

To: SOCIAL WORK COMMITTEE	Subject: RECRUITMENT	
From: DIRECTOR OF SOCIAL WORK		
Date: 5 June 2003	Ref: JS	

1. PURPOSE OF REPORT / INTRODUCTION

- 1.1. The purpose of this report is to advise Committee of progress on recruitment to posts in Social Work.

2. BACKGROUND

- 2.1. A special Social Work Committee approved the provision of incentives to new staff in defined categories joining Social Work, and for existing staff in these categories to receive the incentive in return for a commitment to work with Social Work for a period of 3 years. This arrangement was based on particular difficulties in recruitment to these categories.
- 2.2. This report also advises Committee of the effect of the Recruitment Campaigns run by Social Work over the last 2 years.

3. PROPOSALS / CONSIDERATIONS

- 3.1. The incentive scheme approved at Committee has proved successful to date. At the time of approval, there was a 30% vacancy rate (60 posts) for Social Workers, a key group of staff. At the time of writing, May 22nd, 85 applications have been received for posts. 33 Social Workers have been appointed and the bulk of the remainder are scheduled for interview. A verbal report will be given to Committee on the position at that time.
- 3.2. The initiative has proved successful in attracting Social Workers to North Lanarkshire at a time of national shortage and will allow North Lanarkshire to meet its statutory obligations.
- 3.3. Over the last 2 years, Social Work has developed innovative recruitment campaigns in conjunction with the advertising agency engaged by the Council. Over the period of the campaigns, a 45% ratio of inquiries to applications has been achieved, a high level of return when compared with normal return averages of 30%. 86% of posts have been filled on first advert, and it is the perception of managers that the overall quality of applications has been high.
- 3.4. Considerable effort has gone into improving the image of Social Work in North Lanarkshire in relation to recruitment. This has included presentation at recruitment fairs, the development of recruitment video / DVD and CD-ROM. Feedback from applicants has been positive.
- 3.5. Social Work recently ran its own recruitment fair at the Civic Theatre. This was targeted at both qualified staff and others interested in working in social care. The event attracted more than 1100 people.


4. FINANCIAL / PERSONNEL / LEGAL / POLICY IMPLICATIONS

4.1. The efforts made to improve recruitment have been largely successful. In most areas of service Social Work has been successful in recruiting able staff. In the key area of Social Workers, the incentive scheme has been successful in attracting a large number of Social Workers. Combined, the efforts made to improve recruitment will enable Social Work in North Lanarkshire to meet its statutory obligations.

5. RECOMMENDATIONS

5.1. Committee is asked to:

- (i) Note the success of recruitment initiatives.
- (ii) Remit this item to the Policy and Resources (Personnel) Sub Committee for its interest.



PP **Jim Dickie**
Director of Social Work
12th May 2003

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