

Outcomes, impact and learning



Overview of actions

The Pledge has delivered measurable benefits across the health and social care system, demonstrating its value as a strategic workforce initiative.

Key performance indicators (KPIs)

The Pledge two-year pilot was funded with several KPIs intended to measure its success, all of which it exceeded.

- **Referrals** – The programme’s referral target was 45, which it exceeded, achieving 146 people referred to employers.
- **Job outcomes** – 70 job placements were achieved with a 63% retention rate, doubling the target of 35 job placements.
- **Employer engagement** – 44 employers signed up to the Pledge, exceeding the target of 25.

Supporting outcomes

Non-KPI outcome data was also impressive across the pilot period.

- **Funding secured** – £441,000 Apprenticeship Levy funds were secured for employers across the two-year pilot period to support learning and development.
- **Events** – 71 education events and 25 job fairs attended, and facilitation of the annual ‘I Care Careers’ event. NEL HCP also held their inaugural NEL Health and Care Excellence Awards in October 2025, the first event to unite employers, staff, volunteers and carers across the system. This event will be held annually in the future.
- **Ambassador programme** – 38 health and care ambassadors were recruited to champion careers in the sector.
- **Education outreach** – 985 hours contributed to schools and colleges for mentoring and support.
- **Economic impact** – Delivered an estimated £3.73 of economic and social return for every £1 of public sector investment. The total social return on investment to date exceeds £1.5 million.
- **Positive experience** – 98% of participants and 92% of employers reported a positive and supportive experience.



Key decisions

- Implementing a consistent approach to data capture and outcome measurement.

Key learning

- Ensuring that KPIs are achievable yet challenging is crucial to programme success because it sets clear benchmarks for success while motivating stakeholders to strive for excellence.
- Some outcomes, although not data driven, are equally as important in terms of demonstrating the effectiveness of the programme, such as the creation of a new annual awards event.

“The savings are vast. We are offering this because we have the funding. We’re offering it as a free recruitment service to employers, and the time and cost efficiencies for Pledge partners are huge.”

Tracy Chaplin, Employability Programme Co-ordinator, Care Plus Group

