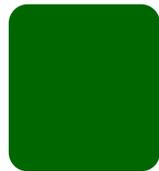
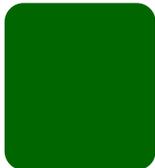




Customer Engagement Strategy

Your Feedback – Your Influence

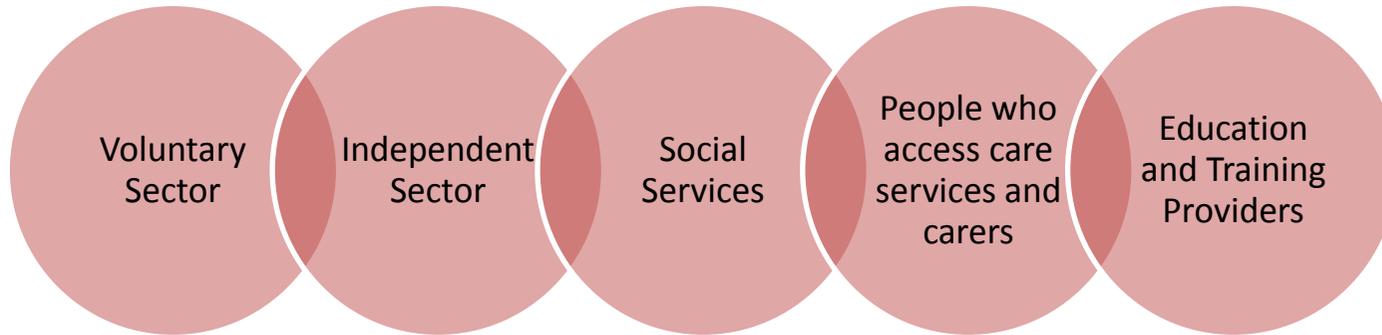
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BLAENAU GWENT CAERPHILLY WORKFORCE DEVELOPMENT SERVICE

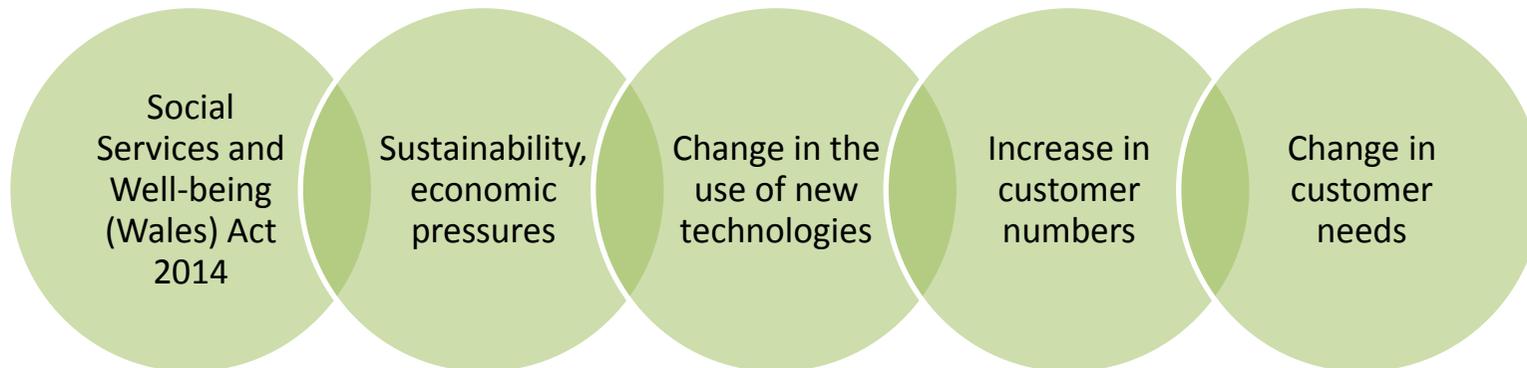
Welcome to the workforce development customer service strategy. The strategy sets out the outcomes to deliver a responsive service to our customers.

Who are our customers?



We expect our customers to feel that they have a sense of real engagement and influence over the services delivered by the workforce development team. That we have supported you to meet your learning and development needs.

What are the key drivers?



This strategy is also linked to the Blaenau Gwent and Caerphilly Social Services Improvement Plan and the Social Care Workforce Development Plan.

What do we offer?

Professionalising the workforce	Workforce Development	Working in Partnership	Workforce Planning
<ul style="list-style-type: none">• Offering Qualifications in:• Care• Social Work• Management• Personal Development	<ul style="list-style-type: none">• Offering specialised courses in:• Adults• Childrens• Health & Safety• Personal Development	<ul style="list-style-type: none">• Seminars• Consultations• Decision Making• Advice• Learning Resources	<ul style="list-style-type: none">• Workforce Data• Reporting Tools• Training Needs Analysis• Succession Planning

What are our key themes?

- ✓ To provide a positive customer experience - we have a clear customer insight
- ✓ To provide a service that can respond quickly to changing needs of our customers
- ✓ Have the ability to support growth – customers, services and products
- ✓ To use new technologies - to communicate, advertise and market our services and products
- ✓ Promote customer engagement – customers have the opportunity to feedback and influence
- ✓ Promoting learning – Business Partner approach

What outcomes do we expect?



How are we going to deliver?

Our approach – Over the next 5 years we will:

- ✓ Work in partnership with our customers to support the development and growth of the care sector
- ✓ Improve our customer insight by increasing the opportunities for our customers to feedback and influence
- ✓ Have a range of formats through which our customers can contact the workforce development team, including making best use of technologies
- ✓ Ensure that the training and qualifications care staff undertake will meet the changing needs of local citizens.
- ✓ Undertake regular quality assurance activities to improve all aspects of the workforce development business

How will we be governed and evaluated?



To support the delivery of this strategy an action plan will be annually reviewed. Evaluation and governance will also be accessed from other stakeholders such as Blaenau Gwent and Caerphilly senior and operational managers.

Conclusion

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Version 1 – December 2014