



BASW
Cymru

The professional association for
social work and social workers

BASW Cymru Annual Report

Looking Back to Look Forward



January 2025

As we look back over the last few months, to help us look forward to the coming year, I am struck by the amount of work we have undertaken as a team and with our members. The range of activities we are reporting on, all undertaken in the last year, are simply significant, impressive and, importantly, impactful. I would like to thank all our members for their ongoing commitment to social work and to BASW Cymru. We simply couldn't do it without you! And also, to thank the BASW Cymru team for always delivering, for supporting our members and for ensuring social work remains the profession we want it to be. In particular, our thanks go to our Events Co-ordinator and Nation Administrator, Sian Wilton, for her dedication and continuity over the years, in helping us develop as a nation team and consistently delivering for our members. Thank you, Sian! Again, we couldn't have done it without you!

The BASW Cymru Annual Report details our activities as a membership organisation which is the voice for social workers and social work in Wales. We have focused on developing and retaining our membership, supporting members' professional development, developing as a staff team as we appoint new staff, engaging with key stakeholders across Wales to ensure our voice is heard and has impact and, finally, campaigning to raise the profile and impact of social workers and social work.

This report details our achievements and activities from October 2023-January 2024 and outlines our priorities for 2025.

Cover: BASW Cymru team and National Standing Committee members at the Social Care Wales Accolades Awards



BASW Cymru National Director Prof. Sam Baron, with Wales Minister for Children & Social Care, Dawn Bowden MS

Our Achievements!

1. Engaging and Influencing Stakeholders

Over the last year we have engaged with and represented social workers and social work across the following:

- Local authority employers across Wales
- Worked closely with the Chief Social Care Officer, Albert Heaney
- Met with BBC Wales Social Affairs Journalist
- Meet regularly with Social Care Wales (SCW) Chair and Chief Executive Officer
- Meet regularly with Association of Directors for Social Services - ADSS (President and Business Partner)
- Established links with the Consultant Social Work groups for Adults and Children & Families
- Become a member of SCW Professional Standards Group
- Invited to be part of ADSS Project Reference Group: Implementing the Anti-racist Wales Action Plan
- Become a member of SCW Newly Qualified Social Work (NQSW) Development Group
- Participated in Pan-Wales Safeguarding Group
- Worked closely with Carers Trust Wales and Carers Wales
- Became a member of the Royal Society of Psychiatry Mental Health Expert Advisory Group
- Established links with the Royal College of Occupational Therapy
- Established links with the Welsh Local Government Association looking at the social work workforce
- Met with Health Education and Improvement Wales focusing on social workers in health settings
- Become a member of the Welsh Government National Care and Support Strategic Advisory Board



Sam Rowlands MS with BASW Cymru National Director Prof. Sam Baron

2. Political Engagement

This year we have achieved significant reach with our political colleagues and organisations. Specifically, with MSs from all the sitting political parties at the Welsh Parliament (Senedd). This has included meetings with the Welsh Government Secretary for Health & Social Care, Jeremy Miles MS, Minister for Children & Social Care, Dawn Bowden MS and the Minister for Mental Health & Wellbeing, Sarah Murphy MS.



BASW Cymru is also significantly involved in the day to day workings of the Welsh Government through participation in Cross Party Groups. We are currently attending the following:

- Children & Families and Children in Our Care
- Dementia
- Hospice and Palliative Care
- Housing
- Intergenerational Solidarity
- Learning Disability
- Mental Health
- Older People and Ageing
- Preventing Child Sexual Abuse
- Race and Equality
- Substance Use and Addiction
- Suicide Prevention
- Violence Against Women and Children

To develop our impact in Welsh Government policy forums and consultations, we have developed a monthly horizon scanning process which we share with our members and partners to engage and ensure our members and social workers, working in Wales, form part of our discussions with the Welsh Government and, importantly, part of Senedd's consultation submissions.

Senedd 2026 Elections

Political engagement will be a priority for BASW Cymru, as we approach the next Senedd Election in May 2026. Work is already underway to take this forward and we will also be engaging with new and emerging political parties who may have a seat at in the Senedd post election.

We have established contact and relationships with key MSs and individuals leading on their respective party manifestos for the forthcoming election. This includes:

- Welsh Labour: Alun Davies MS
- Welsh Conservatives: Sam Rowlands MS, David TC Davies
- Plaid Cymru: Mabon ab Gwynfor MS
- Liberal Democrats: Jane Dodds MS
- Reform: Mark Reckless

We are undertaking this work with our members and partners to ensure the voice of social work is central to respective party manifestos.

