

Workforce Strategy 2024-2029

How will we support YOU



1 - Talent & Development

We will:

- Support our staff by creating and implementing efficient systems for people, performance, and talent management.
- Continue to enhance the skills and capabilities of our staff, ensuring they meet the organisation's requirements.
- Establish a learning culture with clear and meaningful opportunities that align with the strategic vision and priorities of the organisation. This includes recognising our role as leaders in our place.
- 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 that highlights the unique, exciting, and inspiring aspects of Maidstone 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 and 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 - Inclusion and Belonging

We will:

- Aim for our staff to feel empowered to 'bring their authentic selves' to work. We value their unique perspectives and experiences, considering them essential to our organisational identity.
- Gain a better understanding of the needs of our stakeholders and the communities we represent, ultimately contributing to the achievement of our strategic vision.

Our Workforce Themes and Outcomes

Theme 4
Inclusion and Belonging

Our Outcomes By 2029

- An open and inclusive work environment.
- A sense of belonging and inclusion to the workplace empowering employees to bring their whole selves to work.
- A culture of recognising the value of diverse views, diversity and inclusivity for all staff.
- Development through training about equality, diversity and inclusivity for a diverse range of candidates, reflective of our communities.
- The Council appeals to a diverse range of candidates, reflective of our communities.

Theme 1
Talent and Development

Our Outcomes By 2029

- A clear talent management system that's inclusive, helping us find and deploy excellent talent.
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- Areas of expertise are recognised and we work together to share and build skills, including moving our workforce, so talent flows to work.
- As a learning organisation, we continuously develop and learn from experiences, staying at the forefront in our community.

Theme 3
Wellbeing and Reward

Our Outcomes By 2029

- Benefits and rewards are inclusive, flexible, and adaptable to diverse and evolving needs, ensuring our competitiveness in the external job market.
- High performance, wellbeing opportunities and team contributions for individual achievements and take steps.
- Actively promote physical and mental health of our staff in the workplace.
- Agile and flexible working practices contribute to a positive work-life balance.
- Knowledge and skills of our managers and staff are enhanced, fostering better awareness to manage and improve their own and others' mental wellbeing.

Theme 2
Our Brand and Recruitment

Our Outcomes By 2029

- Flexible and innovative recruitment practices to ensure we match the right people with the right roles.
- Pathways into the organisation through apprenticeships, graduate schemes, and work experience placements.
- Clear, attractive, and inclusive employer brand that emphasises the value of working with us.
- Individuals are recruited based on their demonstration of our values through a value-based recruitment approach.

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
- Feedback on our recruitment process and new starter experiences
- Annual report on equality data and gender pay gap reporting

