Strategic Priority 1: Recruitment and retention

Objective: To ensure that we recruit, retain and appropriately reward a diverse, highly skilled and motivated workforce

- · Borough and Corporate Plan priority objectives achieved
- Strong recruitment and retention rates in all areas
- · Improved applicant field
- · Reduced vacancies in posts identified as hard to fill
- Awards that enhance Brent's reputation as an employer of choice
- · Existing good practice validated by IiP Gold Standard accreditation
- Positive outcomes from staff surveys
- Apprenticeship targets of 100 job opportunities with the council achieved by 2016, including targets for Looked After Children
- Reduced use of agency staff and consultants

Actions	Lead	Milestones	Outcomes
Support the implementation of effective workforce planning in all service areas	Head of Employee Services (Mildred Phillips)	 Support needs identified within individual departments by August 2015 Support programme agreed by August 2015 Build priority areas in Year 2 action plan by December 2015 	 Workforce needs identified and met in all areas Reduced use of agency staff and consultants Reduced vacancies in posts identified as hard to fill Existing good practice validated by IiP Gold Standard accreditation Borough and Corporate Plan priority objectives achieved
Review Brent's reward and recruitment strategies to ensure that they remain competitive in the labour market and that they appropriately reflect talent, contribution and extra effort	Head of Employee Services (Mildred Phillips)	 Terms and conditions reviewed by April 2015 Strategies to tackle hard to fill posts rolled out in full by March 2016 Review and report on vacancy levels and recruitment and retention rates to HRIG at 	 Strong recruitment and retention rates in all areas Reduced use of agency staff and consultants Less hard to fill posts

Develop and implement initiatives to ensure effective employee engagement • Head of Employe Services (Mildred Phillips)	quarterly intervals commencing in June 2015 Monthly reporting to Leader, Deputy Leader and the Chief Executive on agency spend and trends – on going Monthly reports scrutinised by HR Director and Chief Finance Officer to departments on agency and consultant spend throughout 2015-16 Detailed analysis on spend on consultancy services throughout 2015 - 16 Activities needed to strengthen engagement identified and agreed by May 2015 IiP accreditation process complete by June 2015 Hold at least six employee wellbeing events annually Healthy workplace charter Excellence level by September 2015 Quarterly Staff Suggestion scheme throughout 2015-16 Annual Staff Awards event Nov 2015 Question Time with Leader, Deputy Leader and Chief Executive bi-monthly Bi-annual staff survey September 2015
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Raise Brent's profile through articles in trade magazines/speaking at conferences	Head of Communications (Robert Mansfield)	 Specific opportunities for promotion identified at quarterly intervals Annual summary of profile raising events / articles 	 Increase in number of profile-raising articles / events, with spread across departments Improved applicant field Reduced vacancies in posts identified as hard to fill
Make submissions for awards to raise Brent's profile as an excellent place to work	Chief Operating Officer (Lorraine Langham)	 Opportunities for awards submissions identified with all departments at quarterly intervals Annual summary of awards submissions and successes 	 Awards submissions, spread across departments Awards that enhance Brent's reputation as an employer of choice Improved applicant field
Run targeted recruitment campaigns to ensure we recruit sufficient specialists where required	HRIG and Head of Employee Services (Mildred Philips)	 Needs analysis completed by HRIG on behalf of all departments by April 2015 Campaign(s) based on HRIG needs analysis rolled out through 2015-16, with campaign impact (including social worker campaign) reports to HRIG At least one further campaign by September 2015 	At least two campaigns each year Improved applicant field Reduced vacancies in posts identified as hard to fill
Identify and implement new approaches to address the issues related to hard to fill positions (e.g. Adult Social Care, Children's Social Care, Public Health, Transportation)	HRIG and Head of Employee Services (Mildred Philips)	 Issues identified in each area by April 2015 Approach – based on issues identified in each area – agreed by April 2015 and underway by June 2015 Agreed London-wide approach to controlling agency costs in place through 2015-16 Report on impact of proposals to address hard to fill posts in 	 Improved applicant field Reduced vacancies in posts identified as hard to fill London-wide approach to ensure consistency of approach in controlling agency spend.

