



**BUILDING AND MAINTAINING RESILIENCE
IN THE PLACE WORKFORCE**

***‘RETENTION &
ATTRACTION’***

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Executive Director, HR - Colas

INTRODUCTION

At the Autumn Conference, we held a series of workshops relating to workforce issues in place, building on the Future Highways Research Group (FHRG) report on 'Human Capital Management'

The **TOP 4** issues as voted were:

- Staff retention
- Attracting young people to 'Place'
- Equality, Diversity, Inclusion
- Future skills/ jobs

Further exploration through round tables

1. Recruitment & Retention

3 May - Oxford

2. EDI & Future skills

29 June - Chester

ADEPT





DEVELOPING A STAFF RETENTION TOOLKIT

Roundtable 1

WE LEARNED

- Human relationships/bonds are important
- Pandemic lock downs have profoundly affected the workplace, forever
- People need reasons to stay as well as leave
- It's not all about money

WE NEED

- Sense of achievement, ability to have an impact and a celebration of success
- Career pathways and variety, even if away from current organisation (secondments)
- Support for health & wellbeing

SHARE YOUR GOOD EXPERIENCES/ CAMPAIGNS



HELP TO BUILD THE GUIDE

- It will have tips, tools and case studies
- 'Great' practise not 'Best' practise
- It will be a living document
- Contributions welcome
Send to jo.oliver@colas.co.uk
- It will be available from mid-July

GET
INVOLVED!



DEVELOPING A RECRUITMENT CAMPAIGN TO ATTRACT ‘GEN Z’

Roundtable 1

WE LEARNED

- The 'Place' sector is struggling to attract and retain young (16-25) and diverse talent.
- Even if young people found 'Place' and available roles, it wouldn't resonate

WE NEED

A recruitment campaign, which raises awareness of roles in Place and encourages young people to enquire and apply

RESEARCH

During our discussions, and desk-based research we found 4 key findings

'Place' doesn't land

The majority of people in general do not know what the term 'Place' means and young people in particular do not understand nor relate to this phrase.

Not considered aspirational

Young people don't see working for the Local Authorities as aspirational for a number of reasons.

E.g. Boring/politics/bad reputation.

Living in different worlds

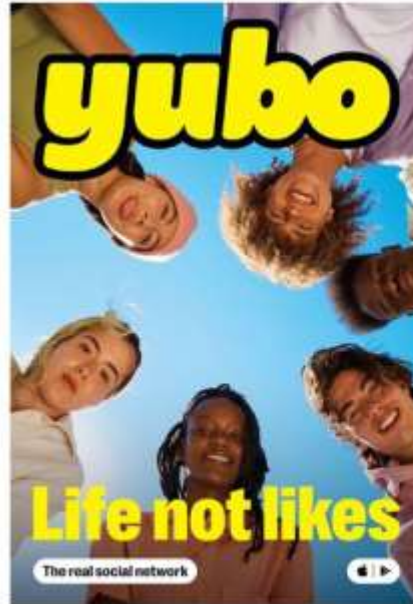
Young people and the 'Place' industry are communicating in different realms.

E.g. LinkedIn/Guardian vs Tiktok/Youtube).

Emphasis on the visual/experience

The current aesthetics of the Local Authorities don't cut it with Gen Z who are used to more stimulating design and seamless experiences.

THE VISUAL WORLD OF GEN Z



THE VISUAL WORLD OF 'PLACE'

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Seasonal work: advice for finding work this summer

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Bin worker

Refuse collector, waste operative, recycling collector, bin loader

Bin workers remove waste and recycling from homes or businesses.

