

Southwark Schools: Human Resources Update

26th June 2019

 @lb_southwark

 facebook.com/southwarkcouncil



Case analysis

- Open cases – 89
- 61% of cases – sickness absence
- New cases from March to June – 19
- 63% of cases – sickness absence
- Disciplinary cases – increase from 15 cases in March to 24 cases in May
- Suspensions – relate to safeguarding

Staffing case analysis

SUPPORT STAFF

- Increase of case type by Support Staff category – 72 cases in May (compared to April – 69 cases and March – 64 cases)
- 47 out of 72 cases – sickness absence
- 21 out of 72 cases – disciplinary (2 relate to safeguarding)

Staffing case analysis

Teaching Staff

- Decrease of case type – 17 cases in May (compared to March and April – 21 cases)
- 7 out of 17 cases – sickness absence
- 4 out of 17 cases – disciplinary (1 relates to safeguarding)

Priorities for 2019/20

- Sickness absence
 - Supporting schools proactively with managing cases in a timely way
 - Supporting schools manage sickness where there are other procedures in play
- Falling roles and impact on school budgets
 - Education / Finance / HR approach to addressing budgetary restraints
 - Supporting schools manage restructuring and TUPE

Staff Changes

Managing communication

 @lb_southwark

 facebook.com/southwarkcouncil



Southwark contacts

Who do you need to know?

 @lb_southwark

 facebook.com/southwarkcouncil



Recruitment

Current Guardian Deal

Ideas for future package

 @lb_southwark

 facebook.com/southwarkcouncil



Any questions?

Thank you

School Finance

26th June 2019

Hayden Judd, Divisional Accountant

News Round-Up

- UIFSM Grant Allocations

<https://www.gov.uk/government/publications/universal-infant-free-school-meals-uifsm-funding-allocations-2018-to-2019>

- Pupil Premium Grant Allocations

<https://www.gov.uk/government/publications/pupil-premium-allocations-and-conditions-of-grant-2019-to-2020>

- Revised Schools Financial Value Standard

<https://www.gov.uk/government/publications/schools-financial-value-standard-sfvs>

- DfE Procurement Site

<https://www.gov.uk/government/publications/deals-for-schools/deals-for-schools>

Free Early Education Entitlements

- Universal 15 hours Early Education for all 3 & 4 years olds
- 2 Year Old Early Education - geared towards low income families (subject to meeting benefits criteria)
- 30 Hours Free Childcare – geared towards working families (subject to meeting income criteria)
- Early Years Pupil Premium (EYPP)
- Disability Access Fund (DAF)
- Deprivation Fund

When can parents apply for 30 Hours Free Childcare?

- Parents can apply from when their child turns 2 years 36 weeks old.
- Parents apply directly through HMRC at:
www.gov.uk/30-hours-free-childcare or www.childcarechoices.gov.uk
- Parents should apply within the HMRC recommended guidelines

When your child turns 3	When they can get 30 hours from	Recommended time to apply
1 September to 31 December	1 January	15 October to 30 November
1 January to 31 March	1 April	15 January to 28 February
1 April to 31 August	1 September	15 June to 31 July

- Eligible children can start their 30 hour place from the beginning of the term after they turn 3 years old.

When should parents apply for 30 Hours Free Childcare? Cont..

- Eligible parents will be given a ten digit 30 hour code beginning with 500 or 1100.
- Parents should take this code and their national insurance number to their preferred participating provider when enquiring about a free place.
- Parents will be required to reconfirm their eligibility with HMRC every 3 months. HMRC will send parents reminders up to 4 weeks before their eligibility is due to expire.
- Parents who are no longer eligible will receive a 'Grace Period'. This enables parents to keep their place for a short period.

30 Hour Code Validation

- Providers must validate a parents 30 hour code on Southwark's '30 Hour Free Childcare Portal' upon entry to the provision and before the start of each term.
- Validations confirm whether a child is eligible and when they can take up their free place.
- Children cannot be funded for 30 hours places unless a code validation has been carried out by the provider.
- The DFE regularly report on the number of code validations that are carried out in Southwark.
- A parents 30 hour code will have information about:
 - *The date the parent became eligible*
 - *The date the parents eligibility ends*
 - *The Grace Period date (should the parent fall out of eligibility)*

30 Hour Code Validity Dates

- When a provider validates a parents 30 hour code, they will see the following information:

Child ↕	Eligibility Code ↕	Check Last Run ↕	Eligible From ↕	Eligible To ↕	Grace Period End ↕	Check Status ↕
E B (19/12/20) - SK C	5002	28/01/2019	20/04/2018	15/04/2019	31/08/2019	Eligible

