



# Forging a Resilient Workforce:

Collaborative Workforce Planning for the Future



# Who We Are



**Brad Sinclair**  
**Group Managing  
Director**  
**Opus People  
Solutions**



**Rebecca Davis**  
**Chief Executive**  
**West Midlands  
Employers**



# A Snapshot of Who We Are



- Opus is a Managed Service Provider and a Local Authority Trading Company, owned by Suffolk County Council
- Our vision is to realise opportunities for the people and organisations that we work with, support making a difference to the services provided to the community
- We do this by providing a quality service with a strategic partnership approach that offers collaboration, transparency and control



- West Midlands Employers is an Elected Member led organisation, owned by 32 Councils in the West Midlands Region.
- We deliver a range of shared services on behalf of Council's in our Region.



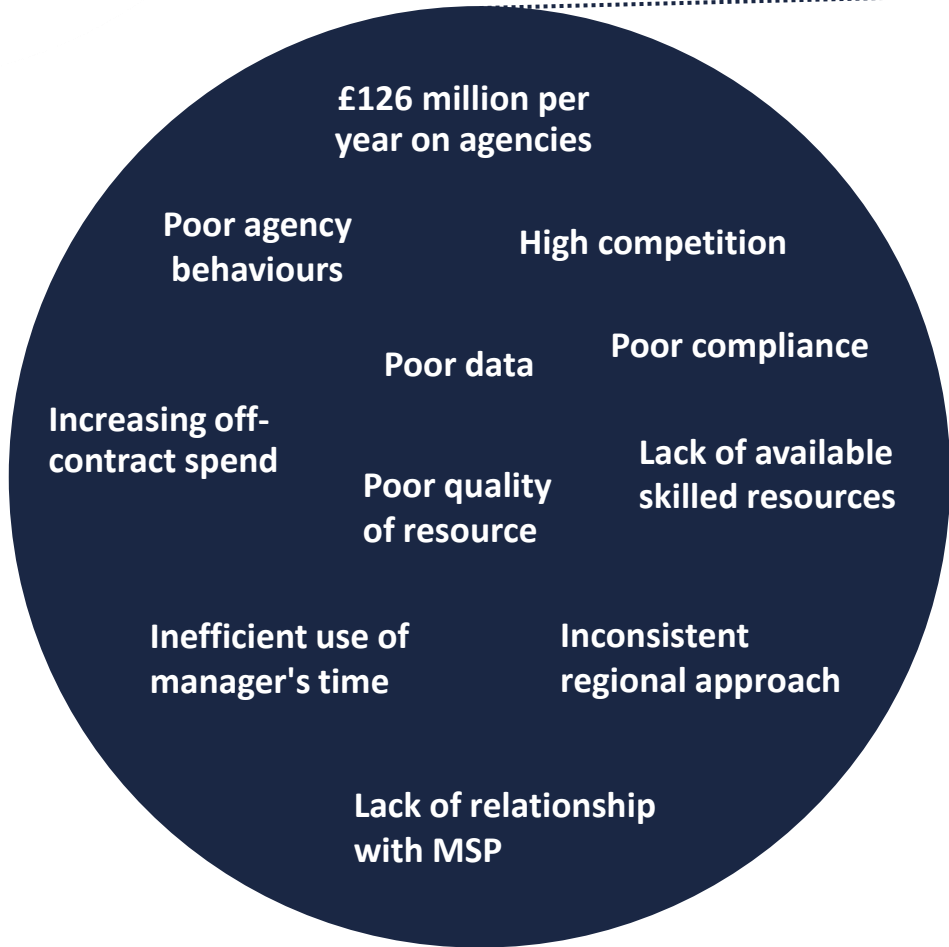
Scan QR code to view  
our Annual Report  
23/24



