

Dudley Council **Our People Strategy** 2022-2025

Dudley Borough Vision “Forging a Future for All”

Future Council “Financial Sustainability and Fit for the Future”

Priority

1. Attract, recognise and retain talent

2. Develop a high performing workforce

3. Deliver inspirational and effective leadership

4. Build a diverse, engaged, inclusive and healthy workforce

5. Foster a thriving learning culture which embraces change

Aim

We want to modernise the way we recruit, ensuring all candidates receive a high-quality experience and our leaders can bring the best people into their teams, at the right time, with the right skills. We want a clear employer brand and to ensure all people joining and leaving our workforce receive a great first and last impression of the Council, and provide development and career pathway opportunities enabling us to optimise all our workforce talent to achieve our Council plans.

We recognise that people perform best when they feel connected to their work, their manager and the organisation they work for. We want all our people to understand what’s expected of them, how their work fits into the bigger picture, and to be able to achieve their goals. We value every employee and we want to ensure they are motivated and equipped with the necessary skills, support and effective line management to enable them to perform at their best.

Leadership is critical to our success in achieving our Council vision. We recognise that leaders exist at all levels across the Council and we want to equip our leaders with the critical skills needed to steer their teams to deliver the Council's priorities. We also want to provide opportunities for our aspiring leaders to grow into our future leaders.

We recognise that our vision and plans will be achieved through our people who feel they are listened to, considered, involved, appreciated and supported. We want our people to feel able to be their authentic selves. We want to promote a positive, inclusive and healthy working environment with values, behaviours and practices that enable our people to thrive.

We want to ensure we fully deliver on the Council’s commitment to grow our own through embedding a learning culture. We recognise a learning culture is a mark of a good employer of choice that is agile, progressive, innovative and resilient through embracing change.

Outcomes

Talented people will be keen to join our workforce, recognising us as an **employer of choice**. They will remain working with us, **feeling valued for their contribution** and empowered to build successful and rewarding careers with us.

Our workforce consistently demonstrates high levels of energy and commitment and delivers **outstanding performance** enabling our **Council vision** to be fully realised.

All leaders will reflect our **leadership** accountabilities as they carry out their daily work. They will be capable and influential in building an open, trusting and supportive environment. Our leaders will drive the delivery of the Council Plan, increase our workforce’s ability to embrace and navigate change and positively impact on how we **attract, recognise and retain** our talent.

All of our people feel able to participate and **achieve their potential** with the Council. We have fair for all people practices and overall a more celebrated and engaged workforce resulting in reduced levels of absenteeism and disputes. Trusted and meaningful working relationships are in place across the Council and our workforce better reflects and represents the **diversity** of our local Dudley residents.

The Council continues to transform with individuals whose attributes include curiosity, agility and creativity who are actively sought and bought into our workforce and **developed** to stretch their **knowledge, expertise and experiences**. Teams celebrate growth mindsets and the whole Council is able to collectively adapt and use learning as a tool for **change**.

