

Officer Decision Record Template

Record of Decision of the Communications and Marketing Manager taken in consultation with the Service Director - Children's Social Care & Safeguarding.

Subject

Established in April 2011, CSWM is a regional project funded entirely by the 15 Local Authorities across the Yorkshire Humber region to raise the image of Children's Social Work (CSW), drive recruitment and support the learning and development of CSWs enabling us to share good practice and importantly to learn from each other across the region in a cost effective way.

Kirklees Council were the lead authority for this project originally and this was taken over by Barnsley in April 2017, as such a temporary waiver was put in place to continue the services of key suppliers to avoid disruption to services and ongoing planned activities / achievements. In October 2018, with a funding commitment secured until March 2020 by the regional Association of Directors of Children's Services (ADCS) Group, a procurement exercise was carried out and a contract was awarded to run until March 2020.

The recruitment of social workers is an ongoing challenge and an extremely high priority for every local authority in the country. Through CSWM, a unique resource only available in Yorkshire & Humber, every authority in our region advertise CSW jobs on the CSWM website. In 2018 alone, we advertised 299 jobs on the site. The site now attracts over 7,000 unique visitors per month and importantly, we bring the right target audiences to our website (existing social workers – in and out of area (including agency SWs), those considering returning to the profession and those considering a career in social work. So CSWM is a vital resource for supporting authorities in recruiting social work professionals in Yorkshire and the Humber.

In line with the region's requirements of CSWM, a series of key learning and development events have been organised for next year, along with a series of recruitment campaigns/activities to help tackle the shortage of Children's Social Workers across the region. Carrying out a procurement exercise which could result in changing supplier during this time of increased activity would have significant implications in terms of delivering on these commitments.

Barnsley is the lead authority for this regional project and it would reflect badly on us if we failed to meet the needs of the regional ADCS group who have each funded £7.5K based on what we have committed to deliver on their behalf.

Given the extent of the commitments that need delivering in a timely manner during 2020, a 12 month waiver on tactical grounds, would see us through this particularly busy period of time sensitive commitments. It would then enable us to carry out the procurement exercise between January and March 2021, allowing us to build in a reduced activity period between April and June 2021 whilst the project is handed over/migration of the websites planned and provide CSWMs project manager with the capacity to work with a

new supplier to bring them up to speed on the social work sector/needs of the project and introduce them to key regional colleagues/working groups etc.

BMBC and each of the other 14 partner LAs contribution to this project is just £7,500 per year. Being the lead authority for this highly successful nationally recognised project that was shortlisted as finalist in the LGC Awards 2018 is a huge accolade for our authority, and one that we're proud of and keen to see continued successes and growth in times of unprecedented financial challenges. The contractual services of a marketing agency are critical to delivering on the needs of this project.

Authority

Authority is given by the Service Director for Finance in accordance with his delegated powers under BMBC's Scheme of Delegation

Decision Taken

Approval is given to go to procure the service of a suitable marketing agency to ensure ongoing success of CSWM via a request for quote process.

Date of Decision

14 October 2019

Elected Member Conflicts of Interest

Record any conflicts of interest, and dispensations granted



Signature

(Insert Officer name)

Melanie John-Ross

(Insert more Officer names as required)

Signature

Cabinet Spokesperson
(if required)

Scan / email the completed form and appendices to the Council Governance Unit and keep the original on the project file