

**Minutes of the Changing Lives:
Workforce Development
Change Programme Meeting**

held on 10 May 2007 at 10.00 am

at the COSLA Office, Haymarket, Edinburgh

Present: Carole Wilkinson, SSSC (Chair)
Joy Barlow, STRADA
Alistair Gaw, SWIA
Neil McLeod, VSSWDU (representing Jan Miller)
David Rennie, Scottish Care (representing Ranald Mair who
joined for Item 8)
Sandy Riddell, ADSW
Morag Robertson, SWSPD
Celia Rothero, Learning Network
Gill Tucker, SWSPD
Linda Walker, SIESWE
David Wiseman, SCRC

In Attendance: Maggie Glenday (note taker)

1. Welcome

1.1 Chair welcomed everyone to the meeting, in particular new members attending for the first time.

2. Apologies

2.1 Apologies were received from Penny Curtis, Mary Howden, Karen Lax, Ranald Mair, Billy Renfrew and Keith Wilson.

3. Unconfirmed Minutes of the Meeting held on 26 February 2007

3.1 Members agreed the meeting would follow the structure discussed at the previous meeting.

3.2 The minutes of the previous meeting were accepted subject to the inclusion of Joy Barlow's apologies.

4. Matters Arising

4.1 Item 4.1, Appointment of new Chair to Scottish Social Services Learning Network, South East: Chair reported that Bill Sims had been appointed.

Action

Item 5.1(ii), Funding from Health,: M Robertson advised she met with A Gaw to discuss funding from Health which was limited and this had been included the paper which was currently with Catherine Rainey.

Item 7.1, Change Programme Bids Submitted for Funding Information: Chair advised decisions had now been made in relation to the bids and she was in discussion with Gwen Smith, SWSPD regarding provision of a summary of all the projects being funded and this paper would be made available to the group.

Item 8.1, National Strategy for the Development of the Social Services Workforce in Scotland: A Plan for Action 2006 – 2010, Survey Results: M Robertson advised the survey had been distributed at the end of March and would provide the link on request.

Item 9.3, Additional July meeting: To be discussed at the end of the meeting.

5. Workplan

- 5.1 Chair advised that along with M Robertson, G Tucker and B Renfrew she had been working on the workplan (Appendix 1). She outlined the process which had been undertaken and their efforts to ensure the workplan linked to discussions which had taken place on the Development Day as well as the mission and objectives.
- 5.2 The plan was well received and members thought it clear and sharply focused and went on to discuss the benefits of all the *Changing Lives* Programme Groups utilising the workplan *proforma* it was agreed M Robertson would discuss with C Rainey.
- 5.3 Members discussed the location of the migrant workers issue, whether it belonged with WIG or Recruitment Group and the need to flag up that this issue should not be lost.
- 5.4 Members discussed production, when the workplan was finalised, of a front sheet detailing the connections with other groups, links to other things which were happening which were absolutely germane, links to Practice Group links *etc.*
- 5.5 The group recognised that the workplan was a dynamic document which would change over time and involve high level tasks and need regular updating. Agreed C Wilkinson, G Tucker and M Robertson would continue to work on it and seek advice from the group.

M Robertson

6. Reports from Sub Groups

6.1 Workforce Information Group: Chair outlined the background to setting up this group and its current remit (Appendix 2). It was felt the WIG remit might be too narrow and they should be more than an information group. Chair invited the group to consider the following:

- i) was their title misleading and unhelpful?
- ii) in order to work effectively did they need to be involved and advised by all the *Changing Lives* Groups?
- iii) was there a need to be clear what other people were doing and what the linkages were?
- iv) was the membership appropriate?

Following a comprehensive discussion around these issues members agreed:

- 6.1.1
- 1) The group's title should be Workforce Intelligence Group rather than Workforce Information Group
 - 2) Data gathering and sharing should continue to form part of their remit
 - 3) The group should gather intelligence and then negotiate with other *Changing Lives* Groups how that intelligence might be used, those groups can also influence the workplan
 - 4) Modelling around future needs to be included in the remit with the group to consider whether they have the necessary expertise or need to extend membership to cover specific areas.
 - 5) Learning Networks and Scottish Care to have representation on the group. Celia Rothero, Sandy Riddell and David Rennie to supply names.

**C Rothero/
S Riddell/
D Rennie**

Chair advised she would meet with B Renfrew and the WIG group to pass on members' thoughts regarding the remit and their request that other *Changing Lives* Groups be approached to identify workforce issues on which WIG could supply relevant data.

C Wilkinson

6.1.2 Members went on to discuss whether Early Years and Childcare workforce issues should come within their remit. Chair agreed to meet with David Purdie to discuss this.

C Wilkinson

6.2 Change Academy: Members were reminded the objective of the Change Academy centred on partnership between HEIs, FE and employers and were advised a very successful introductory day had taken place on 20 April with a real sense of engagement and enthusiasm from participants. L Walker outlined the background to the event. Notes of interest on change projects

in seven themed areas to be submitted by 16 May 2007.

