



## **Pilot local engagement and communications initiatives to support the national recruitment campaign, Every Day is Different (EDID)**

### **Fylde Coast health and social care academy**

The project will focus on supporting smaller providers who are struggling with recruitment, some of which are in the most deprived wards of the country. They will also focus on raising awareness of vacancies amongst parents at primary schools, targeting children's centres and community groups, extending the reach further than people who are unemployed and accessing the job centre. They will devise a leaflet using the campaign resources and deliver a leaflet drop to 25,000 homes across the Fylde in targeted postcode areas raising awareness of the campaign and job vacancies available through the website.

They plan to hold numerous pop up events across the Fylde to promote vacancies across the sector and work with Jobcentre Plus to hold a job fair to support local providers in filling their vacant positions and raising awareness of careers in care.

Activities include:

- vacancy guide to be distributed across the Fylde Coast (working with partners to promote their vacancies and distributing it between October and December)
- campaign information packs distributed across schools and children's centres (from October – December)
- six pop up events to raise the awareness of vacant positions using the campaign resource materials and banners (three in October and three in November)
- a job fair in partnership with local providers and Jobcentre Plus to raise the awareness of vacancies and monitor successful outcomes
- leaflet drop to 25,000 homes across the Fylde raising awareness of the campaign and vacancies available on the website, pop up events and job fair
- partnership working with providers to raise awareness of the campaign and encourage vacancies to be advertised on the campaign website supporting providers to use the DWP Find a Job Vacancy uploading guide
- details of the activities to be promoted and boosted on the website to increase coverage of the campaign and to raise awareness of careers in the sector

- article to feature in the 'Visit Fylde Coast' to raise awareness of the campaign
- article to feature on the Blackpool and Fylde College website to promote to learners across the college
- social media campaign sharing information with local groups to maximise coverage and raise awareness.

## Haringey Council

This project will develop a locally targeted marketing strategy, utilising the local Proud 2 Care website and the EDID online resources. It will create a more diverse range of case studies and develop clear links to the national campaign. A series of outreach events will be delivered for employers, job seekers, careers advisors and support agencies using as wide a range of mediums as possible.

Activities include:

- developing the website to add tabs for a training calendar and hot news, and improving the functionality to allow for greater analytics to assess impact
- developing content to create a more diverse range of case studies with clear links to and use of EDID online resources
- customising (including using translations) the downloadable EDID resources to reflect local priorities to improve their reach to their varied and diverse communities
- upscaling their local marketing and communications campaign using bus shelters, LinkedIn, Facebook and borough media as well as EDID posters and flyers
- running a series of outreach events for employers, job seekers, careers advisors and support agencies using as wide a range of medium as possible.
- running forums and co- design new pathways into employment with local employers and support agencies
- developing a stronger voice for service users and their families on the website

## Shropshire partners in care

The project will take place across Shropshire, Telford and Wrekin, an area with a mix of both urban and sparsely populated rural areas.

Their focus is on recruitment of two groups - the first being those aged 20-39 looking at changing their career, the second being retirees/those wanting a second career. Across the area there is a higher percentage of over 65-year olds than the national

average, with considerable numbers of people moving into the area to retire, making this group a significant target.

They will work across all types and sizes of care providers. The project evaluation we will break down findings by size and type of provider organisation.

### **Promoting and encouraging local employer engagement**

- Ongoing engagement with their existing network of over 230 local social care providers to promote the recruitment campaign and the tools available both in advance of and during the campaign
- Develop a network of recruitment campaign ambassadors within local care providers to promote the campaign and provide strong opportunities to speak with potential applicants
- Work in partnership with local care providers to develop a series of local social care stories to be used alongside the national resources
- Hold a launch workshop for local providers to find out about the campaign, the tools available and support them to develop their action plan to link in with the national momentum
- Deliver a brand and values half day workshop to help improve recruitment, retention and engagement of care workers in Shropshire with a particular focus on two key areas:
  - utilising and promoting the EDID campaign to encourage recruitment in their care organisation and across the wider care sector in Shropshire and beyond
  - the role of brand identity in both attracting and retaining an engaged staff team.

### **Increasing applications**

- Localise the national campaign tools by developing targeted and locally relevant social media posts and will drive traffic to our website to provide information to find out about available local care roles and potential employers
- Develop three short films of local carers talking about their experiences in the sector with a focus specifically on:
  - retraining from another sector
  - career progression /opportunities
  - retiree story

These three short films will be used on their website, social media, promoted to local media sources, shared with partners and used at events to promote care as a positive career choice.

- Hold a recruitment event at Telford shopping centre where members of the public and job seekers can talk to the newly developed network of campaign ambassadors about working in the sector and the local care sector job opportunities
- Commission local PR support to promote the campaign locally, including local positive care stories, recruitment event and website

- Work with partners in job centre plus, local authorities and health to promote the local campaign via their networks and extend the reach across a wider range of job seekers
- Use social media platforms to promote to public – including via their recruitment focused Facebook page and Facebook groups and Twitter account
- Use the national and locally developed resources at the annual health and social care careers event in November 2019 which attracts attendance from many local schools and colleges
- Work with local authority partners to develop sector specific job pages on their websites

They will use all of the above activities to send traffic to their website containing links to the campaign tools/quizzes, with links to local social care employers.

## Staffordshire County Council

The project will respond to large-scale redundancies across Staffordshire, specifically in East Staffordshire within Burton on Trent and Uttoxeter. There were recently 1,300 job losses announced. Currently there is almost full employment in the area although over 5,000 are on Employment and Support Allowance. This is an opportunity to encourage and engage with staff at risk of redundancy to develop a career in care through application of localised EDID resources and care provider messages.

The Care Market Development Team (CMDT) will support East Staffordshire Care Providers with:

- information, advice and guidance on workforce development matters
- sharing of Skills for Care messages and resources
- supporting training requirements identified through networking with registered managers
- supporting an *I Care...Ambassador Service*
- enhancing quality of care through local commissioning contacts
- bringing the EDID toolkit and resources to the attention of 70 adult social care managers and staff in East Staffordshire and targeting these to coordinate local community recruitment advice and guidance. This will be done through attendance at events either at the place of work of those at risk of redundancy, in local community libraries and/or community hubs.

The project will seek to engage with partners using mobile units and, where funding allows, will consider commissioning outside event hospitality units featuring local care provider employers, local employment benefits officers, jobs coaches and local

educational assessors who will provide their respective services and information to those at risk of redundancy.