

Welcome to the fourth edition of our weekly bulletin Covid-19 edition of The Pulse. For lots of you the feedback has been that you are starting to think about the move from response mode to resetting your organisations for the future, and starting to plan the aftermath of the current crisis situation. As you move forwards we will move with you to provide solutions and resources to support your changing needs.

Take care and stay safe during this difficult time,  
From the WME Leadership Team



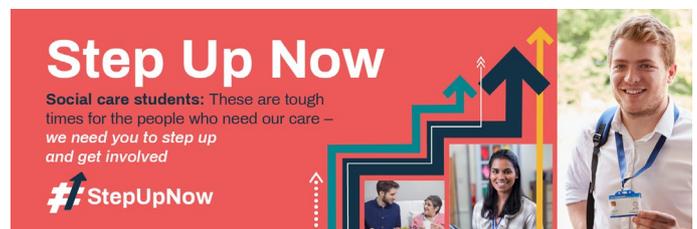
## Social Care Campaigns

For years there has been a continuous demand for staff within the social care sector which has become even more critical in the current pandemic. We have been working closely with Heads of HR and WM ADASS to ensure that we providing solutions to help the sector recruit staff both in the short term and for the longer term sustainability of services. We are committed to ensuring that there is a whole region solution that specifically meets the needs and capacity requirements of the West Midlands.

Our campaign focuses on three strands;



**#ComeBackToCare** – encouraging professionals who have left the sector to return, either from working in another area or from retirement.



**#StepUpNow** – encouraging final year students living in the West Midlands and studying social care.

**#TimeToCare** – working alongside to deliver the MHCLG National Campaign locally to support the independent care providers within the region.

Our strategy focuses on firstly supporting all 14 Local Authorities in ensuring they have the capacity they need in adults social care, this activity has ranged from authorities redeploying internal employees into adults social care, recruiting professional social workers and utilising the support of students. We have seen over 100 applicants within the first 2 weeks with the first appointments taking place this week.

WME are pleased to share that the #comebacktocare campaign has been recognised by the LGA as an example of best practice in the sector. We thank all councils who have worked in collaboration to support these initiatives and to continue to work in partnership with ADASS and WME.

[Click Here](#) for more information on Coronavirus (COVID-19) communications support and templates.

### Time To Care Campaign in Detail...

Our next phase is in line with the increased pressure and need to support the independent sector (residential or nursing homes, domiciliary care, and supported living).

The campaign #TimeToCare focuses specifically in supporting the independent care providers across the West Midlands. The auxiliary workforce will be made up of a mix of people. Some will have experience or qualifications in care, and some will have no previous experience and maybe transferring from another sector. Our audience includes furloughed staff, ex-care providers, family carers, early years providers and people with first aid training, with opportunities in a wide range of roles.

- A high-profile and high-impact communication campaign will target specific groups of people such as those with experience; those who may have furloughed; and, those who have time and will volunteer out of a sense of civic duty.
- People who sign-up will undergo a quick recruitment procedure through either the Local Authority or a social care provider.
- This auxiliary workforce will be held in reserve and called upon when required to fill capacity. LA's/providers who identify a shortage will draw down on the reserve. People would be effectively 'called up' when required.
- **Our approach includes creating a regional talent bank of individuals who have the skills and core values which can be accessed by care providers across the West Midlands.**

- We have partnered with media bodies (who your Heads of Communications across the authorities already work with on a daily basis) who will be sharing the regional messages focusing on the #TimeToCare campaign and ensuring we use local examples to make this campaign successful.
- WME and WM ADASS will be investing in digital, radio and local media and will provide opportunities for all councils to be engaged in this work. We already have a number of media outlets ready for articles so please contact us if you wish in participate.
- WME and WM ADASS will be launching the new #TimeToCare website week commencing 4<sup>th</sup> May to support this work.

