

Neath Port Talbot Council

**Embracing Diversity:
Attracting and retaining talent**



About Neath Port Talbot

Neath Port Talbot covers **170 sq. miles** and is home to **142,300*** residents with **67,170** households. Children and young people make up 29% of the local population.





28.4%* (8,391) of children are living in poverty, with an expectation of this figure to rise to 34% by 2030**

73.2%* of working age residents are economically active
3.1%* of those unemployed are economically inactive

In 2023/2024, **5,006** children were eligible for free school meals

15.7% of NPT school population had Additional Learning Needs (ALN)

Between 2019/20 and 2022/23, there has been a **108% increase** in households accessing temporary accommodation over the year

In 2023, **2,150 adults** (about 2% of the adult population) were in receipt of one or more social care services.

Both life expectancy and healthy life expectancy in Neath Port Talbot are below the rest of Wales and the gap between those who are best and worst off is significant.

There are around **20,000** unpaid carers living in NPT.
6% of children have caring responsibilities



The visitor economy has grown by **more than 14%** between 2010 and 2019, with visitor numbers increasing by **11%**.

At the end of 2023/2024, **67.72%** of our waste was reused, recycled or composted, and we generated **197.25kg** of residual waste per person.

13.5%* of NPT's residents speak Welsh

The county borough boasts a number of **key historic sites**, these include:



399
Listed Buildings



264
Buildings of Local Importance



6
Conservation Areas



6
Registered Historic Parks and Gardens



96
Scheduled Monument



2
Registered Historic Landscapes

Our Workforce - Team NPT



We employ
6622
employees

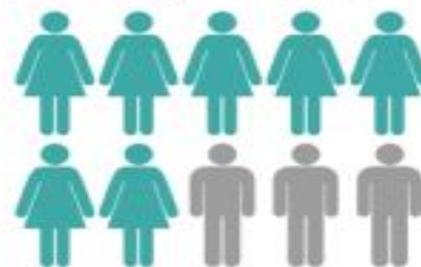
40%
are employed
in schools



21%
are teachers

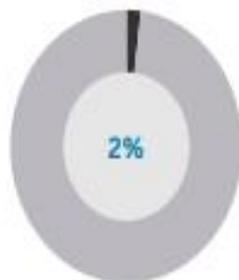
19%
are school support staff

70% are female
30% are male

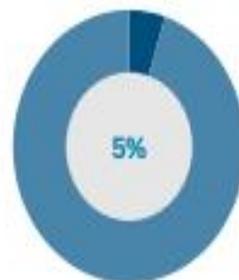


95% of those employed in our lowest paid pay band (Grade 1) are female

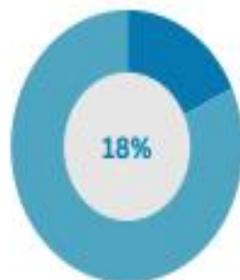
of those employed in our highest Chief Officer pay bands are female **37%**



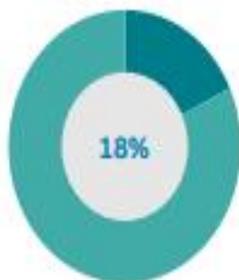
work in
Financial Services



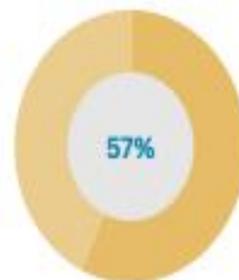
work in Strategy
& Corporate
Services



work in Social Service,
Health & Housing



work in
Environment &
Regeneration



work in Education,
Leisure & Lifelong
Learning

622 speak and write
fluent Welsh
Cymraeg
4,135
have little or no Welsh



We believe people make the difference
#TeamNPT

How did we develop the strategy?

Stakeholder engagement

Trade union social partnership

Audit Wales Review

Benchmarking

CIPD People Development Partner

Alignment to the Corporate Plan, Financial Plan, Digital Strategy, Asset Management Plan



Our design principles

Our Council

Team NPT working together to achieve our purpose and vision.

Leadership and Teamwork

Recognising the tremendous impact our leaders and managers have on the council's culture, we will work with and through our leaders to provide a sense of vision, purpose and inspiration to our employees.

Trust and Empowerment

We trust and believe in our colleagues and through our Strategic Workforce Plan we will make sure they are trained, supported and authorised to do the things that matter.

Accountability

We will create a culture of transparency, making it easy for employees to access information and will explain whether we have done what we said we would do.

Agile and Innovative

We will take a user-centred approach to the way we design our employment policies and services, and we will encourage colleagues to come forward with new ideas and to challenge the status quo.

