



Care To Join Us?

Things to take away from the approach and learnings.

#CareToJoinUs

Care To Join Us? The concept

“Why was this important
and
how was the campaign
conceptualised?”



First came the call...



The Wigan Picture

There were **7,800** jobs in Wigan.



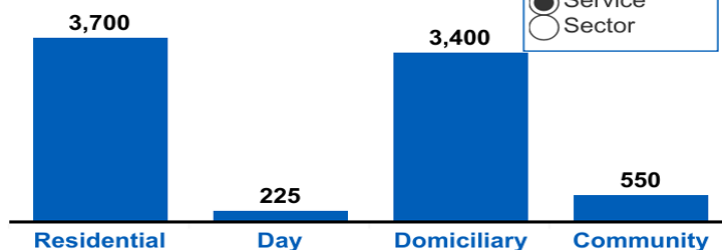
7,200 jobs in the local authority and independent sector.



There are **94**

CQC regulated establishments in Wigan

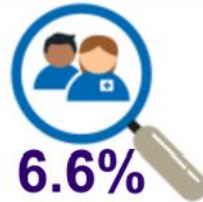
Jobs by service



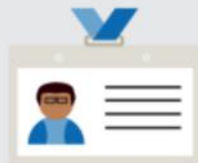
Select a view:
 Service
 Sector



The **turnover rate** in 2020/21 was **30.0%** (or **2,000 leavers**).



6.6% vacancy rate (**475 jobs**) in 2020/21.



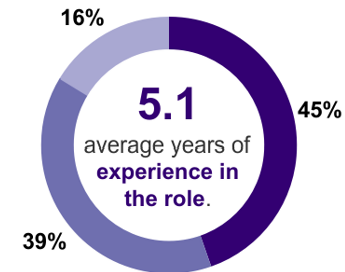
74% of leavers remained within the sector.

We have a lower vacancy rate than nationally with 6.6% v 10.7%.

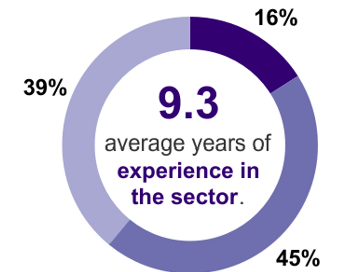
Turnover rate similar to the national 29%.

Recruitment difficulties locally and nationally.

Experience in role



Experience in sector



Key:
 ■ Less than 3 years
 ■ 3 to 9 years
 ■ 10 years or more

Predominantly female

Older workforce with 25% aged 55+, lower than the national average (28%) yet higher than the 21% of economically active in the UK being 55+.

Low numbers of under 25s

Gender

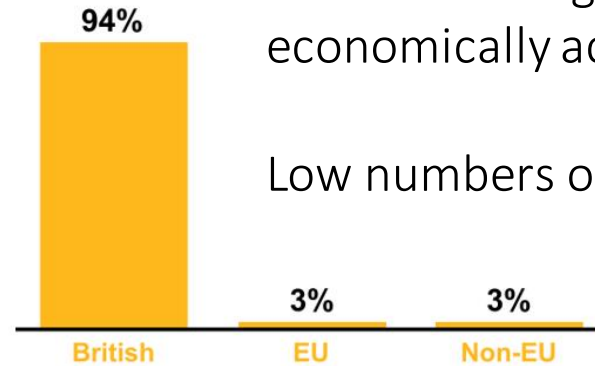


86%
of the workforce
were **female**.

14%
of the workforce
were **male**.



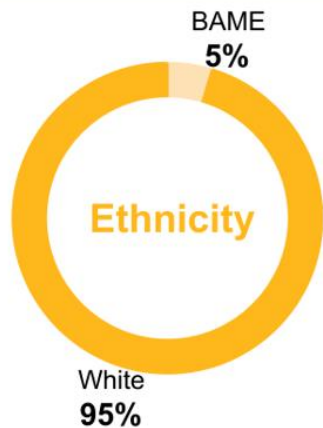
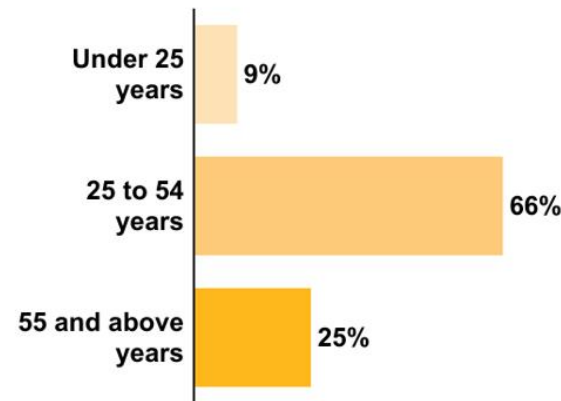
Nationality



Age



44 years
average **age** of a worker



Research; knowing your market



- ✓ Pondered the data
- ✓ Focus group with in-house services team members
 - ✓ What is it really like?
 - ✓ Why work in care?
 - ✓ The ideal team member
 - ✓ The best and worst bit of the job
 - ✓ Myth v reality
- ✓ Spoke to providers and the Provider Management team
- ✓ Desk research; The best social care campaigns
 - ✓ Contacted ad agencies
 - ✓ Contacted other councils

The answer was clear

- ✓ Do something different
- ✓ Make it attractive. Make it identifiable. Make it easy.

