



CIPD in Northern England: Regional Insights



Welcome

to the autumn issue of Regional Insights - our quarterly update for Northern members.

September marks Black History Month and we recognise there are still key barriers that black people – and particularly women - face in the workplace.

This is why we explored what people professionals can do to help create more inclusive work environments, with equal development opportunities for all, in a collaborative event with Sharon Amesu of She Leads for Legacy.

We were delighted the online session attracted a strong turnout. You can watch it [here](#).

Inspiring northern talent

The 2023 CIPD People Management Awards (PMAs) also take place this month (21 September), and I am delighted to see that 20 HR and people development teams – from across the North of England – have made the shortlist.

The exemplary finalists represent outstanding work in the fields of change management, health and wellbeing, inclusion and diversity, and many more. You can view the full northern shortlist on page 6.

In this issue we also speak to inspiring people professionals on a range of topics, including how organisations are recruiting from diverse talent pools – such as ex-offenders – and how the NHS is improving staff engagement and performance through a new digital workforce tool.

Engage with our team, events and regional networks

We are delighted to have strengthened our team with the appointment of Louisa Haberstroh as Senior Employer Solutions Manager. You can find out more about her role to support northern organisations and HR teams on our news pages.

Over the coming months, we will continue to build our network of senior HR Directors and collaborate on a range of events to support the Good Work Agenda.

Our flagship Annual Conference and Exhibition in Manchester takes place on 8-9 November, where a host of influential thinkers and HR practitioners - from organisations such as the BBC, Met Office, Network Rail and the UK government - will tackle challenges facing the world of work.

You can find out more about our events on page 8, along with our range of regional forums and networks to help you connect with your peers and support your development.

Daphne Doody-Green,
Head of CIPD in
Northern England



Speaker line-up for ACE includes:



Fiona Ryland
Chief People Officer,
UK Government



Uzair Qadeer
Chief People Officer,
BBC



Tammy Lillie
Chief People Officer,
Met Office

News around the region



Strengthening our team

We're delighted to welcome Louisa Haberstroh to the CIPD in Northern England team as Senior Employer Solutions Manager. Her role involves supporting organisations to improve and professionalise their HR and Learning and Development (L&D) capability.

Louisa utilises her extensive HR management experience - across multiple sectors – to also help northern organisations identify solutions to improve workplace productivity and inclusion.

Connect with Louisa e:

Louisa.Haberstroh@cipd.co.uk and meet the rest of our team [here](#).



Good Work Manifesto

We are developing a Manifesto for Good Work – ahead of the general election - after gathering valuable insight from northern members during a roundtable discussion, held in collaboration with the CIPD in Manchester Branch.

The Manifesto will call on the government to put good work at the heart of its thinking to help improve workplace conditions and practices. It will contain a package of reforms to increase investment in training and skills and encourage fair pay, and equal work opportunities.

Emma Brookes, Vice Chair of the CIPD Manchester Branch and policy lead said:

“The changing world of work, and what good work looks like, must be a priority for our next Government to help improve workplace productivity and shape better working lives.”



Calls for better quality jobs

Our North of England Good Work Index report calls for employers, and the government, to take action to improve the quality of jobs in the North, after the findings revealed a negative shift in how employees think about work, and the impact on their health.

The research report found that only one-third (34%) of respondents feel their work affects their mental health positively. This could explain why just under half (46%) of employees in the region view their job as transactional - simply a way of making money – in 2023, up from 36% in 2019.

A range of recommendations for employers – and policymakers – to improve the [quality of jobs](#) in our region are included in the report [here](#).

Daphne Doody-Green, Head of CIPD in Northern England said: “While not all jobs can be transformed; significant improvements in areas such as flexibility, development and people management can play a huge part in improving job quality.”



Supporting Northern employers

As organisations continue to adapt to new ways of working, we are enjoying connecting with forward-thinking northern employers - including Damart, PPG, VetPartners and MerseyCare NHS – to deliver sessions on professional development, membership, and insights on the future of work.

Rob Williams, Head of Talent at

VetPartners said: “It was helpful for our people team to understand the development and support resources available from the CIPD and also how the profession map aligns with our values as a business.”

Due to the popularity of these sessions, we will be launching online and face-to-face events for small-medium sized organisations (SMEs) soon. These will provide an opportunity to find out more about how the CIPD, and membership, can benefit and add value to smaller HR teams and businesses.