Average salary (per week) Typical hours (per week) You could work

£17,000 (Starter) ————— £25,000 (Experienced) 🕒 38 to 40 a week 📅 evenings / weekends / bank holidays an extra

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Local Government jobs

Chief Executive

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Forest of Dean District Council

- 📍 Location / apply writing
- 📄 Permanent
- 💰 Up to £110,000 per annum
- 📅 Published on 1 May 2015

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Forest of Dean
DISTRICT COUNCIL

Chief Executive

Up to £110,000 per annum

An exciting time to join Forest of Dean District Council

Our district is already a special place, but we need to do more to sustain and enrich our area by making it an even better place to live, learn, do business and enjoy.

To do this successfully we need to build on its rich cultural and economic heritage and to nurture the area, its unique natural environment and amazing people. We want the Forest of Dean district to be a place where residents have a fantastic quality of life and feel secure in their communities - creating a draw for industry to create amongst the wild spaces.

A modern, connected Forest with deep cultural roots and a proud history. So join us to celebrate this wonderful area, its towns, its communities, and help them thrive, by delivering good quality well paid jobs, enhancing its education provision, improving housing options and the social mobility of our young people.

About the role

As Chief Executive, you'll be a pivotal part of the representation, promotion and orchestration of the District Council in delivering social, economic and environmental wellbeing of the area.

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EASTLEIGH BOROUGH COUNCIL



ADEPT



GIVING THE FEELING THAT
LOCAL AUTHORITIES ARE

OLD FASHIONED

from a GEN Z perspective

Proposed creative concept

**That's
a job?**

Who knew?

Youtube Shorts/Tiktok ads





**Cindy
makes the
workforce
more diverse**

**That's
a job?**

Who knew?

