

# 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.



#### 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