Register your interest e: cipdnorth@cipd.co.uk

Essential skills in the workplace

Did you know that the cost of low essential skills – such as communication and problem-solving - to the UK in 2022 was £22.2 billion?

We held an **‘Essential Skills in the Workplace’** think tank - in collaboration with Skills Builder Partnership - to gain insight from northern people professionals about what opportunities there are to develop and sustain essential skills across the workforce.

The lively discussion and insights shared will enable Skills Builder Partnership to develop learning assets and tools to help HR and L&D professionals build and measure essential skills in the workplace.

Michael Millward FCIPD said: “This is a big challenge for every employer. It’s great to see this sort of project taking off. This was a really interesting session.”

United for public sector excellence

We are delighted to announce the renewal of their Memorandum of Understanding (MoU) between the CIPD, Health People Managers Association (HPMA), Public Services People Managers Association (PPMA) and Universities HR (UHR).

This partnership reaffirms our commitment to working collaboratively to create a strong, diverse and high-performing people profession that can support the nearly six million people employed in public service organisations.

The renewed partnership will extend efforts in supporting each other’s conferences, collaboratively addressing public policy consultations and media issues with a unified public service stance.

Peter Cheese, Chief Executive, CIPD said:

“Through this partnership we can help ensure people professionals in the public sector can develop the skills and capabilities they need.”

Volunteer Hotseat

– Dr Xiaoxian Zhu, Chair of the Tees Valley Branch

The CIPD Tees Valley Branch represents and supports a diverse community of nearly 1,500 members from across the Tees Valley area, covering Darlington, Hartlepool, Middlesbrough, Redcar and Cleveland and Stockton-on-Tees.

Chair of the branch, Dr Xiaoxian Zhu AssocCIPD of Teesside University tells us more about the branch and its range of activities to help support the HR community and shape the future HR landscape.



Tell us about the Tees Valley Branch and your activities

We have a small but inclusive and collaborative team in the Tees Valley Branch. Our committee and volunteers are genuinely committed to supporting local HR professionals, student members and the wider CIPD network, to build a friendly and supportive HR community.

Our branch provides monthly hybrid workshops in a variety of hot HR topics, along with regular socials, and support to welcome and engage student members.

Across this year and in 2024, we will deliver events focussed on areas such as employment law, HR analytics and EDI.

We wish to reconnect and to welcome both members and non-members to engage with us, and draw on their experiences and knowledge to help improve the workplace and support our wider HR community.

What do you most enjoy about working with the branch?

I have been in the branch committee since 2014. I most enjoy working with my committee to build the team and motivate and engage the HR community in the Tees Valley, and try our best to support members at all levels and stages of their career.

It's great to see HR professionals and student members in the Tees Valley engage in our events, keen to reconnect and offer their support and help to shape the future HR landscape together.

What is your day job and how does it help you in your role as Chair of the branch?

I'm working at Teesside University as an Acting Head of Department (Leadership, Management and HR) and a Principal Lecturer (Research & Innovation) in the Business School.



Some of the Tees Valley Branch committee

Prior to this, I was the programme leader for the MA Human Resources Management course.

My career experience has helped me to gain a greater understanding of CIPD courses and CIPD programme approval and accreditation. Which has helped my role as Chair of the Tees Valley Branch, in terms of student engagement and support for local study centres.

My day job experience has also helped me to build and motivate an effective, supportive and knowledgeable committee from diverse backgrounds, that is providing good service and support for the Tees Valley HR community.

What advice would you give those just starting out in their HR career?

Engage in your local and wider community. Do not fear to ask for help and support.

If you're in the Tees Valley, reach each out to us and join our networking events and workshops!



Find out more about the CIPD Tees Valley Branch [here](#).

Northern shortlist: CIPD People Management Awards, 2023

Twenty HR and people development teams – from across the North of England – have been shortlisted for the 2023 CIPD People Management Awards (PMAs).

The annual awards recognise and celebrate the outstanding talent, teams and projects within HR, Learning and Development (L&D) and Organisation Development (OD).

The shortlist represents exemplary work in the fields of change management, health and wellbeing, inclusion and diversity, and many more.



Arla Foods, Leeds - Best L&D initiative in 2022.

Northern talent

Rise Beyond – based in Chester – are in the running for the 'Best HR/L&D & OD Consultancy' for establishing successful Peer Learning Groups for a client's teams to learn, grow and keep connected.

Travis Perkins – a York based distributor of building materials and a leading partner to the construction industry – is shortlisted for the 'Best Apprenticeship Scheme' accolade.