Find the jobs you never knew existed at
Thatsajob.com

Cindy, 23, Diversity Officer, Numatron



1307 01

Jamie, 35, Tree Surgeon, Sheffield

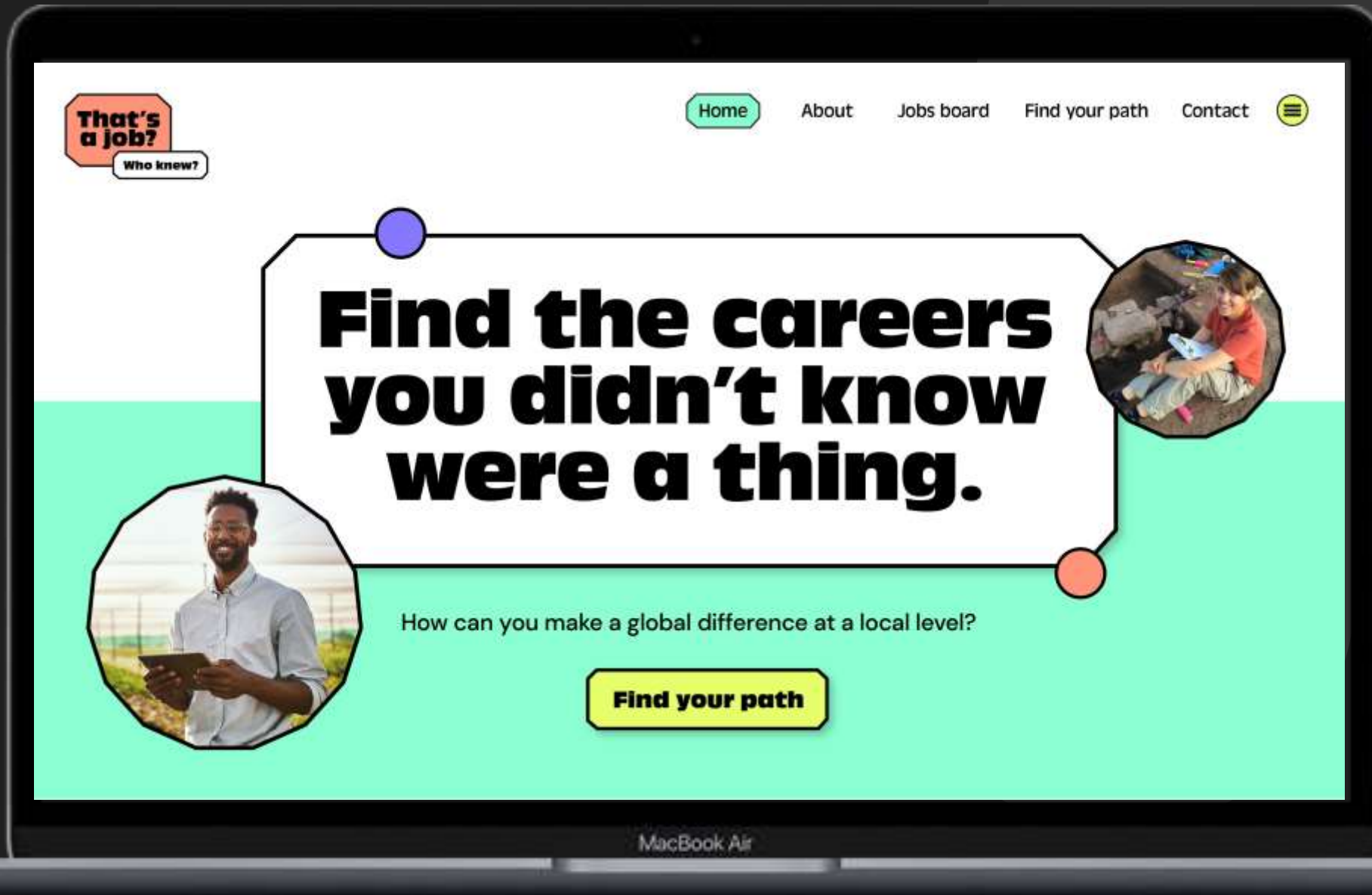
Jamie climbs trees for a living

That's
a job?

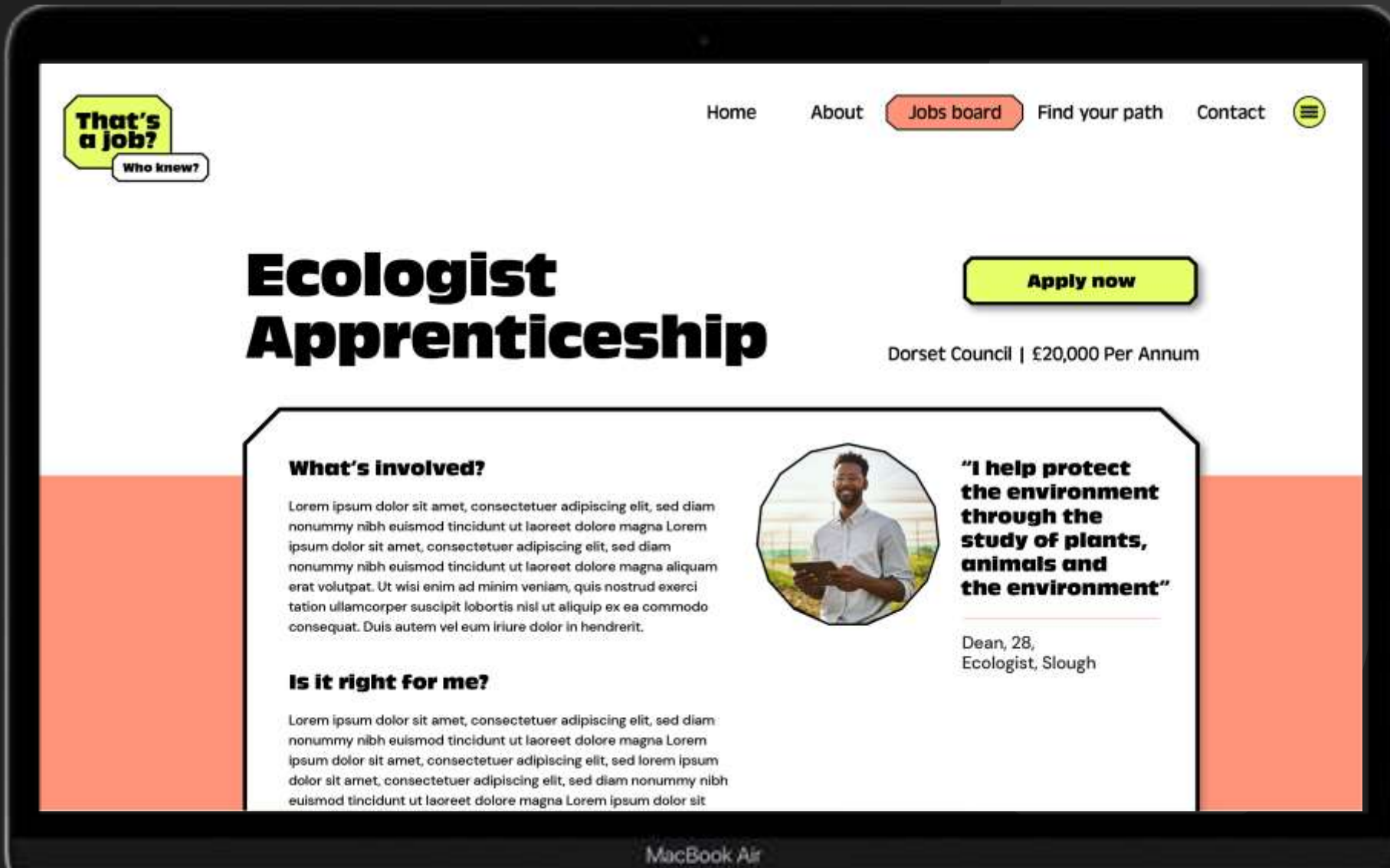
Who knew?