		Adults Social Care by July 2015	
Grow and develop local talent through apprenticeships within the council, structured work experience, internships and an in-house Graduate Programme	HR Manager (Sanmi Akinlabi)	 Annual round of Apprenticeship recruitment for year 2 complete by April 2015 External review of apprentice scheme undertaken by April 2015 Launch in-house graduate programme in May 2015 to commence in September 2015 Proposals for structured work experience and internships within the council rolled out through 2015-16 Revised induction and support arrangement in place for graduates by September 2015 	 Apprenticeship targets of 100 job opportunities with the council achieved by 2016, including targets for Looked After Children Increase in opportunities for young people within the borough.
Ensure all staff complete exit forms and are offered exit interviews, and review exit interview data by department and service	Heads of Service, co-ordinated by HR Manager, (Sanmi Akinlabi)	Exit forms completed by staff in all departments and annual analysis of exit data	 Exit forms completed by at least 90% of leavers in all departments Strong recruitment and retention rates in all areas
Promote the council as an organisation that supports health and well-being in the workplace, by signing up to and gathering evidence to show that it meets the standards of the LHWC	Head of Equality (Sarah Kaiser)	Accreditation at Excellence Level of the London Healthy Workplace Charter confirmed by October 2015	Excellence standard on LHWC Positive outcomes from staff surveys

Priority 2: Leadership and Management

Objective: To develop leadership and management effectiveness and consistency in management practice across the organisation

- Borough and corporate priority outcomes achieved
- Existing good practice validated by IiP Gold Standard accreditation
- · Confident, adaptable and knowledgeable leaders
- · Confident managers, with ability to differentiate between different levels of staff performance
- Positive outcomes from staff surveys
- More internal staff with the skills and capacity to be recruited as senior managers from within the organisation
- A workforce that is more reflective of the community at senior levels

Actions	Lead	Milestones	Outcomes
Develop, deliver and evaluate a leadership and management development programme, aligned to the Future Skills Framework, to build the capacity of our managers to lead the organisation through change and building skills for tasks such as staff development, performance management, commissioning and workforce planning	HR Director (Cara Davani)	Leadership and management Development programme agreed by June 2015, and underway by October 2015	 Minimum 90% satisfaction rating for all development activities Borough and corporate priority outcomes achieved Existing good practice validated by IiP Gold Standard accreditation Confident, adaptable and knowledgeable leaders
Roll out the <i>Brent Manager Essentials</i> programme, providing structured training for managers on performance management, financial management, council governance systems, HR systems and policies, project management	HR Managers (Afzal Ghany and Sanmi Akinlabi)	 List of identified participants in each department confirmed to HRIG by April 2015 Six monthly evaluation reviews to HRIG commencing April 2015 	 High take-up rates in all departments Minimum 90% satisfaction rating from all participants Confident managers, with ability to differentiate between different levels of staff performance
Develop and implement an internal communications strategy to highlight key workforce messages, including existing and emerging successes, the full range of benefits in working for the council, and learning and development opportunities	Head of Communications (Robert Mansfield) with support from HR Manager (Afzal Ghany)	 Key messages agreed by August 2015 Campaign plan agreed by November 2015 and reviewed and refreshed quarterly 	 Positive outcomes from staff surveys Staff better able to do their full roles as they are better informed

Develop an agreed list of key and behaviours and standards expected for managers and ensure that these are communicated and understood.	HR Director (Cara Davani) and Director Group	Roll out of new behaviours by June 2015	 Positive endorsement of approach from managers in all areas Existing good practice validated by IiP Gold Standard accreditation Confident managers, with ability to differentiate between different levels of staff performance Positive outcomes from staff surveys
Provide leadership development opportunities for Members, linked to Borough Plan priorities	Tom Cattermole (Head of Member Services)	 Member development programme agreed by September 2015 High satisfaction levels confirmed in annual review reports 	 Minimum 90% satisfaction rating from all participants Members have a clear understanding of the borough and council priorities, and of workforce needs
Design and deliver an executive development programme for the corporate leadership team	HR Director (Cara Davani)	 Executive development programme agreed by December 2015 Implementation review by March 2016 	 Positive feedback and high satisfaction rates from participants Confident, adaptable and knowledgeable leaders Confident managers, with ability to differentiate between different levels of staff performance Positive outcomes from staff surveys
Roll out coaching and mentoring activities to help embed learning across our management network	HRIG and Head of Employee Services (Mildred Philips)	 Menu of coaching and mentoring opportunities agreed, with roll-out underway by September 2015 Annual reporting to HRIG September 2016 	 High and increasing participant rates Confident managers, with ability to differentiate between different levels of staff performance More internal staff with the skills and capacity to be recruited as senior managers from within the organisation A workforce that is more reflective of the community at senior levels
Create opportunities for shadowing and secondment, and for managers to network with other private and public	Principal Workforce Planning &	Menu of shadowing and secondment opportunities agreed, with roll-out underway by	High and increasing participant ratesConfident managers, with ability to