Earlier this year, Travis Perkins announced a landmark target to train 10,000 apprentices by 2030. To support this - and help accelerate the learning of new skills needed – the organisation has extended its apprenticeship offering to the wider industry via the Builders Merchants Federation.

The Sovini Group – a North West based property group - has been shortlisted for the 'Best CSR/ESG Initiative' category for its 'A Better Future: Creating Careers & Communities' initiative. Established to increase opportunities for young people, the initiative is also driving its commitment to embed environmental, social, governance (ESG) into their activities.

Paula Robinson, Interim Chief People and Communications Officer for The Sovini Group said:

"We are delighted to have been recognised by the CIPD for our commitment to creating opportunities for young people and changing the lives of our people."

Northern shortlist:

- **Best Apprenticeship Scheme**
- Travis Perkins
- **Best Change Management Initiative**
- eStar Truck and Van Ltd
- Manchester Airports Group
- **Best CSR/ESG initiative**
- Sovini Group
- **Best Digital/Technology Initiative in HR/L&D**
- Sheffield Teaching Hospitals NHS Foundation Trust
- **Best Equality, Diversity and Inclusion initiative (EDI)**
- EY
- **Best Flexible Working Initiative**
- EY
- **Best Health and Wellbeing initiative (public sector)**
- Leeds and York Partnership Foundation Trust
- **Best Health and Wellbeing initiative (private sector)**
- Nissan Motor Manufacturing
- **Best HR/L&D & OD team of the year (private sector)**
- Softcat
- **Best HR/L&D & OD team of the year (public sector)**
- Humber and North Yorkshire Integrated Care Board (ICB)
- **Best HR/L&D and OD consultancy**
- Progeny
- Rise Beyond
- **Best HR/L&D & OD supplier**
- Red Havas
- **Best L&D initiative - public/third sector**
- Community Integrated Care, Widnes
- **Michael Kelly Outstanding Student award**
- TMS Global (part of DS Smith)
- **Best OD or OD initiative**
- Sheffield Children's NHS Foundation Trust
- Yorkshire Water
- **Best People Analytics initiative**
- University of Salford
- **Best SME People Management initiative**
- Apadmi
- EMG Solicitors



View the full UK shortlist and book your place [here](#).

Getting ex-offenders back to work

The majority of businesses (86%) rate ex-offenders as good at their jobs, yet only 17% of people with a criminal record will manage to get a job within the first year of their release.

We take a look at some of the pioneering new approaches that are working hard to change this by upskilling prison leavers to get them job-ready and able to gain paid employment upon their release.

Established last year to help get people into work and develop in their roles, the CIPD Trust is running a pilot to help ex-offenders sustain paid employment by pairing the skills and expertise of HR professionals - as mentors - with someone who's looking for a job, or who's just started a role.

The pilot, in collaboration with Offploy and St Giles - both of which work with people with convictions - will see mentors work with mentees to rebuild their confidence and skills-set.

Sally Eley, Head of the CIPD Trust said:

"Reoffending costs the country £18 billion every year, and many organisations have skills gaps, so there's a really strong economic argument for doing this.

"I think HR professionals are the ones who understand the workplace more than anyone else. They have the passion for people. That's why this opportunity is so exciting."

Open-minded employers

Construction firm J. Murphy & Sons has demonstrated its commitment to giving ex-offenders a second chance by establishing the first National Prison Employment Advisory Board in July 2021 with His Majesty's Prison Service (HMPPS).

The board is a link between the jail and employers, making sure that offenders use their time in prison to gain the skills and links to the job opportunities they need to head straight into stable work upon release.

Vice Chair of the Prison Employment Advisory Board, Dawn Moore, Group Director of People at J. Murphy & Sons said:

"The pilot was carried out at HMP Berwyn and involved upskilling offenders while they are still in prison by offering support such as buddies, training and work experience. It has led to over 200 jobs being offered to prison leavers from HMP Berwyn."



"Like many sectors these days, construction faces labour shortages and it seemed a no-brainer to look at prison populations, who have a variety of skills, and represent a massive opportunity for employers if we can break down the barriers to employment."

Following the success of the valuable programme, Prison Employment Advisory Boards have now been rolled out across 91 prisons in England and Wales this year.

Dawn commented: "The fact that the pilot has now been rolled out nationally shows the scheme is making significant waves. We're incredibly proud to be actively getting prison leavers into stable jobs so they can break the cycle of crime, and we would encourage other industry employers to get on board."



