

West Midlands Social Worker Recruitment Campaign Plan

April - June 2020

Introduction

It is anticipated that Councils will face increased staffing pressures within Adults Social Care over forthcoming weeks and months due to COVID19. WME, in partnership with West Midlands ADASS have therefore outlined a number of projects in which we aim to support Councils in regard to staffing for Adults Social Care.

These projects are;

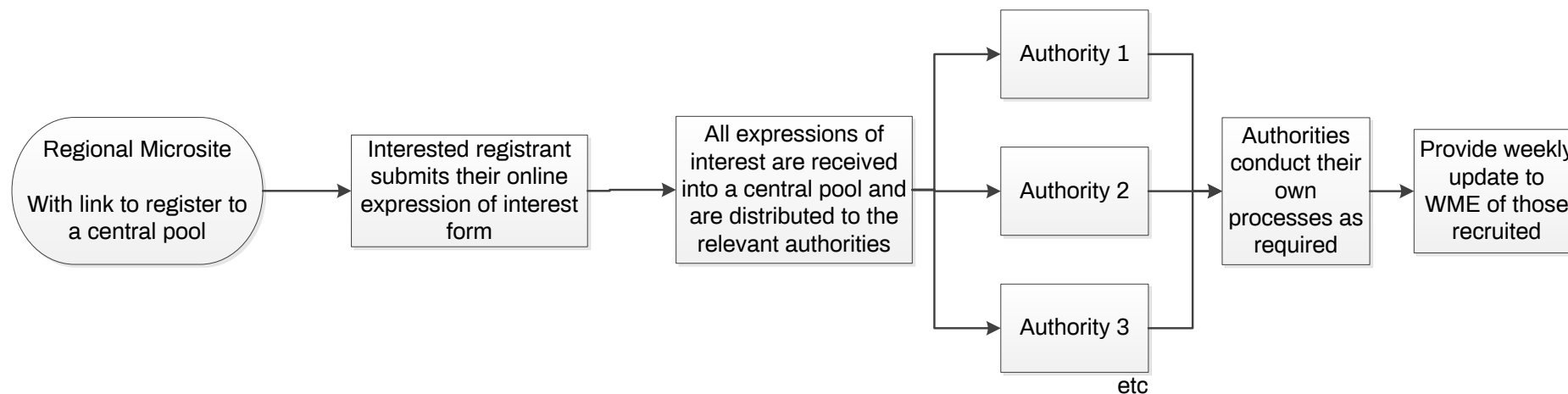
1. Return to Work for Registered Social Workers and Re-Registration for Retired Professionals
2. Social Work/Care Student placements
3. Regional offer to support the On-Boarding and Induction of new employees (projects 1 and 2) to fast track the process
4. Supporting Care Providers to avoid a capacity issue across the wider system

Project One - #SupportWestMidlands

- The aim of this regional campaign is to attract and manage the return to work for Adults Social Care.
- Below is a draft high-level process map for managing the re-registration of both Returning and Retired Professionals.

Process Map for Regional Re-Registration pools for Returning/Retired Professionals

- The microsite would serve all pools but with separate registration links. The process will be the same for all.



Microsite provides;

- One place to promote the pool and direct people across WMIDS
- Link to be provided to LA Com's teams and partner organisations
- A central source of related information for this group of people
- One registration process for the registrant regardless of the authorities they would be happy to work with.
- Allows for capture of scanned docs in the registration process.

Central Pool

- Will be managed by WME
- Relevant expressions of interest can be distributed to each authority either in TalentLink or via other secure means
- New 'Candidates' joining will be alerted to councils daily/twice daily
- Allows for central reporting to take place

Review

- Authorities can still conduct their own internal processes as required
- Provision of those recruited allows for management of the central pool to take place and adds to the central reporting
- Regional reporting on how many new 'candidates' and how many deployed across the region – feeding into wider reporting

