

Workforce Development: Making the Connections

8 September 2008, Aston University

Event Programme



Improvement and
Efficiency
West Midlands

Workforce Development: Making the Connections

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Foreword

Welcome to our third shared learning event where, building on the success of our previous ones, we are showcasing some of the many Capacity Building projects that the West Midlands Regional Improvement & Efficiency Partnership (WMRIEP) have facilitated over the last two years.

All the projects at this event are being delivered in the West Midlands Region and, using various approaches, are dealing with the difficult subject of managing the development of people that are in a constantly changing workforce environment.

Being an enabler to all these projects and programmes WMRIEP are able to see some of the connections between them and how they can complement each other hence why we called this event “Workforce Development – Making the Connections”. We are hoping that by providing an opportunity for you to hear from the



practitioners delivering them you will be able to make some connections for yourselves. Several of these programmes are continuing to roll forward during the CSR07 period so there is also plenty of opportunity for your authority to engage with them. So, make full use of your day, ask as many questions as you like and get involved.

Tony Ashfield,
Regional Manager Capacity
Building



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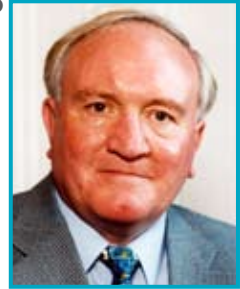
Top Table

Chair

Cllr Norman Davies, Solihull MBC & WM RIEP

Lead Member

Cllr Norman Davies was elected at Solihull Metropolitan Borough Council in 1996, after previously holding the position of Assistant Director in the Lesiure Department at Birmingham City Council. He is portfolio holder for HRE and improvement which includes the Regional Improvement & Efficiency Partnership.



Keynote Speaker

Joan Munro, National Advisor Workforce Strategy, IDeA

Joan leads the IDeA's work on supporting the authorities in addressing their workforce challenges, including the people aspects of service transformation. She is also responsible for the implementation and development of the Local Government Workforce Strategy.



Regional Presenter

Colin Williams, Director Local Government Services, West Midlands Local Government Association

Colin has held a series of senior management roles with the West Midlands Local Government Association where he is currently Director Local Government Services. From 2004-07 Colin was responsible for the devolved Capacity Building Fund Grant to the West Midlands and led the development and delivery of the Regional Capacity Building Strategy.



Workshops

West Midlands Coaching Pool, Ian Day & Sam Baker



The West Midlands Coaching Pool Programme is a pioneering coaching programme within local government. Come and find out more about the processes, possibilities and developments made through this exciting programme. This workshop will also give you the chance to learn from a trained coach, Ian Day, who will help further develop your knowledge of coaching. Ian is a human resources professional and qualified executive coach with experience of working with senior managers.

Belief, Excellence, Success & Trust, Raffaella Goodby & Richard Billingham

This workshop will provide delegates with an insight into the Birmingham City Council BEST Project. This cultural change initiative has delivered training to over 3000 team leaders who are following this up with workshops in each of their respective teams. Behavioural change is being reinforced with examples of staff-led improvements that have occurred illustrating what can be achieved by the adoption of a common set of values. Delegates will be provided with a brief overview of the employee engagement programme, the challenges faced and how they were overcome. There will also be a chance to discuss employee engagement techniques with other councils. The DVD 'Birmingham BEST - the way we work' will be shown.

[Visit Coaching Pool WebPage](#)

[Visit BEST WebPage](#)

Workshops

Artemis: Children's Workforce Common Induction Programme, Rachel Faulkner

The programme delivers an innovative e-learning package based on the induction standards developed by the Children's Workforce Development Council (CWDC). It provides an introduction to the five outcomes of the 'Every Child Matters' Framework. These are:

- Being healthy
- Staying Safe
- Enjoying & Achieving
- Making a Positive Contribution
- Achieving Economic Well-being

By the end of the workshop you will have an understanding of the Artemis CWIP philosophy and why this approach is different. The workshop will also identify the ways in which the programme could benefit your organisation.

[Visit Artemis CWIP WebPage](#)

wmjobs.co.uk, Karen James



The regional recruitment portal launched earlier this year. In this workshop hear about the functionality it possesses and the benefits it can offer to both job seekers and partner local authorities. Discover how to become a partner and, not only save money on recruitment, but raise the profile of your organisation in the West Midlands. Karen has 16 years experience in local government and will provide an innovative presentation as Recruitment Portal Manager.

[Visit wmjobs.co.uk](#)

Workshops

Birmingham City Council's In-source Service: Facing one of the Great Workforce Challenges, Sue Wait & Glenn Knott



The workshop will look at how In-source, the new innovative service that has recently been short-listed by the MJ and CIPD for their respective Change Management Awards, aims to meet the challenge of Birmingham City Council's workforce change. The workshop will focus on how In-source is rising to this challenge and provides an opportunity to share ideas and best practice.

[Visit the In-source WebPage](#)

Delivering Value for Money & Learning to Exploit New Technologies to Improve Services, Mike Coult

Solihull & Coventry Councils, in partnership with WM RIEP and 4ps, have been running a Value for Money Capacity Building Programme to contribute to the delivery of improved services and reduced costs. The programme is improving both organisations' capacity to make effective choices about investment decisions

This workshop will explore the impact that the programme is having on changing the way staff think and behave in relation to service delivery. It will identify the key learning points, the flexibility that was needed as the programme unfolded, the conditions required to enable cultural change to take place, and how the programme is being developed for the future.

[Visit Value for Money WebPage](#)

Workshops

A Fish Tale - How to Stop Your Customers Slipping Through the Net, [Graham Johnson](#), [Deborah Bailes](#) & [Tracey Yeomans](#)



This interactive workshop will provide a background and explain the successes of the Staffordshire Plus Customer Services Programme. Delegates will then be asked to identify both 'good' and 'bad' customers in a task which will provide a taste of the world of customer services. A special screening of 'A Fish Tale' will show delegates how to be there for customers, how to make someones day and most importantly how to have fun.

[Visit Staffs Plus WebPage](#)

Contacts

West Midlands Coaching Pool:

Sam Baker

e: s.baker@wmlga.gov.uk

Belief, Excellence, Success & Trust:

Raffaella Goodby

e: raffaella.goodby@birmingham.gov.uk

Artemis CWIP:

Rachel Faulkner

e: rachel.faulkner@stoke.gov.uk

wmjobs.co.uk:

Karen James

e: k.james@wmlga.gov.uk

Birmingham In-source Service:

Susan Wait

e: susan_wait@birmingham.gov.uk

Coventry & Solihull Value for Money:

Mike Coult

e: mike.coult@coventry.gov.uk

A Fish Tale:

Graham Johnson

e: Graham.johnson@staffordshire.gov.uk

For further information on any of the projects featured in this programme or other WM RIEP projects please visit our website: www.wmcoe.gov.uk

**West Midlands Regional Improvement
& Efficiency Partnership**

Regional Partnership Centre
Albert House, Quay Place
Edward Street
Birmingham
B1 2RA

t: 0121 245 0220

w: www.wmcoe.gov.uk



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