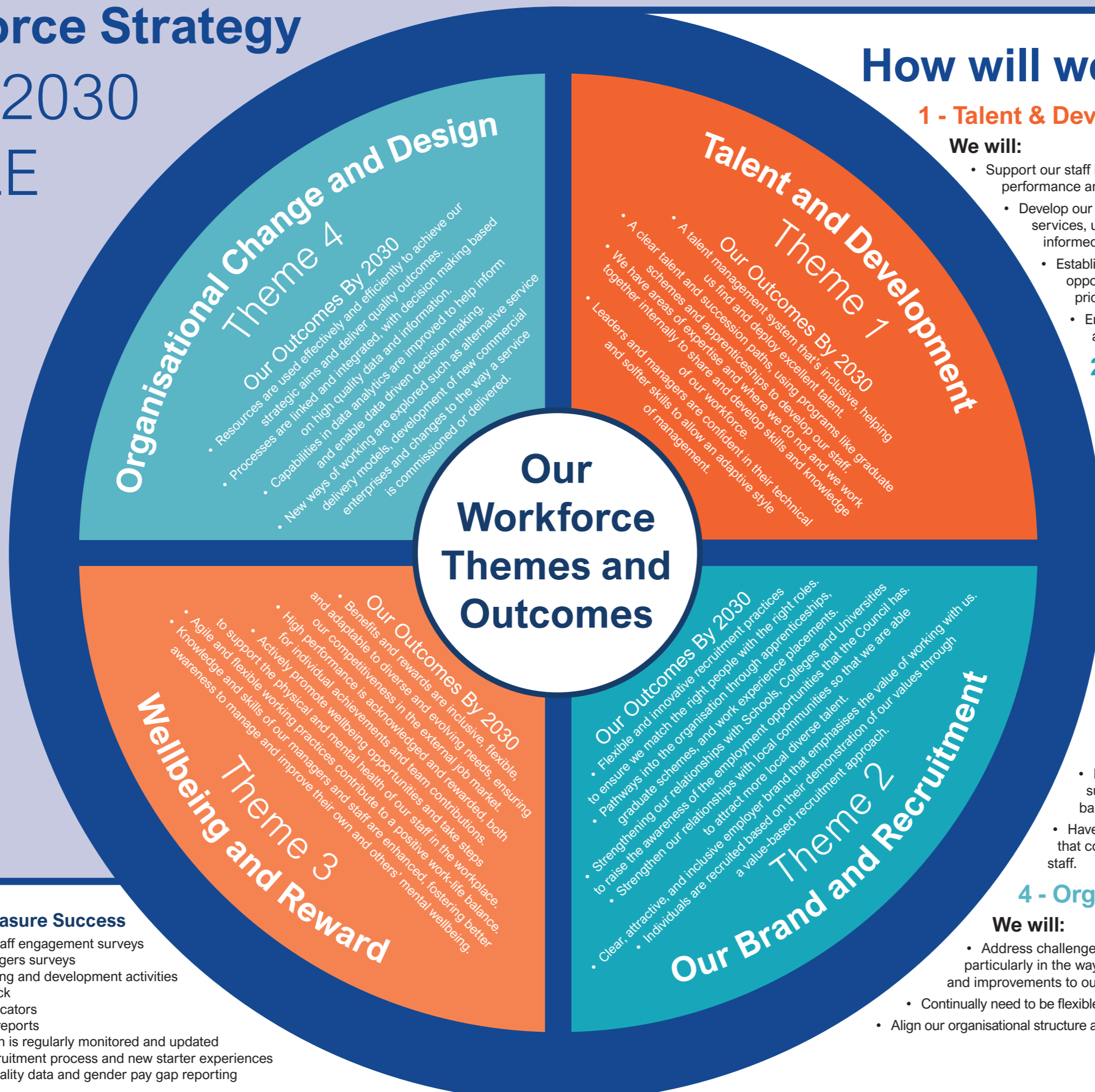


Workforce Strategy 2025-2030 SWALE

How will we support YOU



1 - Talent & Development

We will:

- Support our staff by designing and implementing effective people, performance and talent management systems.
- Develop our teams, so they have the skills to provide responsive services, using innovation, flexibility and transparent and informed decision making.
- Establish a learning culture with clear and meaningful opportunities that align with the strategic vision and priorities of the organisation.
- Encourage a growth mindset among our staff, fostering a sense of responsibility for their own learning journey.

2 - Our Brand & Recruitment

We will:

- Create a distinctive and positive employer brand outlining what is unique, exciting and inspiring about Swale Borough Council.
- Promote the Council as an excellent workplace by showcasing the various flexible working options, emphasising our values, and promoting opportunities for growth and development.
- Utilise a variety of recruitment strategies when exploring different work engagements, including permanent positions, interim roles, short-term contracts, or other alternative work arrangements.

3 - Wellbeing & Reward

We will:

- Have a flexible and fair approach to reward and recognition, ensuring that we acknowledge and reward the contributions and achievements of our workforce.
- Have a proactive approach to employee wellbeing, supporting staff in maintaining a sustainable work-life balance.
- Have a transparent and fair pay and reward frameworks that contribute to fostering a sense of wellbeing among our staff.

4 - Organisational Change & Design

We will:

- Address challenges that will require responding in new ways, particularly in the way we rise to the demands of paying for services and improvements to our borough in the future.
- Continually need to be flexible and agile enough to respond to changing demands.
- Align our organisational structure and design to our strategic priorities.



How We Will Measure Success

- Feedback from our staff engagement surveys
- Feedback from managers surveys
- Feedback from learning and development activities
- Exit interview feedback
- Key performance indicators
- Quarterly workforce reports
- Workforce Action plan is regularly monitored and updated
- Feedback on our recruitment process and new starter experiences
- Annual report on equality data and gender pay gap reporting