

Julie Morgan AS/MS
Y Dirprwy Weinidog Gwasanaethau Cymdeithasol
Deputy Minister for Social Services



Llywodraeth Cymru
Welsh Government

Laura Anne Jones MS
Member of the Senedd for South Wales East
Welsh Parliament
Cardiff Bay
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19 April 2023

Dear Laura,

Thank you for your recent question concerning Welsh Government action to increase nursery staff numbers (Written Question reference WQ87883).

The last few years have proved very challenging with the childcare and playwork sector experiencing ongoing recruitment issues. I am committed to supporting the sector to help address and alleviate some of the pressures they are experiencing.

The Welsh Government's ambition is for a skilled childcare and play workforce that is regarded as a career of choice. We work with sector partners to promote and support the workforce.

We provide funding to Social Care Wales to undertake a variety of activities to support recruitment and retention across the sector. This has recently included a pilot introductory course to support recruitment into the sector, and the "WeCare Wales" recruitment campaigns and a jobs portal, to attract people with the right skills and behaviours into the sector. At the moment, a TV and radio marketing campaign to support recruitment and showcase the childcare and play sector is running on various platforms and channels across Wales.

Cross governmental work is also a crucial factor in supporting recruitment to the sector via a wide variety of programmes. This includes support available from national employability programmes such as [ReAct+](#), [Business Wales](#) and [apprenticeships](#), all of which encourage and support individuals to join the workforce.

Working Wales also ran a focused spotlight campaign on childcare careers and routes into the sector during the week of 9 January 2023 and further campaigns will take place at

Canolfan Cyswllt Cyntaf / First Point of Contact Centre:
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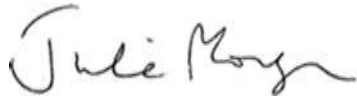
Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

appropriate points in the year – for example when young people are considering FE course choices.

A review of our [10 year workforce plan](#) will also be taking place over the coming months which will seek to ensure that we are best able to support the sector as we continue to respond to recruitment challenges. I will continue to do all I can to promote and encourage a career in childcare in Wales.

Yours sincerely,

A handwritten signature in black ink that reads "Julie Morgan". The signature is written in a cursive style with a large initial 'J'.

Julie Morgan AS/MS

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