



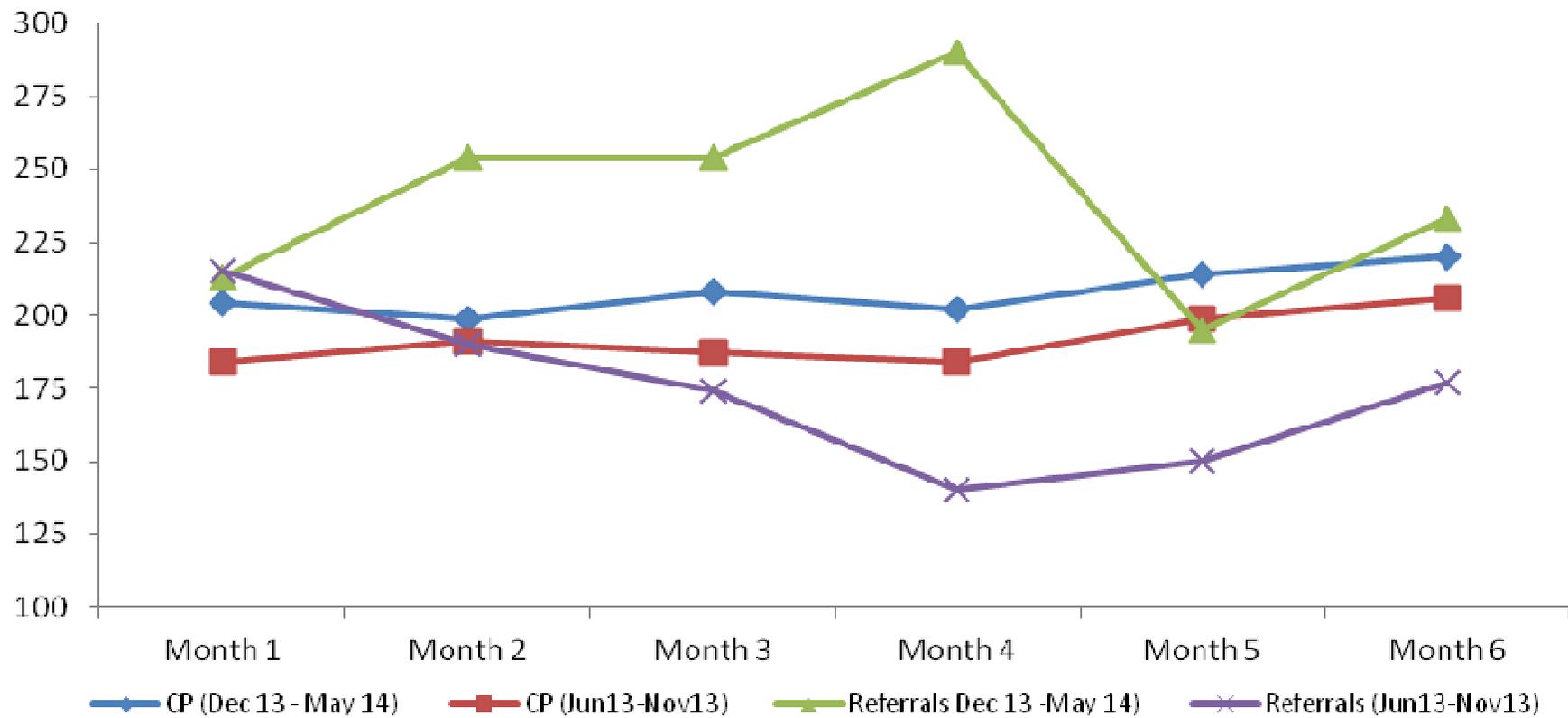
**Children & Families Scrutiny
Committee 1st September 2014**

**Impact of Social Worker
Recruitment & Retention
Strategy**

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Work Demands

Pattern of change in referrals and CP plans (current 6mth v previous 6mths)



Recruitment wicked Issues

- 1 Legacy - high numbers of newly qualified/ agency sw
- 1 2012/13 strategy to recruit & retain experienced staff
- 1 Poor supply experienced social workers /managers
- 1 Poor supply of competent agency social workers & managers
- 1 New starters only kept pace with leavers, no impact
- 1 High churn of agency social workers 2013-14
- 1 Grow our own schemes launched impact 2016/17
- 1 Increase in demand & churn = higher case loads
- 1 Supply of newly qualified social workers?
- 1 Child protection work is not for the faint hearted!

Revised Strategy

- 1 Recruitment action group established
- 1 Significant step change in approach
- 1 Brand established – Cheshire East – An Amazing Space for Social Work building on Best Place in North West
- 1 Intelligence led recruitment campaign
- 1 Use of social media/google, newspapers/new internet landing page, welcome DVD
- 1 High quality working environment for all
- 1 More reliable, flexible IT, NGD, Liquid Logic
- 1 Robust induction & protective case load for ASYEs
- 1 Staff suggestion scheme

Cont'

- 1 Improved admin support
- 1 Robust career progression pathways
- 1 Dedicated senior social worker to support ASYEs.
- 1 No restrictions on cover for maternity/paternity leave
- 1 Support staff for social workers with higher case loads
- 1 Cased load reduction strategy - identifying cases for step down to early help
- 1 Opportunity for paid Saturday working
- 1 You said we did continues!
- 1 Practice champions

Impact of revised strategy

- 1 220 applications
- 1 55 interviews held
- 1 16 social workers recruited (3 experienced)
- 1 3 practice managers recruited
- 1 1 senior social worker to support ASYEs
- 1 1 Group Manager
- 1 All manager posts filled in Crewe office by 1st October
- 1 All manager posts filled in Macclesfield office

Still to do

- 1 Third recruitment campaign starts September
- 1 Rolling advert and more interviews
- 1 Macclesfield needs 5 more social workers
- 1 Crewe needs 10 more social workers
- 1 Ensure social workers progress
- 1 Go Live with new case management system

Questions?