Fairness and Equality

We will recruit and develop a workforce that is representative of our communities, celebrating diversity and ensuring our workplace is a place everyone can show up as themselves.

Sustainable

We will balance our resources between short term actions to support the current workforce and long term actions to develop the workforce of the future.

Value for Money

We will ensure our resources are prioritised against what matters most and where our resources can add the most value.

Aim:

We want to have the right number of people with the right skills and attitudes in place at the right time to deliver council priorities and functions.

Meet Team NPT

With us, you can

Each person in Team NPT makes their own unique and valuable contribution to our work.

Find out more from them about what it's like to work together to help our residents live fulfilled lives in a place where all proud of.



We will achieve this by delivering the following objectives:

Delivering the workforce actions needed in the short, medium and long term to implement the Corporate Strategy whilst ensuring the health, safety and well-being of our people.

Embedding the Council's Priorities, Vision and Values



7 workforce priorities

Resourcing Team Neath Port Talbot

Developing and Retaining Talent

Employer of Choice – Employee Experience and Engagement

Developing the Future of Work

Knowledge and Skills Development

A Safe Workplace – supporting the health and well-being of our employees

An Inclusive Workplace where all employees can be themselves

How are we delivering these priorities



The Future of Work
Team



A Delivery Plan



Monitoring and annual
review

Key actions

Resourcing Team NPT

Focus on improving recruitment skills

Recruitment Taskforce

Talent Management Team

Partnership working

Succession planning

Work experience / apprenticeships / graduates / college
+ university links

Clear + improved Employer Offer

Improved website + recruitment literature

Widening the net

One size does not fit all

Transforming recruitment with our Talent Management Team

Kirsty Williams
Corporate Engagement & Employee Communications Officer

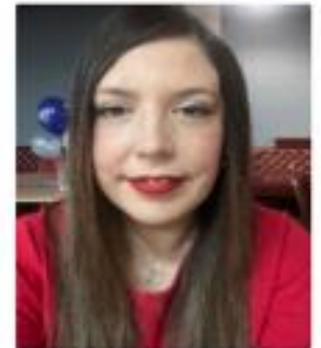
JOB SEARCH

The Talent Management Team have purchased a Linked In Recruiter page where we can post our vacancies (6 at any one time). The additional functionality of this recruiter page is that the skills identified in the job advert will then trigger an automatic notification to Linked in users who have identified that they have these skills. So individuals do not have to go searching for roles in their particular area, they get notified that they are there.

The cost to you if you wish to have your vacancy advertised on the Linked In recruiter page is £50 per vacancy. We are having great success so far in filling the roles that have used this service.

By having our own recruiter page, we will be able to 'sell' the Council as an Employer of Choice and reach lots more potential applicants. Every minute, 8 people are hired on LinkedIn from over 4.9 million users. With an increasing competition for talent, we need to innovate and strategically adapt our approaches to source talent and this is the start of that.

If you are interested in using this, please either state this on your advert template, or contact talent@npt.gov.uk and someone will get back to you.



Developing and retaining talent

Talent Management Team

Succession planning

Leadership development pathway

Coaching + mentoring networks

Review of pay

Employee experience and engagement

Co-production

VIVUP Employee Assistance
Programme

Employee networks

Financial Well-being Strategy

Salary Finance

Car Salary Sacrifice Scheme

Marketplace events

Employee Survey

Let's Talk About Working at NPT Council
Employee Survey 2024



Have your say today!

Your chance to comment on and influence
the things that affect you in work!

Your responses will help us to
develop a new Employee
Engagement and Communication
Strategy for the council and
continue building on the employee
experience and engagement we offer.



Survey closes at midnight on Friday 26 April 2024

in partnership with:



