

**CONFIDENTIAL**



**Workforce Programme  
Board**

09 May 2013

**Item 4**

## **LGA Annual Conference update**

### **Purpose of report**

For information and direction.

### **Summary**

This report updates members on activity for the LGA Annual Conference 2013 and the specific Workforce team activity.

### **Recommendation**

Members are asked to note the planned activity.

### **Action**

Officers to proceed with planned workforce strategy activity.

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## **LGA Annual Conference update**

### **Background**

1. The LGA annual conference and exhibition is the Association's showpiece event attracting over 1100 attendees from Local Government the Local Government family, central Government, the private and voluntary sector, plus up to another 500 exhibitors, speakers and press. The objectives of the LGA annual conference and exhibition are to:
  - 1.1. support the LGA's lobbying and influencing agenda;
  - 1.2. showcase local authority best practice and offer solutions;
  - 1.3. provide an opportunity to profile the LGA's lobbying, research, publications, and the work of the programme areas;
  - 1.4. support the LGA's policy work and membership strategy and help to promote local government reputation; and
  - 1.5. raise income for the LGA.

### **Conference programme**

2. This year all sessions have been themed around the New Model for Local Government strands and will build on the outcomes from the regional roadshows and deep dive events, continuing the conversation and discussing outstanding questions. The new model papers and launch will provide the core content of our messaging and promotion to members throughout the conference.
  - 2.1. Growth;
  - 2.2. Social care;
  - 2.3. Financial sustainability of councils;
  - 2.4. Welfare reform; and
  - 2.5. Independent local government.
3. The Leadership Board have had regular overview and updates in relation to the conference programme and arrangements, and officers have worked to ensure that the conference sessions fit well with our business planning and that we have a strong selection of plenary, sub plenary and workshop sessions.
4. Political plenary speakers confirmed include: the Rt Hon the Lord Heseltine; the Rt Hon Eric Pickles MP; the Rt Hon Jeremy Hunt MP; the Rt Hon Vince Cable MP; the Rt Hon Andy Burnham MP; the Rt Hon Hilary Benn MP.

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5. The Conference programme as of 25 April 2013 is attached as **ANNEX 4**. Please note it is for internal use only.

### **Workforce sessions**

6. On the morning of 3 July we will be working alongside the Policy team to deliver a session entitled:
  - 6.1. 'How will Adult Social Care be delivered in 2018?'
7. Given the need to respond to the challenges of funding and demography, adult social care will look very different in the future. The LGA is working hard to secure the changes needed to ensure the future of the social care system and to address the current funding problem. This is a key priority for local government and the LGA, not just for those who rely on our services, but also for the financial sustainability of the sector as a whole and the wellbeing of all local residents.
8. This workshop will showcase councils who are leading the way in exploring new models of delivery to ensure efficient, integrated and easily navigable adult social care. The session also will consider the workforce implications for the successful engagement and transfer of employees. Speakers from a range of councils will provide innovative examples of service transformation and will explore the challenges of working within an already stretched system. Attendees also will have opportunities to share their own ideas and developments on delivering services in the future.
  - 8.1. Speakers:
  - 8.2. **Councillor Mark Hawthorne**, Leader, Gloucestershire County Council (or Lib Peck, Lambeth)
  - 8.3. **Theresa Grant**, Trafford Metropolitan Borough Council (confirmed)
  - 8.4. Suggest – **Sandie Keene**, President, ADASS
  - 8.5. Suggest – **Jon Rouse**, Director General for Social Care, Local Government and Care Partnerships, **Department of Health**
9. In the afternoon of 3 July we will be running one of only two Master classes - entitled 'Reshaping your Workforce.' We understand that councils face unprecedented change right now and this master class will support councils by sharing five tried and tested approaches to change and how to:
  - 9.1. better engage employees to drive more productivity (EVP)
  - 9.2. design new organisational structures to enable better decision-making and accountability (Layers and spans)

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- 9.3. build resilience and provide tools for managers to solve workforce problems and issues (Managing Change Well)
- 9.4. create effective pay strategies and improve the impact of local reward schemes (E paycheck etc)
- 9.5. understand how to effectively plan to future proof your workforce (Workforce Planning tool)
10. On 4 July we will be running a workshop on 'Engaging your workforce: taking the team with you'.
11. This session will look at how councils and other organisations have succeeded to engage their employees through difficult times and the consequential benefits.