employer standards compared with other participating organisations: 3rd Regionally and 18th Nationally
- Action plan developed for those areas we could improve

Planned Future Activity

Recruitment and Retention

- Developing a timetable of ongoing attendance at key Careers events to promote roles in WBC ASC
- Adding a Voluntary Sector recruitment page to the ASC recruitment page on the WBC web pages
- A targeted recruitment campaign for WBC ASC roles, highlighting the benefits of living and working in Wokingham and supported by soundbites and videos from staff
- Scope possibility and possible resource to embed stay interviews as an ongoing tool to retention

Planned Future Activity

Workforce Development

- Continue and further develop opportunities offered, including an extensive training programme and our apprenticeship and ASYE programmes
- Work with newly appointed Co-Production Lead to develop and implement a Values and Behaviours framework for ASC
- CLT report planned to recommend 'work experience' opportunities using a range of models, including T-Levels

Wellbeing

- Activity through a corporate 'Modern Workforce Concept' currently being planned will support wellbeing initiatives

Any questions?