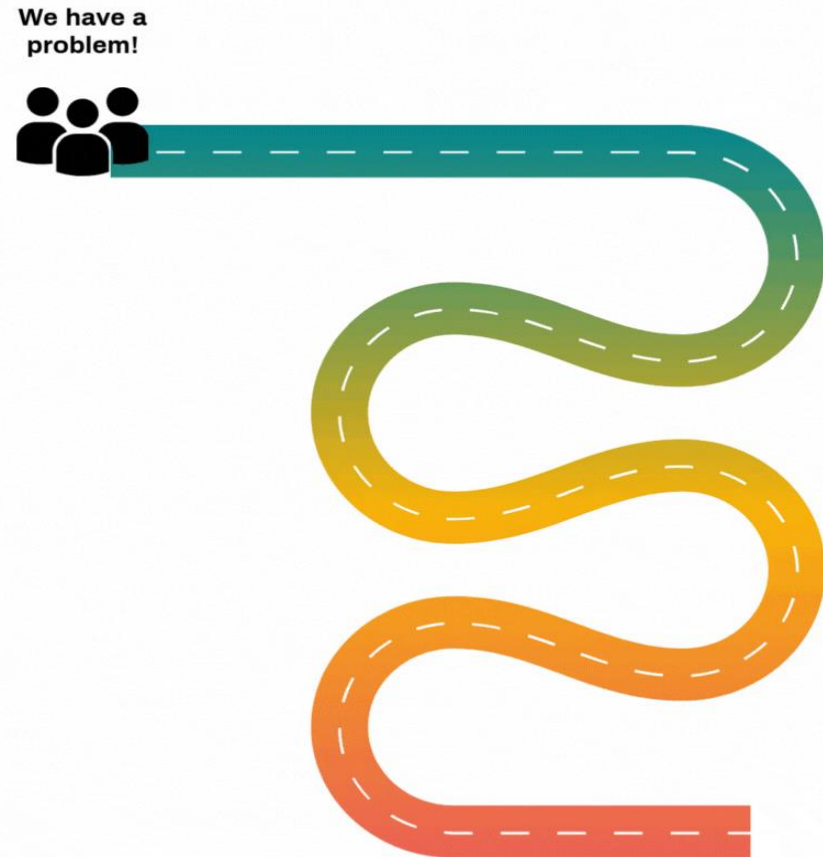
## Walsall Council

- Walsall Council is one of the largest councils in the West Midlands serving a population of 285,000 residents (2021 census.). They are at the heart of the Black Country and part of the West Midlands Mayoral Combined Authority.
- Of this population, a significant proportion is active in the workforce, with 135,000 individuals aged 16 and over employed in the area (ONS Dec 2023.)

# The Scale of the Challenge in the West Midlands



We have a problem!



# Moving from competition to collaboration



# The West Midlands Innovative Solution

**Taking a Regional approach to Workforce, we;**

- Launched a Regional Workforce Strategy
- Set up WMTemps – our single provider framework

**Additional Regional Benefits ;**

- No fees or costs for Councils to access WMTemps
- Free consultancy to develop a business case
- Service rebates to fund improvement activity
- Local account management
- Free workforce planning consultancy
- Regional Data analysis



*The West Midlands Workforce Strategy and WMTemps Powered by Opus People Solutions is a unique approach – combining a regional strategy with a regional agency solution, and it promises to be DYNAMIC in its ambitions, INNOVATIVE in its solutions and DIFFERENT to the traditional agency services councils currently use.*

**Amion Consulting**



Scan QR code to view the  
Workforce Strategy





# The Council Experience

Regional Workforce Planning  
Strategic Partnership  
Improved Quality  
Spend Reduction  
Social Value



Working with approx. **30 local partners** across the West Midlands to provide career advice and support recruitment opportunities

More than **£200k** in social value in the last 12 months

Engaged with approx. **2000 people** at **33 careers events** this year

Presented to approximately **1000 students**, highlighting the variety of career opportunities in local government and how to prepare for the future world of work

Implemented **new engagement process** within Residential Care Recruitment to make a **safer working environment** and negate risk for the Council around data and safeguarding