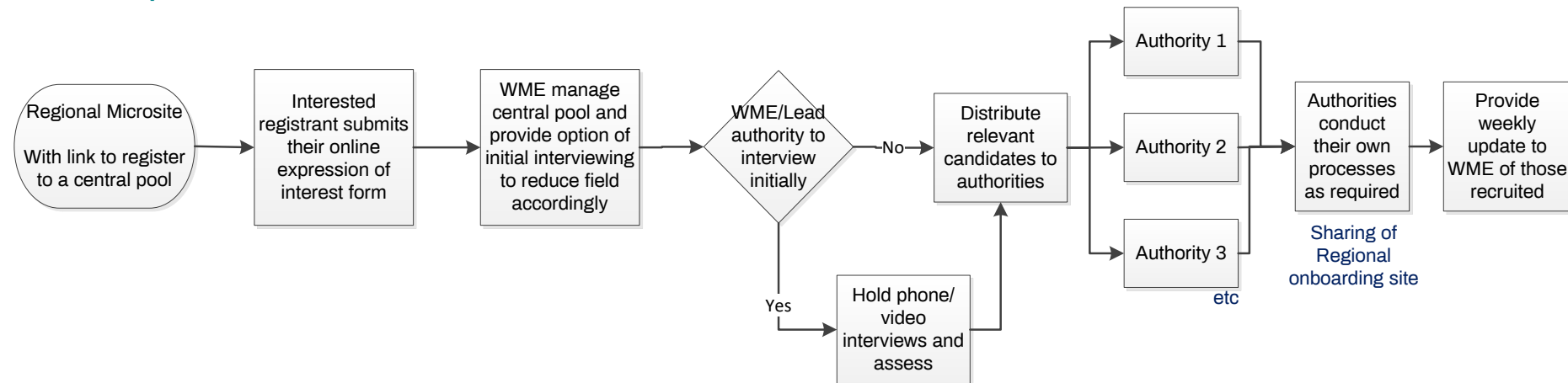
Considerations

1. The above process enables authorities to manage the process locally once they have confirmation of a 'candidate' available to work at their authority. Those using the WME e-recruitment platform will move these candidates to their local processes with ease – those that do not currently use the platform can do so if required specifically for this initiative.
2. [Social Work England](#) working in partnership with the Department for Education, Department of Health and Social Care and the LGA have launched an [online portal](#) – for the national return to social care campaign, which we will work closely with to manage and co-ordinate a regional interface for any applicants coming from that route.
3. Timescales – working towards a launch w/c 6th April and we will be writing to all Councils who have expressed an interest to participate, providing requirements and guidance to HR and Communication leads.
4. The above process can be made available for other professional and relevant groups i.e. Re-Registration of Occupational Therapists (RCOT) – this incorporates the need to adapt and work in an agile way to ensure more professional groups are included as required.

Project Two - #Time2Care

- The aim of this regional campaign is to attract and manage the process for Final Year Students residing in the West Midlands to support Councils.
- Below is a draft high-level process map for managing attraction, recruitment, on-boarding and induction of students from Universities and Colleagues (West Midlands and Nationally)

Process Map for Final Year Students



Microsite provides;

One place to promote the pool and direct students to across WMIDS

- Link to be provided to LA Com's teams and partner organisations
- A central source of related information for students
- One registration process for the registrant regardless of the authorities they would be happy to work with.
- Registration process could capture CV/full application, specific questions e.g. authority applying for and scanned identity docs.

Central Pool

- Relevant expressions of interest can be distributed to each authority either in TalentLink or via other secure means
- As an added option WME/Lead authority could conduct an initial interview with students who apply based on standard questions to provide initial vetting and only pass on those suitable.
- New 'Candidates' joining will be alerted to councils daily/twice daily
- Allows for central reporting to take place

Review

- Authorities can still conduct their own internal processes as required
- Provision of those recruited allows for management of the central pool to take place and adds to the central reporting
- Regional reporting on how many new 'candidates' and how many deployed across the region – feed into wider reporting
- WME can provide a regional onboarding platform utilising which can be shared with successful candidates to help keep them engaged and get them trained whilst vetting takes place. This could include;
 - Welcome to SW in the region, Online resources, Webinars, Video messages, Virtual Training & Online Learning. Creation of groups via tech such as Basecamp to help connect new SWs.

Project Three – Regional On-Boarding / Induction

- A regional offer to support the on boarding and induction phase for all 'new' recruits be that returning to practice, or students supporting Councils.
- The package of induction support will be offered in partnership with colleagues working at ADASS and their regional and national providers. Full details to be provided.
- Full process map to be produced

Project Four – Supporting Care Provider Services**Accessing Newly Unemployed Individuals to be Employed into Regional/ Local Pools to back fill Care Provider Services**

- We know that the issue of maintaining and growing the social care workforce is one of the biggest challenges during Covid-19. The majority of social care services are delivered through the independent sector, whether this be residential or nursing homes, domiciliary care, supported living or other services. Many of these services are run by Small and Medium sized enterprises. In addition more care staff will be needed rapidly to support the care centres that are being established in local authorities around the region to care for newly discharged patients.

- It's crucial to recruit people with the right values to work in care and this will be an opportunity to reach out to newly unemployed individuals and support them to apply for a range of roles within the care sector. The proposed process will include pre-interview screening and information giving; an online interview; support with induction and onboarding.
- Once brought on board, council and care providers will be able to access recruits and support them into their service.
- **Skills 4 Care are endorsing this approach and would be a key partner in providing information/input as required.**
- Full process map to be produced

Summary;

- All campaigns will be run across West Midlands Region through Digital and Press Media
- Timescales will be confirmed within the coming weeks with the initial launch of project one and two targeted for w/c 6th April
- All authorities who have expressed an interest to participate will be provided with further guidance
- This document will be circulated across WME and ADASS regional partners and networks to ensure a region wide collaborative approach is achieved
- If you **authority** has not as yet expressed an interest to participate but wishes to do so please contact Manny Sandhu, m.sandhu@wmemployers.org.uk
- If you are a **regional/national partner** and would like to support any or all of the above campaigns please contact Pete Pete.Jackson@wm-adass.org.uk