What we offer

Live your best life

Developing the future of work

Hybrid working
framework

Developing Skills
for managing in a
hybrid world

Front-line worker
working group

Policy and
process review

Removing
bureaucracy

AI and
automation

Skills development

On-site Corporate
Induction

Online onboarding

Viva Engage
Leadership
Community

Mission
I'mPossible

Leadership
development for
new and curious
managers

NPT Leadership
development
pathway

Ment2BeNPT
Mentoring
programme

Coaching network

A safe workplace – supporting the health & well-being of our employees

Time to change Wales

Mental Health Champions

National Autism Training Framework for Wales

Menopause Action Plan

Menopause Champions

Financial Wellbeing Strategy

Neath Port Talbot Health and Well-being Group + Lottery

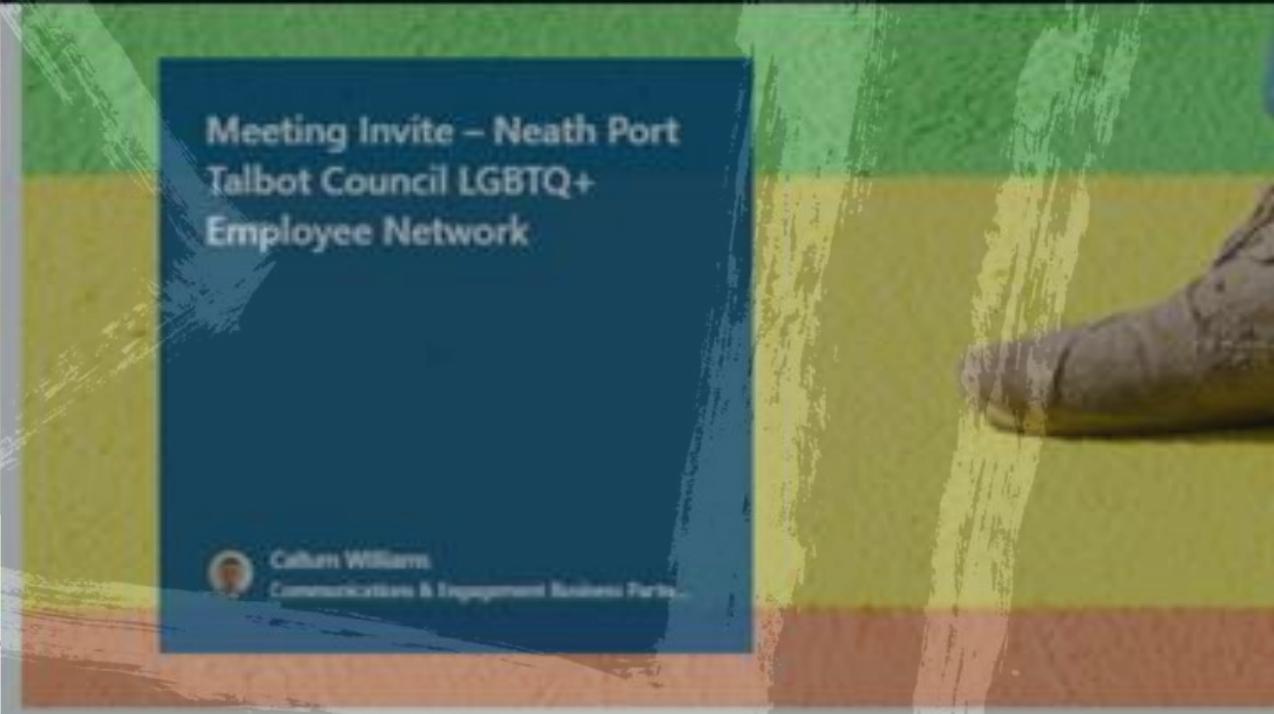


M E N O P A U S E



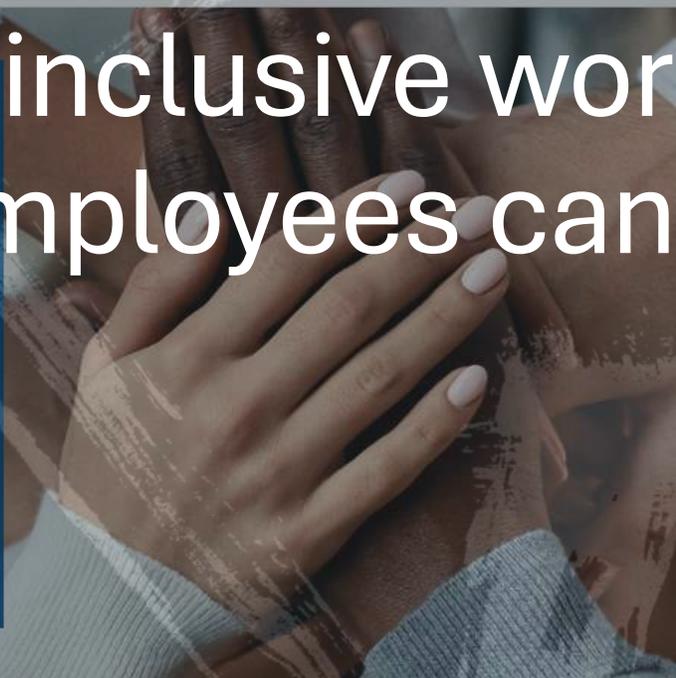
Menopause Matters

Team NPT wants to help break the stigma surrounding the menopause at work as well as ensuring an inclusive environment.