- ‘Eligible From’** date – is the date the parent became eligible
- ‘Eligible To’** date – is the latest date the parent must renew their eligibility with HMRC.
- ‘Grace Period End’** date – If the parent does not reconfirm their eligibility by the ‘Eligible To’ date, they will fall out of eligibility and enter their ‘Grace Period’. This is the final date a child can access their extended place.
- ‘Check Status’** *‘Eligible’* status means child is eligible for a free place
‘Not Found’ status means the 30 hour code is not eligible or cannot be found.
- Parents who apply after the HMRC application deadline dates will not eligible to take up their free place until the following term.
- Children cannot start a new 30 hour place at a provider during a grace period.

30 Hours Expiration Dashboard

- Providers can use the Portal 'Entitlement Expiration Dashboard' to check, when children's eligibility are due to expire.

Entitlement Expiration Dashboard

Use this screen to track eligibility which is due to expire.

Further Action Needed Days Eligibility Filter

Provider

Child	Eligibility Code	Eligible From	Eligible To	Grace Period End	Eligibility was last checked on	Notes / Further Action Needed
(02/09/2014)	50023575905	18/09/2018	15/04/2019	31/08/2019	15/01/2019 Eligible Recheck now	<input type="button" value="Update"/>
(25/06/2015)	50039302202	08/01/2019	16/04/2019	31/08/2019	15/05/2019 Eligible Recheck now	<input type="button" value="Update"/>
(12/02/2016)	50039076296	03/01/2019	21/04/2019	31/08/2019	17/01/2019 Eligible Recheck now	<input type="button" value="Update"/>

- Providers should regularly check the dashboard and let parents know if their eligibility is coming up for renewal.
- The expiration dashboard will only show a list of children who's eligibility is due to expire. A full list of children who have been checked by the provider can be found on the 'Review Previous Checks' menu.

How can parents use the 30 Hours Free Childcare?

Subject to provider availability, parents can choose to split their 30 hours between:

- Childminders
- Private, independent and voluntary providers
- Maintained schools with nursery classes

- E.g. a parent can choose to take 15 universal hours per week at a school nursery and take the other extended 15 hours per week with a childminder to help with afterschool care

- Providers should ask parents if they are sharing their entitlement between another provider. If yes, the parent must take their 30 hour code to both providers for validation.

- Parents do not have to use their full 30 hours childcare entitlement.

Useful Contacts

Link to the Southwark Provider Portal:

https://emsonline.southwark.gov.uk/ProviderPortal_LIVE/

If you have forgotten your password, you can reset this by clicking on the 'forgotten password link' on the main portal home screen and follow the instructions.

Alternatively please email: CSBITSInformationSupport@southwark.gov.uk

If you need to request a new portal user (maximum 2 users per site), please email:

feeadmin@southwark.gov.uk

If you have a query regarding a 30 hour eligibility codes or 2 year old eligibility, please email: earlylearninginfo@southwark.gov.uk

Further information about the free entitlements can be found on the Southwark website: <https://www.southwark.gov.uk/schools-and-education/free-early-education-entitlement?chapter=4>

Attraction via Social Media

Winner of the best social media
campaign 2019

PPMA



Winners!

- We won best social media campaign at the PPMA (Public Services People Managers Association) awards, in partnership with JobGoPublic.
- This was for the Exchequer apprentices recruitment campaign where we recruited 19/20 apprentices for the total of £1,000.00 advertising and attraction costs.

Approach / The solution

- Researching a solution
- Presented with the challenge of recruiting apprentices, explored several options and weighed them against each other. For example,
- JGP first investigated Google Search Engine Marketing, but rejected it based on poor previous results. In the end, we felt that our target age group and tight budget social media would be more effective.
- Facebook was chosen as the most suitable platform for engaging with Southwark's ideal candidates. Facebook has the advantage of being partnered with Instagram, which has 31% of its users within in the 18-24 bracket. Facebook and Instagram also accommodate image-based adverts, which are shown to be most effective with this age group.

Making social media work

- The adverts were shared with a wide audience, within a 15-mile radius of London. With equal opportunities in mind, specific age groups weren't targeted. However, with AI we knew from Facebook's audience stats that a large number of school and university leavers would be served Southwark's adverts. We also knew there was value in sharing the adverts with an older demographic, who may have family members in the community to share the role with.
- Facebook and Instagram allow a combination of engaging images and copy to encourage candidates to apply.

