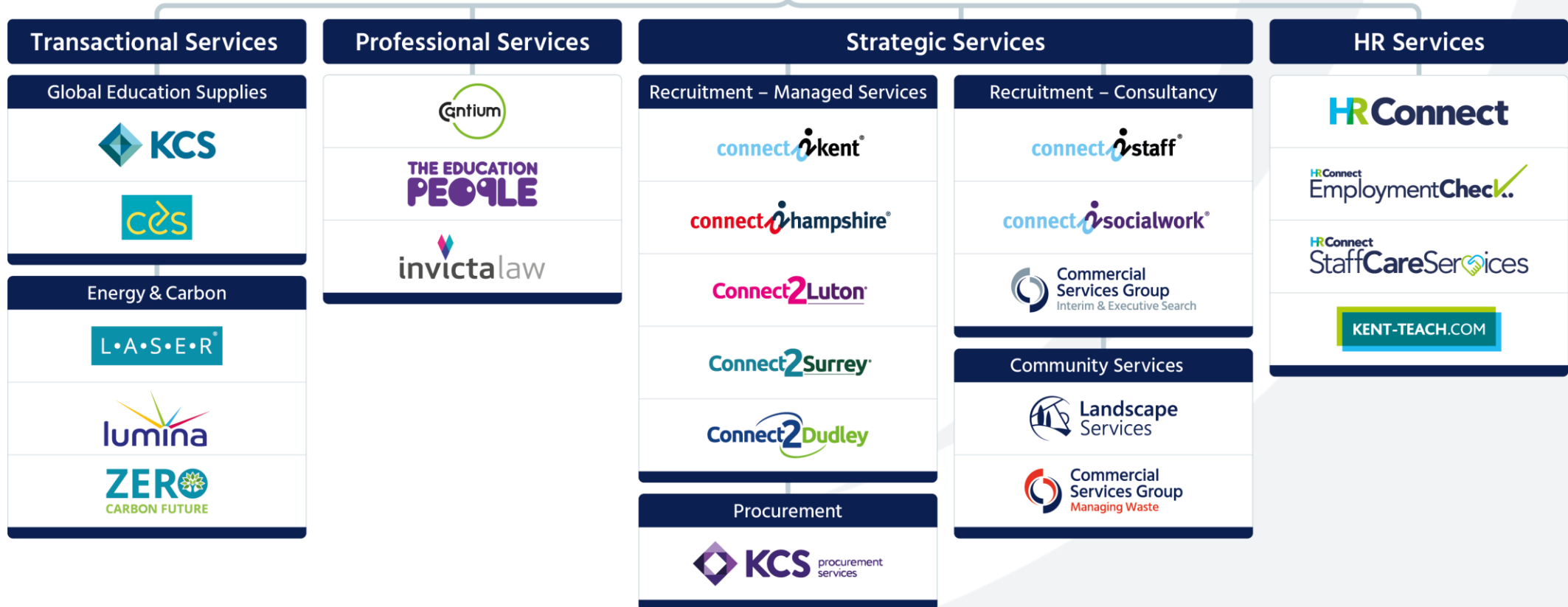




# Commercial Services Group

## Tackling the Workforce Crisis in Local Government

Steve Wilson, Commercial Director.





**STAFF RETENTION**

A top priority for Local Government





**Exec Development**

Local Government Executive Leadership Programme 2023

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**PPMA Annual Conference**

Building Future Leadership Skills in Local Government

Pavillion Suite, Hilton Metropole, Birmingham

26 April | 11:30 - 12:30

Limited spaces available!



**HELEN ARCHER-LOCK**  
Director, Commercial Services Group (CSG)



**SANDRA FARQUHARSON**  
Director of HR & OD, London Borough of Hackney



**STAFF SHORTAGES**




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The workforce is the single biggest opportunity for  
any Council.

It can also be its biggest threat.

- APSE stats shared at a recent roundtable identified that during the years of austerity, councils lost an estimated 27 per cent of their spending power and around 25 per cent of the overall workforce.
- APSE's research also shared local councils are particularly struggling to fill care worker, HGV driver, building and construction, vehicle maintenance and parks and grounds service roles
- Last year's Local Government Association (LGA) workforce report showed that 83 per cent of councils that run children's services were having difficulties recruiting children's social workers, and 72 per cent were having problems retaining them. Half (48 per cent) were giving market supplement payments in an attempt to attract the profession.
- With experience, often comes age – and local councils are not short on 'older' workers. According to LGA figures, two thirds (66.6 per cent) of the local government workforce are between the ages of 40 and 64 years.

- Lessons learned during Covid: Agile, hybrid, tech, matrix management, emotional intelligence, isolation.
- Flexible for me, or flexible for you?
- AI and to what level?
- Recruitment – process or experience?
- Career pathways – vertical silos or total workforce?
- Entry, management & leadership.

Today is done. All we can do to make a difference is turn up and be the best versions of ourselves. That is the only change we can make for today.

But we can change tomorrow...

- The importance of an Employer Value Proposition (EVP)
- Societal value, not CSR
- Brand advocates
- Hyper-local
- Experience not process
- The world is your oyster, take your pick
- It's ok to change your mind
- Before you go, have you thought about....



- Sector identity
- Collaboration
- Data, automation & AI
- Future leaders
- Future skills

See you in Sheffield?

# Thank You.

Steve Wilson, Commercial Director

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