BASW Cymru is now a member of Public Affairs Cymru (PACymru) which is a connected group of public affairs-facing professionals from across Wales. We are also thankful to be part of the CAMLAS (public affairs agency in Wales) network which has been an incredibly useful resource for BASW Cymru over the last year, specifically in relation to our political engagement work and working in partnership with other membership organisations.

3. Membership Engagement Activities

Our membership is at the heart of all we do, all we plan and all that we implement as nation-based activities. Whilst the team has been developing in resources and capacity, we have focused on the development of a nation specific Membership Strategy which we implemented in June 2025. Comprehensive and ambitious in outlook, it has been adopted at the membership template across all Nation teams.

We have instigated the following membership groups for our members:

- **Membership Mondays:** Meet the team for new and existing members. Fortnightly, alternate lunch/teatime events
- **Student Activities:** We have met with universities across Wales to share the activities of BASW Cymru, are in the process of establishing a student support group and are one of two nations looking to develop and pilot a student offer. We have developed Top Tip

factsheets for students and are in discussion with universities about how best to share these with members and aspiring members

- **NQSW Forum:** We have established an NQSW forum and developed an NQSW handbook for our members
- **Practice Workshops:** We have a schedule of practice workshops, planned six weekly focusing specifically on the skills and knowledge for social work



- **Weekly Bulletin:** Our bulletin continues to be popular with our members and we have re-focused the bulletin to prioritise practice related issues. We are also aiming to develop special editions for our members
- **SW Professional Support Service:** A free confidential coaching service for members and non members across Wales
- **Community of Practice** for Mental Health
- **Practice Guidance:** We are in the process of developing practice guidance in partnership with CASCADE and CARE (research centres at Cardiff University) and SCW
- **Lets Talk Podcast:** Achievements & Contributions of Mark Drakeford, First Minister

Our membership numbers remain very positive and a huge shout out to our loyal and committed members. From a nation perspective, our membership numbers as a percentage of social workers registered remains excellent. BASW Cymru retains 17.67% of registrants and is increasing. This is second to England, followed by Scotland and Northern Ireland.

4. Consultations

With members, the BASW Cymru team has:

- **Given evidence** - Social Justice Committee enquiry into Anti-racist Implementation Plan and in Supporting People with Chronic Conditions
- **Responded to consultations:** Development of a National Care Service and subsequently became a member of the National Care and Support Advisory Board, Development of a Practice Framework for Children and Families, Development of a SCW: Research, Improvement and Innovation Strategy and Implementation of SCW Codes of Practice for Social Care
- **Individual consultations with Senedd civil servants** regarding the implementation of Liberty Protection Safeguards and potential for practice implementation at nation level
- **Legislative submissions** (Wales & England) – Mental Health Bill, Assisted Dying Bill

5. Campaign Activities

Over the last reporting period, we have campaigned to:

- Remove the two-child benefit cap

In 2025, we are launching two campaigns:

- Codes of Practice for Social Work in Wales (February 2025)
- Working Conditions for Social Workers in April 2025

6. Press Releases

We have been active in the media this year:

- BASW Cymru congratulates new First Minister (Vaughan Gething MS)
- BASW Cymru congratulates (next) new First Minister Eluned Morgan (MS)
- BASW Cymru calls on First Minister to influence the end of the two-child benefit cap
- UK Government announcement on public sector pay | Joint response from BASW Cymru and Social Worker Union
- "Lead the way and speak with action", new Prime Minister urged by BASW Cymru
- BASW Cymru cautiously welcomes new child poverty strategy for Wales
- Launch of the Social Care Wales annual Have Your Say survey

7. Attended and Celebrated Together

Throughout the year, we have participated in or celebrated the following:

- Attended ADSS National Social Care Conference 2024
- Attended the **Welsh Labour Party Conference** 2024, Llandudno – Prof. Sam Baron, Steven Crane Jenkins, Dr Ruth Allen, Julia Ross. We established contact with a number of MSs, Ministers and MPs (Assisted Dying, MH Bill discussed)



BASW Cymru National Director Prof. Sam Baron and BASW Chair Julia Ross with Minister of State for Care, Stephen Kinnock MP

- Attended the Positive Change In Social Care Summit – by invitation of the Chief Social Care Officer invitation
- Participated in a round table event held by IMPACT (Policy and Practice) looking at establishing what works for practice in Wales
- Attended the Bevan Institute Human Rights and Equality Symposium examining inequality across Wales
- Attended the Open University Conference (online) on Regulation Across the Nations

And we have celebrated our amazing social workers!