### Recruitment Support

Our first virtual Council Health check is taking place on 30<sup>th</sup> April with Dudley MBC and Saba. The purpose of the health checks is to review current Talentlink usage and offer ways to optimise the system in these times of working digitally. This service is part of your Talentlink subscription, so if you would like to arrange a healthcheck get in touch with [d.lathbury@wmemployers.org.uk](mailto:d.lathbury@wmemployers.org.uk)

### HR Support

### HR Guidance

This week we have focused our attention on supporting managers to think about how to look after their teams in the medium term. Considerations around managing by objectives, considerations to make when looking at the implications of childcare and reduced capacity, and how to keep team members engaged and productive when working remotely. See the guidance [here](#).

We have also updated the furlough guidance with a useful table for you to track through the options for different types of workers. See guidance [here](#).

As part of our role in coordinating a regional response we have also surveyed all our authorities to establish what actions councils are taking on furlough, what types of staff are subject to furlough and the nature of decision being made – when we have the returns back we will share this with you, we hope this will help you to make comparable, consistent actions in this area.

## L&OD Support

### Supporting your organisations through turbulent times

Our resilience offers challenge you to rethink, recharge and reimagine the way you work.

Have you heard about our 'Ordinary Human Laughter Hangout'? It is a fantastic 30-minute session via Zoom with Gary Loftus in the comfort of your own home that offers the opportunity to laugh and relax (forget about the food shop, work, home-schooling and much more). It is a time-out opportunity. According to Norman Cousins, Laughter Yoga "is a form of internal jogging" that "moves your internal organs" and "enhances respiration. It is an igniter of great expectations". Don't take our word for it:

"A truly energising start to the day and thought provoking to" - Sue  
"A great 'lifter' from a wellbeing perspective. This might have seemed a little strange to begin with but by the end of the session everyone had a beam on their face - a proper smile in your eyes too! A great way to start the week. Thanks to Gary." - Gail

You can join our Building Personal Resilience through Covid19 for all employees that helps us not only learn what support and self-training can take place but also identify where you are in all of this crisis.

Our resilience offers do not stop at a personal level but also feature as team opportunity. Maintaining Your Team's Resilience and Mental Wellbeing through Covid19 supports managers not only on an individual level but also learn how to maintain your team's emotional wellbeing.

It just leaves you to join the resilience road map! For further information see:

<https://wmecovid19.org.uk/wellbeing/> Make your bookings via [info@wmemployers.org.uk](mailto:info@wmemployers.org.uk)



### Promoting the incredible work of our Local Government Heroes

We are currently working hard to launch our **#WMHeroes** campaign, look out for further details next week as we look to bring a regional focus to those that are playing a vital role in our response to Covid-19. We aim to work with news outlets and media channels to really champion our sector and our region.

If you are keen to be involved in this work with us and highlight your incredible staff, please email [info@wmemployers.org.uk](mailto:info@wmemployers.org.uk) and we will be in touch.

### WME Here When You Need Us The Most

Do let us know if there is any specific support you need that we can help you with:

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**WME Business Support**

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Click here to read our latest wider WME Newsletter [The Pulse March 2020](#)

# WME Events

DATE	WME EVENTS 2020	VENUE
04 NOV	Strategic HR&OD Network	Lost & Found Birmingham
04 & 05 NOV	Inspire (Day 1 & 2)	BCEC
23 NOV	WM Coaching & Mentoring Conference	BCEC
02 DEC	Strategic HR&OD Network	Lost & Found Birmingham
03 DEC	WME Associate Consultants Network	TBC
03 DEC	Menopause 'a life event'	The Studio
DATE	WME EVENTS 2021	VENUE
06 JAN	Strategic HR&OD Network	Lost & Found Birmingham
07 JAN	Inspire (Day 3)	BCEC
08 & 09 JAN	Inspire - HRBP (Day 1 & 2)	BCEC
15 JAN	HOT Network	BCEC
22 JAN	WME Management Board	Sandwell Council House
03 FEB	Strategic HR&OD Network	Lost & Found Birmingham

