

Make Care Matter

North Yorkshire County Council

North Yorkshire County Council (NYCC) started the Make Care Matter (MCM) campaign in 2018 to give a much-needed boost to social care recruitment in North Yorkshire after finding that a career in care was not a choice many people considered.

MCM is a multi-channel campaign which challenges perceptions, creates and strengthens career pathways and ultimately helps candidates enter the world of opportunity in social care. NYCC delivers this campaign on behalf of the sector – which includes more than 300 different care providers of all shapes and sizes.

In March 2020, COVID-19 presented a key challenge for the sector with increased staff absence, higher demand for support for providers and the need for a substantial relief workforce. NYCC knew that with a significant healthcare provision in their area, their providers would need support quickly. Luckily, the MCM campaign was able to be rapidly ramped up.



“The Make Care Matter campaign was quickly adapted and scaled up to make our response to the coronavirus pandemic quick and extremely effective. We already had key staff in place who were trained and could provide the support which was needed to increase and reposition recruitment efforts and support people into roles at a crucial time.”

Sarah Louise France-Gorton
Head of Resourcing Solutions, North Yorkshire County Council



NYCC focussed on a relief worker campaign which bolstered resources and took advantage of the fact that many people were temporarily furloughed and could help to fill the short term need in the sector.

Their existing screening process proved vital in getting the relief workers out into roles. This process was expanded to cover as much of the information and preparation needed to have the candidate out supporting the workforce as soon as possible. Recruitment took place online, to comply with social distancing and lockdowns.

NYCC increased the resource in their team to screen the candidates themselves and make the hiring decision on behalf of the manager. Once this decision was made a fast-tracked DBS was carried out, eligibility to work was confirmed and references completed. With many people uncontactable due to the pandemic, the reference process was adapted to ensure a robust clearance process was maintained. A nominated safeguarding person was available to the team to assist with any potential queries regarding clearances and would make

a decision on any candidate starting, where full clearances were not available or there was a delay with a DBS.

Once a candidate was successful following the screening process, they would be supported to start the necessary training, whilst the DBS and reference checks were ongoing. This saved time and kept the candidate engaged and moving forward through the process. The candidate would also be assigned a home and the homes' manager alerted, so that they knew that the support was incoming and could get everything in place. If any potential issues were identified either through screening or clearances, the team would wait for full clearances including the DBS check before moving forward with the candidate.

A key factor in the new, COVID adapted and safe process was that the necessary training and assessments were all able to be carried out online, through the existing platform. Following the successful completion of the training, the candidate received all the induction materials they needed and were able to start in their role, cutting recruitment, training and deployment down to between one week to 10 days.

NYCC's proactive outreach and streamlined and robust process ultimately meant they had more support than was required. During the first wave, this campaign reached 122,000 people, attracted about 1,000 candidates and appointed approximately 370 relief and auxiliary support roles in a matter of weeks.



Top tips for creating a career hub



Prioritise the candidate and have a thorough initial recruitment meeting

Candidates must be supported through the process, providing vacancies that meet their need and keeping them engaged throughout the process. NYCC contacted every candidate within 24 hours of their application. Once a meeting is booked in, it is vital to use this to gain every piece of information possible in an open and honest process, covering things like the DBS check to pre-empt and respond to any potential issues.



Recruit for values, train for skill

The screening process allowed NYCC to identify candidates who normally might not have the necessary skills for a particular care opportunity, but were dedicated, passionate and capable of learning. The fast recruitment time was also mitigated by the fact that the roles were relief and short term.



Have a whole sector approach

Having a centralised website for all candidates to use made it efficient and easy to navigate. The MCM team also work with the NHS to follow up with candidates who may not have been successful in gaining a role supporting the NHS but who were still interested in the sector. MCM also called on their own furloughed staff, as well as staff who had recently retired, to support the effort and provide capacity.

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