Messages emphasised:

- The opportunity to gain vital customer service and finance experience
- How these roles would shape a future career.

These sorts of messages were designed with the target demographic in mind, those at the beginning of their career and looking for a role that will support their development

Maximising employer branding



The screenshot shows a Facebook post from Jobsgopublic.com, written by Dan Makoff on October 1. The text of the post reads: "If you're looking for an Apprenticeship in Finance and Customer Services, Southwark Council have the opportunity for you. With their Exchequer Service, you'll gain vital experience, understanding the key duties and functions of financial and customer services. Find out more about how the apprenticeship could shape your future and apply now!". Below the text is a carousel of three images. The first image shows a close-up of a clock face with the text "Gain vital experience from experts in the field" and a "Learn More" button. The second image shows a group of people in an office setting with the text "Kickstart your career in Lonc" and a "Learn More" button. The third image shows a hand holding a smartphone.

We used clear, engaging messages to portray our brand and attract candidates to the council, and these roles. The opening line “**If you're looking for an Apprenticeship in Finance and Customer Services, Southwark Council have the opportunity for you**” is simple yet effective, immediately introducing Facebook users to the role and the council.

Maximising Results from Job Board Advertising

- Choosing the right job boards for your vacancy
- Avoiding the 3 most common errors that make your advert almost invisible to job seekers
- Optimising your advert to an email/mobile focused job seeker
- Strategies for improving your application rate

Campaign impact / results

- Performance against business and campaign objectives

In terms of delivery:

- The campaign was set up and live within 48 hours.
- The campaign cost just £1,000.

This campaign was a resounding success, achieving all of its objectives as evidenced below:

- The application numbers increased more than four times compared to what the council achieved on their own (from 30 to 122).
- The social media campaign resulted in 369 apply clicks (target: 240)
- A shortlist of 80+ candidates was created (target: 40).
- Southwark filled all 19 apprenticeship roles (£52.63 per hire in terms of advertising).
-



Winners!

Best social media campaign

Recruiting for Free- tips!

- Proven strategies to maximise results for recruiters with no or a very limited budget.

Examples of how to recruit for free via:

- LinkedIn
- Indeed and other job board aggregators (e.g. Adzuna, Glassdoor, JobRapdio, etc)
- Applicant Tracking Systems
- Referral networks
- Facebook
- Twitter
- Content Marketing / PR / Guerrilla Marketing

WOW!



Accessing your school's Apprenticeship levy funds

Lorna Fraser

OD Apprenticeships and Pathways Manager

 @lb_southwark

 facebook.com/southwarkcouncil



Introduction

- Only community schools may access funds held and managed by the council in their digital apprenticeship service account.
- The council has not set a limit on the funds each school may apply to use from this account.
- Other schools will have a separate account and will manage this directly.
- Any unused funds held in accounts after 24 months will be retained by HMRC.
- In order to access funds, schools will need to follow two steps

How to access your levy

STEP 1 - Creating a government gateway account (if you need one)

What you will need

- Your schools PAYE UTR (unique tax reference)
- An email address which you can access
- A mobile phone number (this is for the last step in the process)

Select link

<https://online.hmrc.gov.uk/registration/organisation/moss/introduction>

Follow the instructions in the attached document

School Levy HMRC Government Gateway Set Up

How to access your levy

STEP 2 - Registering for the Council's Digital Apprenticeship Service (DAS)

What you will need

- Your school Name
- Your school PAYE UTR (unique tax reference)
- Government Gateway User ID and Password

Email lorna.fraser@southwark.gov.uk asking to set up access to DAS for:

- Named person (normally the school business manager).
- Job Title
- Email address

Follow the instructions in the attached document

Accessing levy funds for schools apprenticeships



Apprenticeships for schools

You can search the website below for all apprenticeships

[Institute for Apprenticeships](#)

<https://www.instituteforapprenticeships.org/apprenticeship-standards/?>

You can find a list of appropriate apprenticeships for schools at page 14 that match your job roles

[Guide to Apprenticeships for the School Workforce](#)

<https://www.gov.uk/government/publications/a-guide-to-apprenticeships-for-the-school-workforce>

 @lb_southwark

 facebook.com/southwarkcouncil



Quality Training Providers

Select training providers that meet the council's Quality Standard:

- [Find apprenticeship training](#)
- On the [Register of Apprenticeship Training Providers](#)
- Able to deliver your requirements when you want them to
- Confirm they meet quality standard with Lorna Fraser