- 6.2.1 Members noted University Scotland were enthusiastically supporting the Change Academy and had agreed to support it through their Learning & Teaching Committee and Executive Board
- 6.2.2 It was noted a useful and helpful meeting of the Strategic Group had taken place with thinking around how they might sustain and develop the Change Academy. They had agreed to allow more universities to participate it was proposed a four day residential event would take place 14/18 January with a detailed Project Plan running through to 2008. G Tucker to make a summary paper available to the group which would be used to inform a wider audience.
- 6.2.3 L Walker reported it was hoped to offer the groups a variety of different technologies they could use, trying to look specifically around communities of practice and provide opportunities for people to come together and supported by the Learning Exchange.
- 6.3 Recruitment & Retention Update: K Wilson is in consultation with HR colleagues re Chair for this group and will advise. The make up of the group has still to be decided.
- 6.3.1 Chair referred members to the paper Social Care and Social Work Recruitment and Careers Promotional Activity (Appendix 3) which asked the group to consider what a media campaign around recruitment in the sector might look like including its focus, key messages and target group.
- 6.3.2 Members discussed the need for evidence demonstrating the benefits of any campaign and A Gaw outlined the results of the evaluation of the Care in Scotland campaign, noting in particular the success of the niche campaigns which had taken place. They noted it was necessary to ensure the lessons from previous campaign evaluation should be taken into account and that the campaign would need to cover both social work and social care at both local and national level.
- 6.3.3 The group discussed the outcomes of previous campaigns as well as current campaigns which might inform any decision as well as linking to intelligence. These included:
- 1+1 makes 3 www.socialworkandcare.co.uk
BASW Survey on Job Satisfaction in Social Work
Kibble Care Centres various campaigns

G Tucker

K Wilson

- 6.3.4 Linkages to other groups within the Scottish Executive *ie* Occupational Group examining gender balance as well as the possibility of linking to other promotional work currently being undertaken such as the promotion of National Care Standards and the Ageing Strategy.
- 6.3.5 The group noted the part Learning Networks had played in brokering local activity and discussed the role they could play in local activity or campaigns.
- 6.3.6 Members discussed the need to examine the long term issue of those seeking a career change, school leavers as well as the age profile of academics working in University Social Work Departments. Chair to feedback comments to B Renfrew, SWSPD

7. Communication

- 7.1 The group agreed Papers to be made Public should appear as a standing item on the agenda and discussed which of the day's papers would be made public. They agreed:
- The speed note was a public document
 - Workplan and media campaign not to be made public at this stage.

M Glenday

8. Discussion of the Strategic Review of Funding

- 8.1 The group were joined by Ranald Mair for discussion of this item.
- 8.2 M Robertson spoke to this paper and outlined the background to it. She advised the report sought to identify:
- The working strands that would go into the review
What were the difficulties around doing this?
What were the priority areas for future investment?
What information is needed which is not available in the SSSC report and how should that gap be plugged?
- 8.3 A comprehensive discussion of the paper took which included the following:
- The need for funding to work alongside other levers for change and draw other pieces of work together
 - Need for local priorities to inform setting strategic priorities
 - Need to discuss the paper and what it is seeking to do with the policy leads in the Scottish Executive
 - Need for benchmarking Scottish Executive interventions on learning and development against different sectors
 - Need to build on Stage 1 and 2 SSA Reports.

- 8.4 The group went on to consider what they wanted to achieve with this piece of work and agreed they were:
- looking to bring a strategic vision which would provide a coherent framework to better understand what funding was available (including funding being spent in other sectors *eg* NES and the UK generally)
 - identify what the funding was being used for identify what the priority training needs were
 - identify evaluation previously undertaken with regard to effectiveness and impact of funds and possibly commission work.

- 8.5 M Robertson advised she would pull the group's thoughts on the report together and email it round to members for their consideration which would assist her and facilitate members' participation in the process. It was agreed the updated paper should be forwarded to *Changing Lives* Chairs as it would be useful for them to feed it into their groups for comment.

M Robertson

- 8.6 Members discussed possible mechanisms to provide opportunities for internal and external stakeholders to comment on the paper. They emphasised that this would not be a formal consultation rather an opportunity to provide early feedback. They noted the requirement to badge the type of responses they were looking for appropriately *eg* work in progress. M Robertson agreed to provide a paragraph to ensure a common message advising that this was a piece of work being undertaken by the *Changing Lives* Workforce Programme Group which was at an early stage for which they were seeking wider comments and that it should be emphasised the paper was in its initial stages. The feedback comments to be forwarded to members, their comments to be with M Glenday by 10 July 2007.

M Robertson

- 8.7 The group highlighted areas which required cognisance:
- Strategic decisions could lead to destabilisation
 - In order to engage with employers a degree of flexibility required
 - No significant shift in funding in the short term
 - Shifting in resources won't happen in 2008 – 2009
 - Planning is longer term
 - Need to ensure funding is targeted
 - Balance of different forms of disbursement systems
 - Need for "joined up thinking" and the Chair offered to set up a meeting with the policy leads at the Scottish Executive to discuss this paper.

8.8 They discussed the need for “joined up thinking” and the Chair offered to set up a meeting with the policy leads at the Scottish Executive to discuss this paper.

9. AOCB

9.1 A Gaw advised the group that this was the final meeting of the group he would be attending as he was leaving SWIA to take up another post and SWIA would provide another representative to participate on the group. Chair thanked Alistair for the valuable contribution he had made to the work of the group and members sent their best wishes in his new post.

10. Date of Next Meeting

10.1 Date of the next meeting was agreed as the 19 July 2007 at 10.00 am to take place in the COSLA Office.