ODD/178/2020

Officer Decision Record Template

Record of Decision of the Communications and Marketing Manager taken in consultation with the Executive Director - Children's Services.

Subject

Established in April 2011, Children's Social Work Matters (CSWM) is a regional programme 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.

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 2019 alone, we advertised 298 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.

Since April 2017 Barnsley has been the lead authority and budget holder for this regional programme. Prior to this Kirklees was the lead authority.

The existing supplier contract expires on 31st March 2021 and as such a procurement exercise to secure services form April 2021 now needs to be undertaken.

In October 2020 the regional Association of Directors of Children's Services (ADCS) group agreed to fund CSWM until March 2023, therefore we have their authorisation to secure a two-year contract. Subject to ongoing funding and the satisfactory performance of the successful agency, we would seek to extend this to a third year and potentially a fourth (namely a plus 1 and plus 1 arrangement under contract agreements).

CSWM is now also supporting the additional development of a website / portal for leaders across the region with Sector Led Improvement (SLI) initiatives to benefit the wider Children's Services and this new contract should be extended to cover the ongoing maintenance and development of those platforms (known as Innovating Children's Services), in addition to the Social Care Matters and Teaching Partnership websites already being hosted and supported.

The overall value for the two-year contract, including the potential extension of two further one-year extensions (subject to ongoing funding and the performance of the contracted agency) is up to £280K (up to £70K per year). This funding is shared by the 14 Local Authorities and 1 Trust across Yorkshire and the Humber region and Barnsley Council's estimated contract value is approximately £18,666 . Any additional 1-year extensions are highly likely to equate to a maximum of £70K per year, which will again be split across the aforementioned authorities.

Authority

Authority is given by the Executive 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

Date of the decision: 26/11/2020

Signature

Melanie John-Ross

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