Our Amazing Social Workers in Wales will be highlighted in March 2025 to coincide with World Social Work Day.

World Social Work Day – we ran a joint Senedd event with SCW here we met with over 30 MSs to share the positive contribution of social workers. We also participated in a joint seminar with SCW looking at Strengths Based ways of working.

In 2024, we sponsored an SCW Accolades Award 'Developing and Inspiring the Workforce and have agreed to sponsor the award for 2025

8. The BASW Cymru Team!

All delivered by a wonderfully hard working yet small BASW Cymru staff team! Initially we started as a team of three people, (2.1fte) and with some changes and further recruitment, we are now a team of three (2.5fte) and have a Membership & Engagement Consultant working with us for up to 1.5 days per week. We are currently recruiting for a full time Professional Officer and a Consultant Social Worker – Race, seconded by Welsh Government.

Despite limited and changing resources, we focused on internal issues to facilitate membership engagement and increase the membership offer. This has included:

- Increasing and stabilising team resources/ capacity – additional staffing in post and increase in PO staff
- External staffing contracts (Consultant SW post).
- Re-organisation of key priorities, roles & responsibilities
- Budget alignment and reporting
- Development of membership-facing activities.
- Development of business planning activities and reporting



BASW Cymru National Director Prof. Sam Baron and (former) Chief Executive of Social Care Wales, Sue Evans with Minister for Mental Health and Wellbeing, Sarah Murphy MS on World Social Work Day

- Contribution to and development of BASW UK
- Identifying a team base – Brunel House
- Income generation (£208,200). Achieved via
 1. Contract with SWC to support comms on the annual staff survey
 2. Welsh Government sponsored Consultant Social Worker Race post, and
 3. Welsh Government contract for delivery of the Professional Support Services Social Work
- Implemented Welsh language policy endorsed by BASW Council, which has also increased our Welsh offering across our social media channels and website
- Introduced and participated in ongoing training needs in a new CRM system
- Developed a BASW Cymru membership strategy which has been adopted by BASW UK
- Developed and implemented BASW Cymru social media platforms, building membership communities. Significant political engagement in channels, new accounts developed, some of which are fully active with others captured for future use
- Developed the BASW Cymru element of the BASW website with new pages and design uplifts
- Recruited five new National Standing Committee members, Sophia Casey, Wendy Roberts, Kathryn Lawrence, Linda Sollis, and Rachael Jones. Said “thank you” and “goodbye” to our Vice Chair, Joel Price, and co-opted a retiring member Abyd Quinn Aziz. Christian Beech stepped down as Vice Chair to undertake a BASW Cymru Membership and Engagement contract
- Welcomed a new National Director and Communications, Policy and Public Affairs Officer, and lost a part time Professional Officer who left the organisation
- Welcomed a Consultant Membership & Engagement Officer working up to 1.5 days per week
- Submitted and successfully won two SCW tenders for the SCW Staff Survey
- Currently recruiting for a full time Professional Officer and a Consultant Social Worker – Race posts

It’s been a busy year and 2025 promises to focus on...

- Increasing our membership engagement with individual members
- Fully implementing our Membership strategy
- Increase membership numbers and increase membership engagement
- Pilot new membership recruitment and onboarding process, focusing initially on retention
- BASW Cymru annual conference to link with World Social Work Day
- Consider a BASW Cymru Experts by Experience Group
- Establish long term plan for staffing, including well being
- Consider and implement a BASW Cymru Working Conditions campaign
- Develop Good Practice Guides to support members
- Implement reflective supervision mechanisms for our members
- Increase employer engagement and develop an employer offer
- Continue to contribute and be members of cross party groups
- Royal Society of Psychiatry Mental Health Group – Dementia strategy
- Develop a thought leader seminar series across Wales for key stakeholders
- High level Policy-Practice Seminar (potentially across nations)
- Development of CoP with nations
- Develop the BASW Cymru social media channels as a corporate centre and with key officers
- Explore new ways of using social media to target key audiences (i.e. paid for ads)
- Further development of SWPSS Service
- Address the under funding of the BASW Cymru team and increase resources

Political engagement will be a priority for BASW Cymru, as we approach the next Senedd Election in May 2026. Work is already underway to take this forward and we will also be engaging with new and emerging political parties who may be sat in the Senedd post election. The development of and promotion of our BASW Cymru manifesto ahead of the election, with online resources for our members in Wales to help engage in the process is also a priority.

Thank you again to all our very hard-working members and for your commitment to social work. Together, we will achieve a bigger voice for social work and social workers in Wales.



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