

Roundtable on workforce issues: focus on recruitment & retention

Following discussions around skills at the ADEPT Autumn Conference in Leeds last November, ADEPT and Colas are pulling together a group of interested and interesting people to find and propose answers to recognised people issues of recruitment, staff retention, equality/diversity/inclusion (EDI) and adapting to future roles and technology. We recognise that other groups are exploring similar topics, so this roundtable seeks to bring us all together and produce credible outputs that can be used sector wide.

The objective of the first event is focused specifically on designing a campaign to attract young people into Place from diverse backgrounds, and to create a toolkit of great practice on staff retention. We hope that you will join us at the **Malmaison in Oxford city centre on 3 May**, to create positive outputs around the challenge of attraction and retention of people across our sector. Details of the second event -focusing on EDI and future roles – will be shared soon.

PROGRAMME FOR THE DAY

10:00 **Registration**

10:30 **Welcome and introductions**

Ann Carruthers, 2nd Vice President, ADEPT

10:35 **Introducing Session 1: 'marketing 'place' to young people**

Mark Saunders, facilitator

10:45 **Setting the scene – short presentations to inspire**

- Talk No 1: Communication using 'nudge theory'
Alex Robinson, Hubbub
- Talk No 2: Insights on young people, their career hopes and aspirations, trends and thinking
Michael Clemence, IPSOS
- Talk No 3: Personal perspective: why I wanted to work in Place
Colas apprentice

11:15 **Group exercise & discussion**

Split into groups of 8-10 people. Set 3 questions to groups to consider

- What do we think is the current young persons' current view of Place?
- Where do we/should we look to recruit young people?
- What are the positive themes in Place to showcase?
- Feedback

12:15 **Plenary re-group**

- What are our key messages to use to attract young people to Place roles?
- How / when / where should we advertise roles / recruit?

Deliverable: output for creative agency to come up with first draft proposal of a campaign

12:45 **Networking lunch**

13:45 **Introducing Session 2: Developing a staff retention toolkit**

Mark Saunders, facilitator

13:50 **Setting the scene – presentations to inspire**

- Talk No 1: Building workplace dependencies and collaboration
Rachael Atkin – Colas
- Talk No 2: Sector focus: what's happening in highways
Karen Farquharson, Proving Services
- Talk No 3: Bringing variety through a secondment model
Pooja Agrawal, Public Practice (tbc)
- Talk No 4: does the 4-day week work?
Cllr Bridget Smith, South Cambs District Council (tbc)

14:30 **Group exercise & discussion**

Split into groups of 8-10 people. Set 3 questions to groups to consider:

- What non-financial criteria do people value?
- Has remote / hybrid working stopped us forming bonds?
- How is the grass greener outside Place?
- Feedback

15:30 **Plenary re-group**

- What non-financial drivers do we need to emphasise?
- How we can achieve those in the modern workplace?

Deliverable: Provide content to write a toolkit for staff retention

16:00 **Summary and close**

Mark Saunders, facilitator