

Welcome to the sixth edition of our weekly bulletin Covid-19 edition of The Pulse. This week we are pleased to have launched our **#WMHeroes** site and our newly focused strategic plan for 2020 to 2025 – more details on this in the next edition, as well as an update on our work to support councils in implementing the new national guidance following the Prime Ministers announcement on Sunday.

Take care.

From the WME Leadership Team



## #WMHeroes



Help us say thank you to your **#EverydayHeroes** from Councils who are working 24/7 to keep communities safe and to thrive

On Tuesday we launched a Regional Campaign to shine the spotlight on our Council workforce, showcasing the incredible dedication, commitment and hard work of our keyworkers. We launched a bespoke website, [that you can view here](http://www.wmheroes.co.uk) - [www.wmheroes.co.uk](http://www.wmheroes.co.uk) where we will profile our key workers and their roles over the coming weeks and months. Our WME communications team (Fiona Narburgh, Emma Price & Yolanda Mapfure) are building relationships with media outlets locally and nationally on this campaign to make sure the **33 Councils in the West Midlands Region** get the opportunity to tell their story in regular features.

We appreciate there are national campaigns focused on raising the profile of Councils, but we know targeted regional campaigns tend to be more successful in connecting with people to encourage local advocacy and action. So please do get behind and support our campaign. Our long-term focus, linking to our Strategic Plan, will be to transition this site into a comprehensive career site for Local Government which will help to promote Councils in the West Midlands as great employers, where people can make a real difference to the community and people's lives.

The first three stories are live on the site, and we will be publishing new stories every week.

## Social Care Campaigns



**#TimeToCare** is a new campaign launched this week to attract workers into the independent care sector and to celebrate the work care staff have been doing to protect the most vulnerable during the pandemic.

It is part of work by the 14 adult social care commissioners across the West Midlands to recruit temporary and permanent staff to deal with the current Covid-19 emergency and over time help councils and providers move into a more sustainable place.

We are working towards creating a pool of potential staff for the independent sector to access across

the full range of roles, everything from care assistants to cleaners and from admin. staff to cooks.

Through a special website at <https://timetocare.org.uk/> the campaign aims to attract redundant, furloughed and other workers to carry out essential roles across the West Midlands.

How will it work? The West Midlands Employers (WME) Team will register interested and suitable candidates who will be available to match with your jobs, either directly or via the commissioning local council.

We are pleased to hear that that the following Councils will be providing this direct and much needed support offer to the independent sector and help provide regional data which will help us deliver an intelligent led targeted campaign.



## HR Support

## HR Guidance

Our Covid-19 microsite is live and continues to be updated as events change. We are updating this daily and all national circulars and guidance issued are on here for your ease of access.

<https://wmeccovid19.org.uk/>

This week we have been working on the Infinistats launch. Infinistats is a new product we have sourced as part of your new membership offer to provide a data hub for us regionally, and to better enable us to benchmark with others outside our region where this is a useful tool.

Currently Infinistats is used by London Councils, and is partly in use by the South East region as they work through a phased launch. This will mean that, once you have signed up, you will have access to comparative data from these regions as well as the West Midlands.

Some key points to know about Infinistats:

- It is a self-search platform, so if you need comparative data on a wide range of key HR metrics you can access this yourself directly
- The data is produced in a number of formats, including graphs, trend charts and

tables, so you can use it to insert directly into reports or slides without the need for any configuration

- The charts and reports are produced in your corporate colours and badged with your logo so it is a personal experience
- Data uploading is through a number of formatted tables and bulk uploads, so it is a quick and easy process using data you will already be collecting
- You set the controls of who can either upload data or who has read only access – and there are no limits to the number of people who can use the system. This means your HR teams can access the system for different information without the need to have a single point of access
- The system is intuitive, and does not require special training or support to either upload or access information

You can view the Infinistats product website [here](#) and view a video of the product in action on YouTube [here](#)

## Schools Support

Next Friday we will be hosting a Schools Scoping event as a start of a series of workstream meetings, to support our Regions schools to return safely and well. We will be working with our LA schools support teams to understand schools needs and how they can contribute to the schools return, scenario planning and looking at where they can put consistent measures in place. Contact Monica, Lorna or Chantelle for further information. [Insert contact details](#)



## An opportunity to spend time with the SUMO Guy!

Join us on  
Wednesday 21st May  
at 11.00 a.m.

for this live virtual event with the  
SUMO Guy. Hosted by Monica  
Puri Principal Consultant.



Please click here to book



WME are pleased to be hosting a live event with Paul McGee – known as the SUMO Guy (Shut Up and Move On) Paul will be talking about resilience, mental health and the personal impact of Covid19 in a practical and insightful way. Make sure you book onto the session and also share with your network and other colleagues who might benefit from his insight and approach. Click [here](#) to book.

## L&OD Support

### Creating change ready, resilient and healthy organisations through online learning

With much face to face training still on hold, many organisations are looking at alternative virtual delivery options. Last week we shared the free [Thriving through Isolation module](#) and 11 organisations have accessed it for their employees.

In partnership with Coaching Culture, we are pleased to launch some further online offers which aim to improve resilience and wellbeing as well as develop people to be more adaptable to change.

- **Mindsets Modules** - Creating sustainable behaviour change in your employees by giving them access to an online coaching experience. [Click here](#) for flyer and further details.

- **Coaching Lessons** - A library of e-learning modules designed to give everyone the capability to coach

## WME Here When You Need Us The Most

Do let us know if there is any specific support you need that we can help you with:

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**WME Business Support**

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Click here to read our latest wider WME Newsletter  
[The Pulse March 2020](#)

# WME Events

DATE	WME EVENTS 2020	VENUE
04 NOV	Strategic HR&OD Network	Lost & Found Birmingham
04 & 05 NOV	Inspire (Day 1 & 2)	BCEC
23 NOV	WM Coaching & Mentoring Conference	BCEC
02 DEC	Strategic HR&OD Network	Lost & Found Birmingham
03 DEC	WME Associate Consultants Network	TBC
03 DEC	Menopause 'a life event'	The Studio
DATE	WME EVENTS 2021	VENUE
06 JAN	Strategic HR&OD Network	Lost & Found Birmingham
07 JAN	Inspire (Day 3)	BCEC
08 & 09 JAN	Inspire - HRBP (Day 1 & 2)	BCEC
15 JAN	HOT Network	BCEC
22 JAN	WME Management Board	Sandwell Council House
03 FEB	Strategic HR&OD Network	Lost & Found Birmingham