sector organisations	Projects Officer (Raj Soni-Alagh)	September 2015 • 6-monthly progress reviews	 staff performance More internal staff with the skills and capacity to be recruited as senior managers from within the organisation A workforce that is more reflective of the community at senior levels
Provide all new employees with appropriate induction	Principal Workforce Planning & Projects Officer (Raj Soni-Alagh)	 New induction programme rolled out through 2015-16, with quarterly participation and satisfaction reviews commencing April 2015 Evaluation after each programme commencing April 2015 Managers to roll out induction checklist for consistent departmental induction – on going 	 All new leaders and managers have received induction Minimum 90% satisfaction rating from all participants Confident managers, with ability to differentiate between different levels of staff performance

Strategic Priority 3: Skills Development

Objective: To plan, deliver and evaluate learning and development programmes and activities that support all our staff in developing the skills they need to perform effectively, both now and in the future, and to develop professionally

- Borough and corporate priority outcomes achieved
- More management vacancies filled from within
- Employees and managers across the organisation are able to describe learning needs and skills improvement in relation to the organisation's strategic priorities
- Brent residents experience excellent services whether they encounter Brent employees or contractors
- Increasing skill levels confirmed by skills audit year on year

- High levels of compliance with essential training
 Evidence of impact of learning and development on performance
 Increased usage of mobile learning and e-learning across the workforce

Actions	Lead	Milestones	Outcomes
Conduct an annual skills audit across the organisation to identify emerging needs	Head of Employee Services (Mildred Philips)	Incorporate into annual Staff Survey September 2015	 Skills needs identified in all departments Employees and managers across the organisation are able to describe learning needs and skills improvement in relation to the organisation's strategic priorities Corporate learning and development programmes informed by skills audit
Put into practice an induction checklist	Principal Workforce Planning & Projects Officer (Raj Soni-Alagh)	Review of effectiveness of induction checklist by November 2015	 High levels of compliance with essential training Increasing skill levels confirmed by skills audit year on year
Establish clear training matrices for all roles, including requirements for essential training and Continuous Professional Development, in accordance with the Future Skills Framework	HR Manager (Afzal Ghany)	Essential training and CPD needs identified in all departments by September 2015	 Employees and managers across the organisation are able to describe learning needs and skills improvement in relation to the organisation's strategic priorities High levels of compliance with essential training
Deliver a high quality corporate offer that demonstrates a customer service focus at its core and clear links between training and development and the Borough Plan priorities	HR Manager (Afzal Ghany)	 New corporate learning and development offer rolled out through 2015-16 Annual evaluation reported to HRIG and Trade Unions September 2015 	 Positive feedback and high satisfaction rates from participants and managers Borough and corporate priority outcomes achieved Evidence of impact of learning and

			 development on performance Employees and managers across the organisation are able to describe learning needs and skills improvement in relation to the organisation's strategic priorities Brent residents experience excellent services whether they encounter Brent employees or contractors Increasing skill levels confirmed by skills audit year on year High levels of compliance with essential training
Develop and enhance the use of mobile learning and e-learning across the organisation	HR Manager (Afzal Ghany)	 The corporate learning and development offer to incorporate as much eLearning as possible Annual reporting to HRIG September 2015 	 Positive feedback and high satisfaction rates from participants High levels of compliance with essential training Increasing skill levels confirmed by skills audit year on year Increased usage of mobile learning and e-learning across the workforce
Provide learning and development guidance/access to buy into the corporate offer for contractors to ensure that minimum staff training requirements are met	HR Manager (Afzal Ghany)	 Guidance and buy-in proposals on offer by September 2015 6-monthly take-up analysis Annual review commencing September 2016 	 High take-up by contractors Brent residents experience excellent services whether they encounter Brent employees or contractors High levels of compliance with essential training
Develop and implement robust systems for the evaluation of learning and development activities to demonstrate their impact on improving performance	Head of Employee Services (Mildred Philips)	Annual review of L&D Evaluation Framework implementation April 2015	 Evidence of impact of learning and development on performance Borough and corporate priority outcomes achieved Brent residents experience excellent services whether they encounter

	Drant ampleyage or contractors
	Brent employees or contractors

Strategic Priority 4: An efficient and modern, customer-focused organisation

Objective: To ensure that excellent services are delivered to all residents and service users through a focus on organisational effectiveness, high performance and value for money

- · Borough and corporate priority outcomes achieved
- · Services are recognised by users and residents as improved
- Confident and effective staff
- Targeted efficiency savings achieved
- New partnerships and service delivery models developed and implemented with improved outcomes
- Improved attendance
- Reduced sickness levels