**£466k savings in the first 6 months.**



activities and supporting us in relation  
to providing that



# The Difference Already Made in the West Midlands

 **68.5%**  
decrease

in active temporary workers since go-live



**£466K**  
savings

in first 6 months since go-live



**25%** 

of the regions councils using WMTemps

**100%** 

of Off-contract brought On-contract from day one

**Bromsgrove**  
District Council



**50%** 

of Off-Contract brought On-contract from day one



**1 in 4** 

of all West Midlands placements have been made permanent

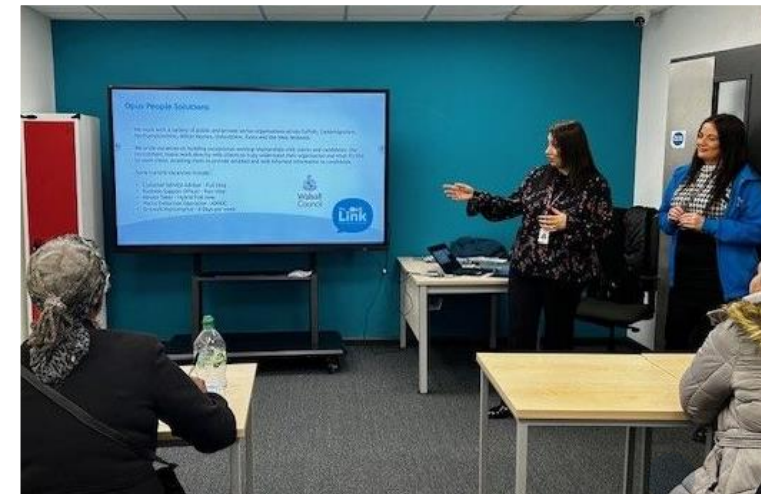
**98.9%** 

Fill rates across West Midlands Contracts

The current councils will generate in excess of  
**£11m savings**  
over 4 years

**96%** 

of workers supplied by Opus are from the West Midlands region.



# The Long-Term Difference We Will Make

Deliver a reduction in agency spend

Provide better data and insight on spend

Improved quality of candidates

Improved treatment of agency workers better

Increase workforce planning to address skills shortages.

Increase no cost conversion 'temp' to 'perm'

Eliminate 'bad agency behaviours

To make every ££ spent on agency go further

Manage & monitor of agency caps

Ensure agency provision that meets the changing needs of Councils

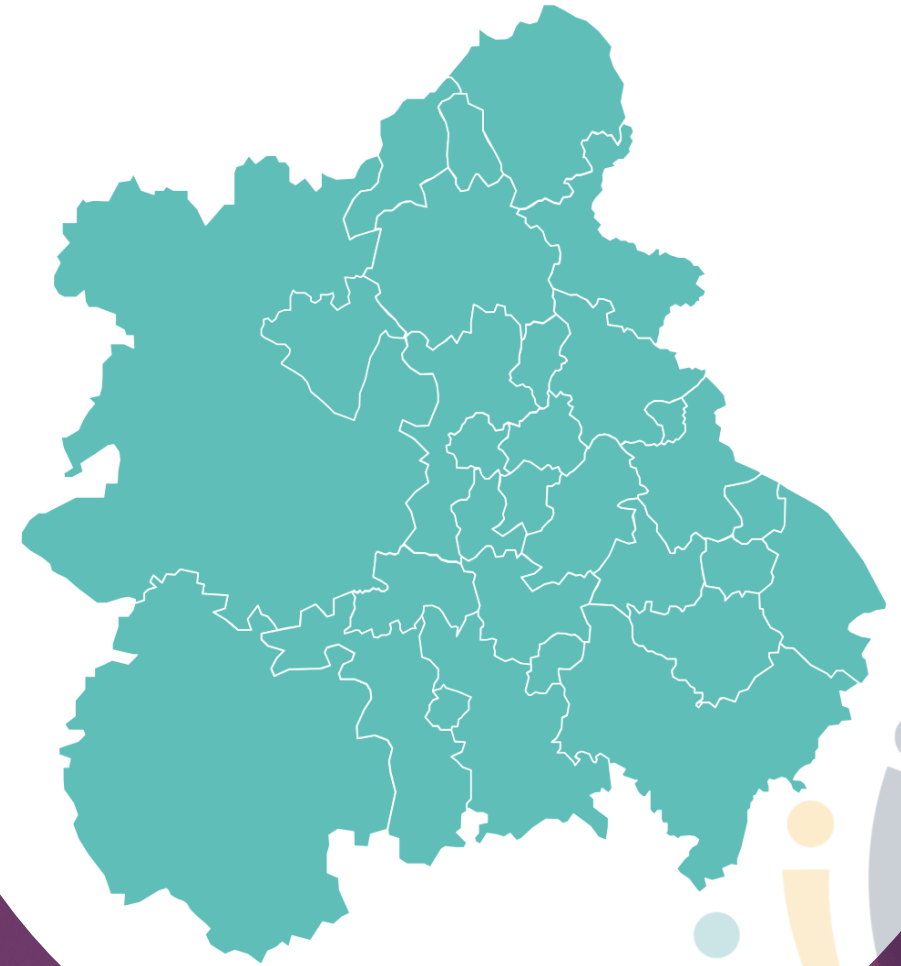
Manage & monitor of agency caps and rates across the Region

Reduce competition between Councils

Deliver more social value in the Region

Overall reduction in temporary workers.

**More Councils joining soon...**



# Thank you for your time.

## Are there any questions?

### What next?

Join us for a discussion on collaboration opportunities:

- **For Councils in the West Midlands:** We encourage you to take advantage of this innovation.
- **For Councils outside the Region:** Explore potential collaborations in your region.