An inclusive workplace where all employees can be themselves

Come and join the Ethnic Minority Employee Network



Join us for the launch of the Council Disability Employee Network

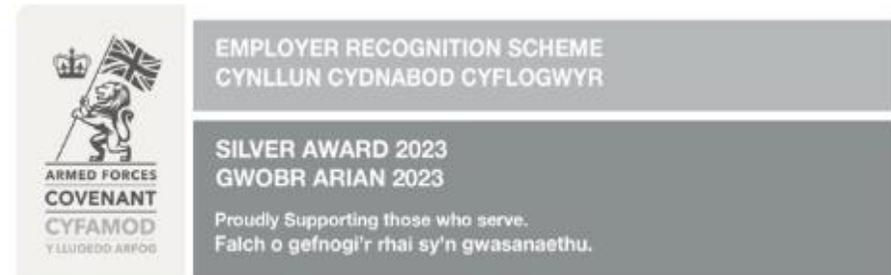


We are excited to announce that we are launching a Council Disability Employee Network.

We are pleased to announce that our Chief Executive will be present to officially launch this new initiative. This underscores the council's unwavering commitment to fostering an inclusive and supportive workplace for all employees.

During this meeting we will collaboratively establish the terms of reference for the network and outline our collective goals and aspirations. Your input and insights are invaluable as we launch this network.

Clear Statements of intent





Driving
change
through
actions

Anti Racism Strategy

Gender Equality Action Plan

Trans Equality Guidance

Menopause Action Plan

Time to Change Wales Action Plan

Carers Policy

Employers for Carers Action Plan

Gender re-assignment policy

Neurodiversity in recruitment

Disability Passport

Dyslexia assessments + workplace needs assessments

Career coaching 50+

Flexible Retirement

Employee Networks



Employee voice at the heart of DEI





It was wonderful to celebrate the contributions and achievements of the Windrush generation and their descendants at an event Royal Theatre in Port Talbot.

The event was filled with powerful presentations, performances and inspiring guest speakers like Kemba Hadaway-Morgan. A big thank you to everyone who joined us, and to the [Welsh Government](#) for supporting this event.

Together we honoured the pioneers who continue to shape our community today.

Grant distributed by Race Council Cymru.



We celebrate our diversity

A colorful poster for an LGBTQIA+ Pride Event. The top features a rainbow brushstroke. The title 'LGBTQIA+ PRIDE EVENT' is in large, bold, pink letters. Below the title, it says 'Come and learn about why Pride is so important'. The event details are in a pink rounded rectangle: 'Friday 6th June 2025 10:30am - 1:00pm'. The location is 'Neath Civic Centre, Rooms A/B, Neath SA11 3QZ'. Below that, it lists 'Guest Speakers | Buffet | Networking'. Contact information for Laura Cooper-Smith and Sheridan Barrell is provided. At the bottom, there is a QR code and the text 'Scan the QR code to book your free' and 'Neath Port Talbot Council Staff can also book a space by using'.

LGBTQIA+ PRIDE EVENT

Come and learn about why Pride is so important

Friday 6th June 2025 10:30am - 1:00pm
Neath Civic Centre, Rooms A/B, Neath SA11 3QZ