Actions	Lead	Milestones	Outcomes
Roll-out Brent's Performance Management Framework, ensuring that it is understood and implemented across the organisation, and that all managers, staff and teams are focused on customers and improved outcomes	Chief Operating Officer (Lorraine Langham)	6-month review of implementation of Performance Management Framework in all areas September 2015 Annual review of effectiveness	 Borough and corporate priority outcomes achieved Services are recognised by users and residents as improved
Provide organisational development support for One Council and transformational change projects	Chief Operating Officer (Lorraine Langham)	One Council programme board to consider organisational development support arrangements – on going	 Positive evaluations from One Council project progress reports Targeted efficiency savings achieved New partnerships and service delivery models developed and implemented with improved outcomes
Develop and provide appropriate training	 Operational 	Training and support needs	 Positive feedback and high

and support for new processes, technology and systems such as Oracle	Director Strategic Commissioning (Peter Gadston) with support from HR Manager (Afzal Ghany)	identified by December 2015	 satisfaction rates from participants Targeted efficiency savings achieved Confident and effective staff
Explore and evaluate different delivery models for services	CMT (individually)	Restructuring arrangements April 2015 – March 2016 incorporating consideration of alternative models of working	 New partnerships and service delivery models developed and implemented with improved outcomes Targeted efficiency savings achieved Restructurings undertaken and reconfigurations in order to develop new ways of working Greater self sufficiency from residents and services users
Define, promote and implement flexible working to improve efficiency, ensuring that it is embedded across the organisation	Head of Equality (Sarah Kaiser)	 Flexible working survey results April 2015 Further drive on following out flexible working options across the council by March 2016 Annual analysis of take-up and impact 	 Positive outcomes from staff surveys Targeted efficiency savings achieved Improved attendance Reduced sickness levels
Provide improved health and counselling services	Head of Employee Services (Mildred Phillips)	 Develop in house occupational health service May 2015 New offer rolled out through 2015-16, with annual evaluation reports to HRIG 	 Excellence standard on LHWC Improved attendance Reduced sickness levels
Support managers in promoting well- being and managing sickness absence, particularly in areas with higher sickness levels	HR Managers (, Afzal Ghany and Sanmi Akinlabi)	 Areas with higher sickness levels identified by April 2015 Support provided where needed in areas identified with higher sickness levels, with quarterly 	Improved attendance and productively Reduced sickness levels

 analysis of provision and impact Quarterly monitoring reports on attendance and absence levels in all departments Annual reporting to HRIG
September 2015

Strategic Priority 5: Understanding and valuing diversity

Objective: To develop the workforce, through targeted recruitment and development, so that it is proportionately representative at all levels of the communities we serve, and so that the diverse needs of the community are understood and responded to effectively

- · Reduced inequalities in service outcomes
- Equality Strategy objectives achieved
- · An appropriately representative workforce
- Increased BAME representation at senior levels
- · Increased representation of disabled employees across the workforce
- All council employees receive equal pay for work of equal value
- More accessible services
- Evidence that contractors are compliant with Brent's equality and human rights policies
- Positive outcomes from staff surveys

Actions	Lead	Milestones	Outcomes
Roll out Brent's Equality Strategy, ensuring that it is effectively communicated, and that the roles and responsibilities of all Members, managers and staff are clearly understood	Head of Equality (Sarah Kaiser)	Equality Strategy and Action Plan launched through 2015-16, with reviews to DRG every six months	 Equality Strategy objectives achieved Reduced inequalities in service outcomes An appropriately representative workforce Increased BAME representation at senior levels Increased representation of disabled

Increase diversity training for all staff and enhance training provisions for disability awareness, including mental health	Head of Equality (Sarah Kaiser)	Strengthened diversity and disability training rolled out through 2015-16, with reviews to DRG every six months	employees across the workforce Positive feedback and high satisfaction rates from participants Positive outcomes from staff surveys
Review and monitor pay across the council to ensure that all council employees receive equal pay for work of equal value	Head of Employee Services (Mildred Philips) and Head of Equality (Sarah Kaiser)	 Equal Pay Audit conducted in April 2015 Recommendations rolled out by December 2015 	All council employees receive equal pay for work of equal value
Embed diversity as a priority in procurement policies and practices	Head of Equality (Sarah Kaiser)	 Revised equality requirements incorporated into all procurement processes from April 2015 Outcomes assessment by October 2015, with 6-monthly subsequent updates 	 Evidence that contractors are compliant with Brent's equality and human rights policies More accessible services