Find out more about the CIPD Trust [here](#).

workpal: shaping the NHS' digital workforce

Over the next 20 years 90% of all jobs in the NHS will require some element of digital skills.

To prepare for the imminent digital revolution, workpal – built in partnership with the NHS – is a cloud-based workforce performance management tool that is helping the NHS' people leaders to transform their approach to workforce challenges and opportunities.

Bespoke to an organisation's values, workpal provides workforce data that can deliver culture change at scale, through improving workforce engagement and productivity.

Ray Pendleton FCIPD, Founder of workpal tells us more:



Establishing workpal

In 2014 I was the Organisation Development (OD) Director at Aintree University Hospitals (now Liverpool University Hospitals) tasked with driving behaviors and building talent that would deliver the Trust's strategic goals and help to solve workforce problems.

It struck me that whilst we had an OD strategy, I had little OD data to support that.

I thought wouldn't it be amazing if we had an app that would empower our people to monitor and improve their performance, with everything they did aligning to the organisation's vision, values, behaviours and goals.

This would allow me to gain real-time insight, with tangible data, that I could use to propose future OD investment needs and opportunities for teams and managers to change culture, improve workplace productivity and transform the employee experience.

I was so driven by the prospect of a different way of 'doing OD,' that I took the risk; left my Director role and set out to build **workpal**.

How it works

We all manage our bank accounts through our smartphones these days; transfers, checking our balance etc.

workpal has the same principles; it empowers people to manage their own productivity and performance such as their appraisal, 121s, clinical supervision and goal setting, with everything they do aligned with what matters most to the organisation.

NHS working smarter

workpal is enabling the NHS to get real-time data which allows them to identify workforce opportunities and challenges and develop targeted solutions in response.

Each user has a performance dashboard, with managers able to have sight of data that reflects their teams' overall performance and productivity.

People and their managers can have conversations and agree actions in the app, which is vastly improving productivity and communication, particularly across teams that are working remotely.

As the NHS moves to hospitals collaborating across a patch (called Integrated Care Systems) workpal can offer data sets that can be used to great effect collectively.

Think about the cost savings to recruitment where workpal can offer detailed talent data across all hospitals. Then there's succession planning and development needs analysis that offer even more opportunities.

Nicky Ingham, Chief Executive at HPMA

said: "Supporting the advancement of capability for our healthcare staff - including all people professionals across our sector – will impact positively upon our patient and staff experience, which we at HPMA fully welcome and support."



Explore the CIPD 'technology and data use in HR' research [here](#).

Networks and Events

Senior People Professional Network (SPPN)



The Senior People Professionals (SPPN) Network connects like-minded peers through virtual and face-to-face sessions to discuss key topics and share challenges.

Members of the network can now also join our new Guild platform – an app exclusively for senior HR professionals – to connect and share experiences.

Upcoming SPPN sessions include:

North East In-person Networking

Wed 27 Sept – 12.00 – 17.00

AI Discussion Forum, online

Wed 4 Oct – 12.15 – 13.00

CIPD Northern Policy Forum



If you have a keen interest in policy and want to find out more about the CIPD's policy influencing work with the government, join the CIPD Northern Policy Forum to help shape and recommend vital changes to public policy to improve the future world of work.

Upcoming online sessions include:

Health & Wellbeing in the Workforce

Thurs 28 Sept – 12.00 – 13.00

Annual Conference & Exhibition (ACE)



Join the 2023 CIPD Annual Conference and Exhibition to hear from inspiring, leading practitioners and headline speakers such as TV broadcaster, Davina McCall MBE and racing driver, Nicolas Hamilton.

The four streams of the ACE agenda will cover:

- The modern workplace
- Leaders of the future
- Talent & retention
- Learning & Development

A discount ticket rate is available if you **book your place** before 21 September.

Senior HR Leader Network



If you are a Senior HR leader, join this exclusive network to connect with peers, share challenges, good practice and help us shape the future of HR. You will also gain personal development opportunities through private dining events, access to HR Leader online communities, alongside opportunities to give back to the profession through involvement with the CIPD Trust.

Register your interest
e: cipdnorth@cipd.co.uk

Independent Consultants Network



This new network provides a platform for independent consultants - who work in the people profession in the North of England – to share ideas, challenges and best practice.

Register to join the Independent Consultants Network and future online sessions

e: cipdnorth@cipd.co.uk