Guest Speakers | Buffet | Networking

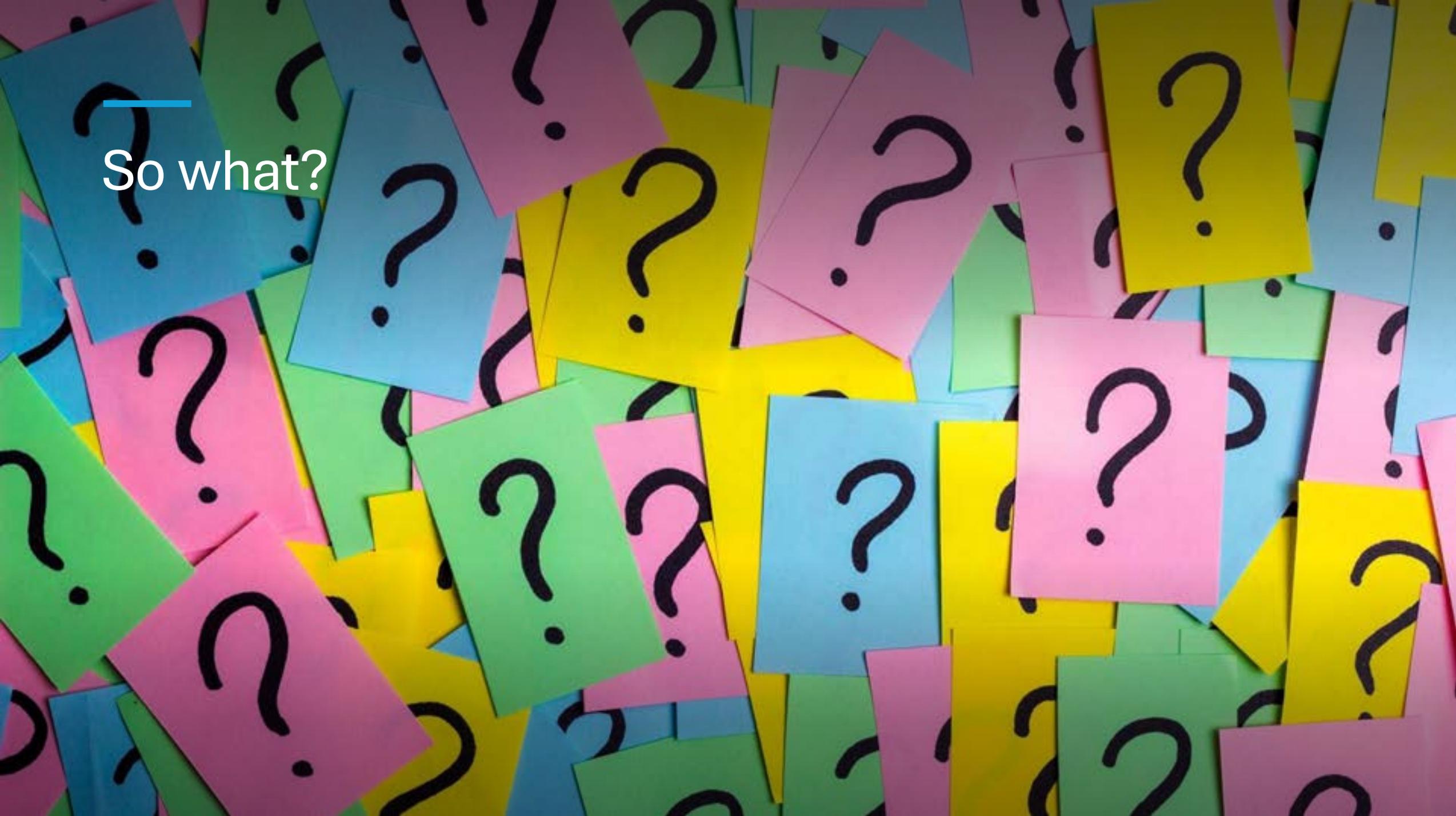
For further information please contact Laura Cooper-Smith on l.cooper-smith@npt.gov.uk or Sheridan Barrell on s.barrell1@npt.gov.uk



Scan the QR code to book your free

Neath Port Talbot Council Staff can also book a space by using

So what?



Audit Wales Springing Forward: Strategic Workforce Management in Neath Port Talbot Council

Overall, we found that: The Council has a clear vision for its workforce, strengthened by its work with partners. We reached this conclusion because:

- the Council has a clear vision for its workforce which continues to be a strategic priority for delivering its Well-being Objectives;
- the Council has a clear workforce planning approach, strengthened by its work with partners. However, it does not have succession plans or identified business-critical roles for all service areas;
- the Council has proactively learnt from others and is developing a broader range of workforce measures.

External recognition

Chartered Institute for Personnel & Development:

“Neath Port Talbot have exhibited exceptional commitment to the development and empowerment of their workforce”.

Chwarae Teg: Fair Play Employer Award 2023

Finalists – **CIPD Wales Awards 2024** Best In-House HR Team of the Year

Finalists – Best Workforce Initiative **APSE Awards 2024**

What difference are we making?

Successful appointment headcount:	Successful appointment rates:	Number of Jobs Advertised	Number of applications
2021 / 2022 = 629	2021/ 2022 = 82%	2021/2022 = 762	2021 / 22 = 3911
2022 / 2023 = 687	2022 / 2023 = 91%	2022/2023 = 708	2022 / 23 = 5796
2023 / 2024 = 527	2023 / 2024 = 93%	2023/2024 = 682	2023 / 24 = 6625
2024 / 2025 = 540	2024 / 2025 = 100.55%*	2024/2025 = 537	2024 / 25 = 6309



What are our employees telling us?

85% agree that in their experience, people from different backgrounds are readily accepted and made to feel welcome in the council

83% are comfortable talking about their background and cultural experiences with their colleagues

81% agree that people of all cultures and backgrounds are valued and respected in this organisation

80% feel accepted for who they are at work, and free to be their authentic self.

Any questions?