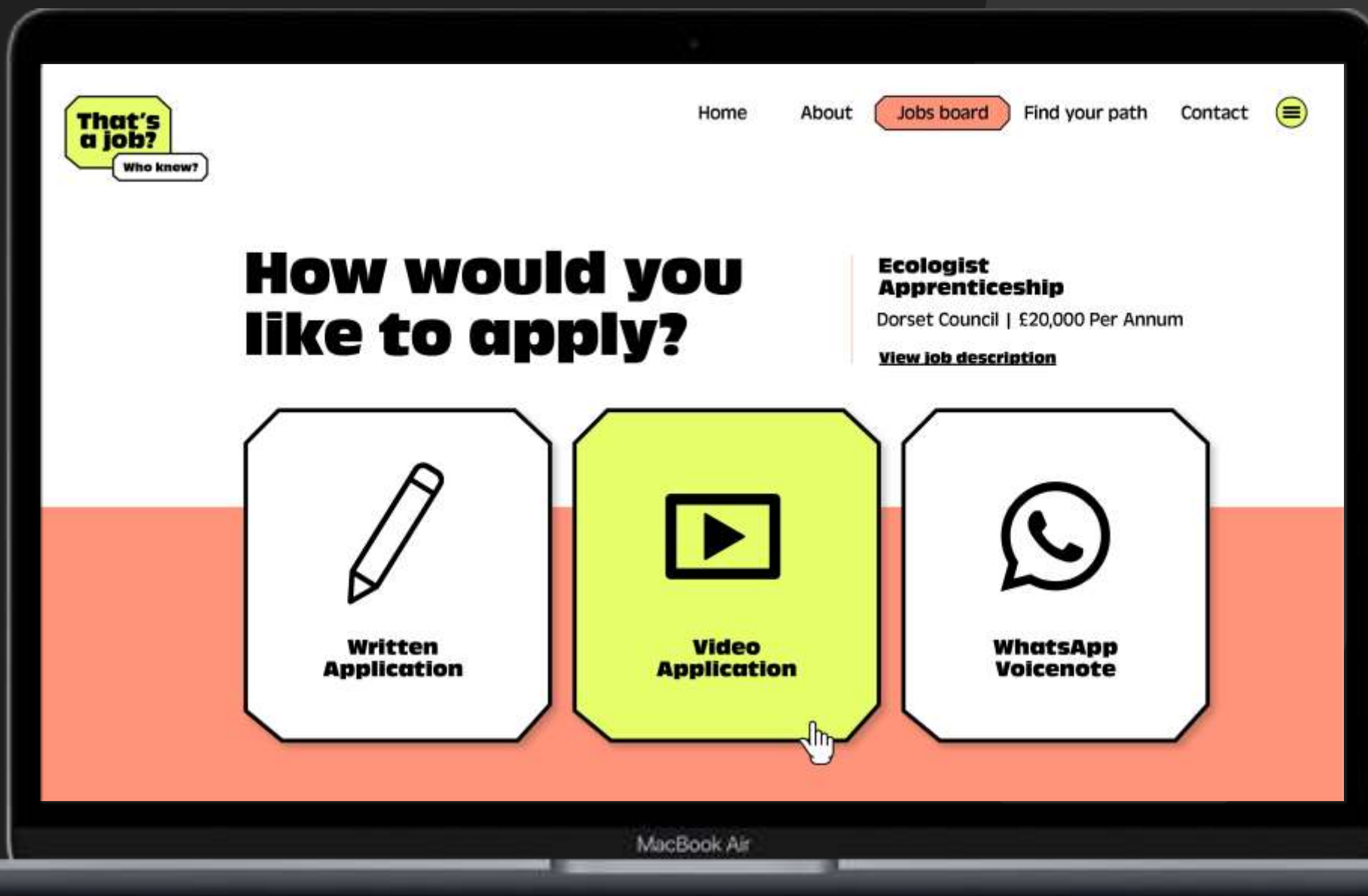
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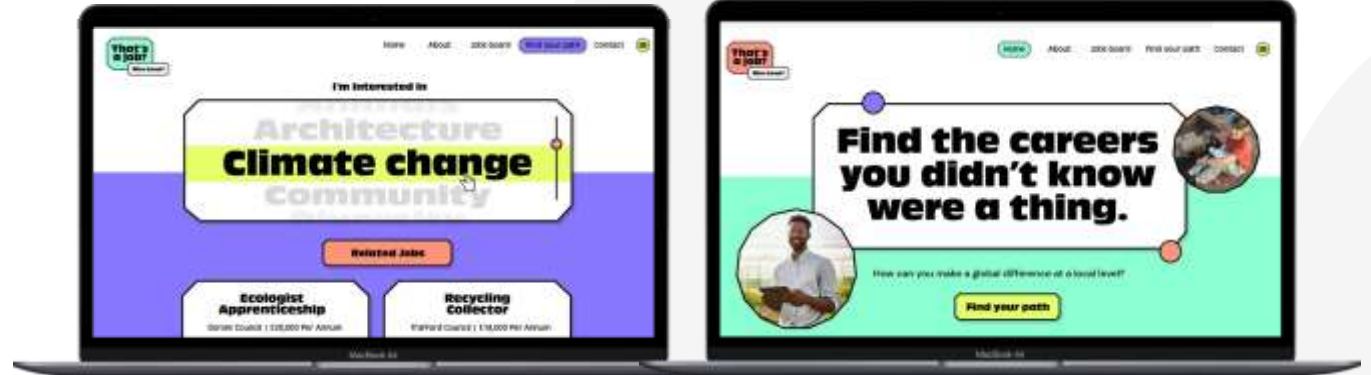




SUMMARY

Mentimeter

That's a job?
Who knew?



SUMMARY

- Maintaining the *status quo* is not an option
- None of these issues are simple, nor have single solutions
- Collaboration and sharing is always the best course of action
- Let's move forward with these tangible outputs and see how far they could go!





THANK YOU