Show real people.

“We’re a family. Really”

Explode a few myths.

Bring yourself – your smile and your big heart.

No skills or experience.

Local jobs for local people.

Great careers await those who wish to pursue.

- ✓ Change the application process
- ✓ Values-based interviewing

This is a story of being creative with the way we do things and the way we recruit.

It’s not about filling vacancies. It’s about people. Finding the right people. The ones with the big hearts, big smiles and the desire to help others.

It’s about connecting with local people happy to support others to live their best life.

Then what?



- ✓ Created a brand and campaign – Care To Join Us?
 - ✓ Video case studies
 - ✓ Kept it real and local
- ✓ Used “Care to Join Us? - Spread The Word” to test
- ✓ Built friendly Council web page to direct people to
- ✓ In-house social care team agreed to handle apps
- ✓ Set up a process with providers
- ✓ Organised 2 recruitment events
- ✓ Said hello to the DWP...drop-in interview days



Looking for a job where you'll make a real difference?

Whether you are looking to get back in to work or change career, we have opportunities in our care teams looking after local people which don't require previous experience or qualifications.

Visit www.wigan.gov.uk/caretojoinus to find out more and apply for a role today.

#CareToJoinUs

How the campaign was delivered



Wigan Council

Are you thinking about a job in care?

Join our care team and make a real difference to our local people

#CareToJoinUs

Visit www.wigan.gov.uk/caretojoinus for details.



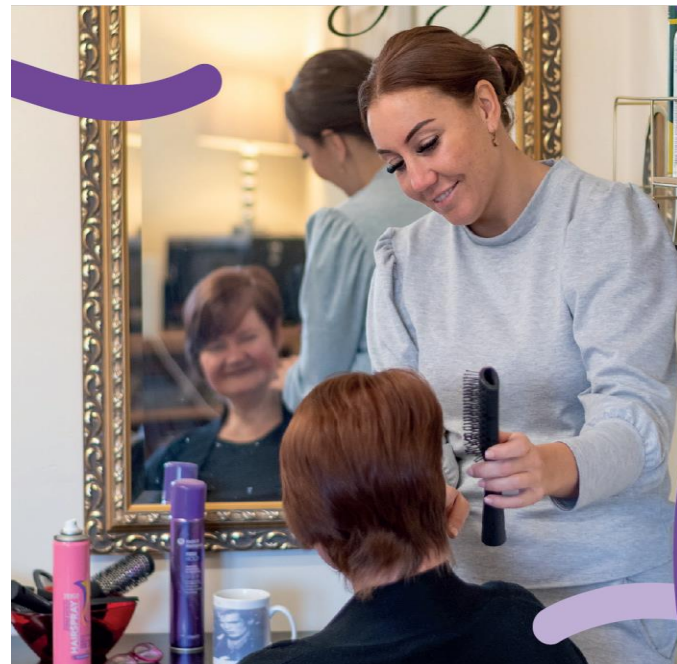
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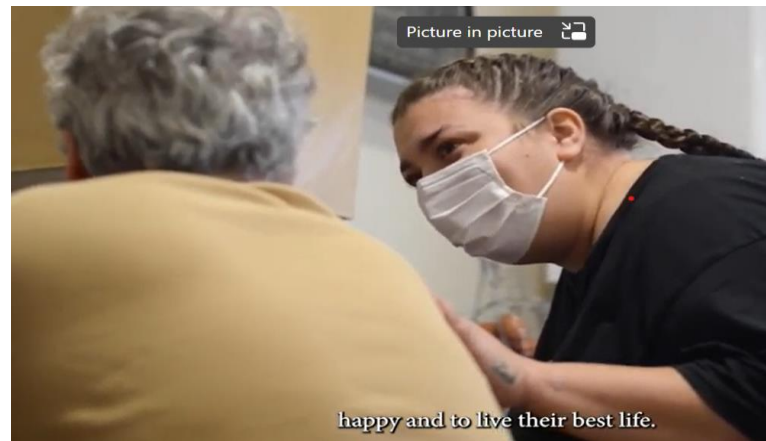
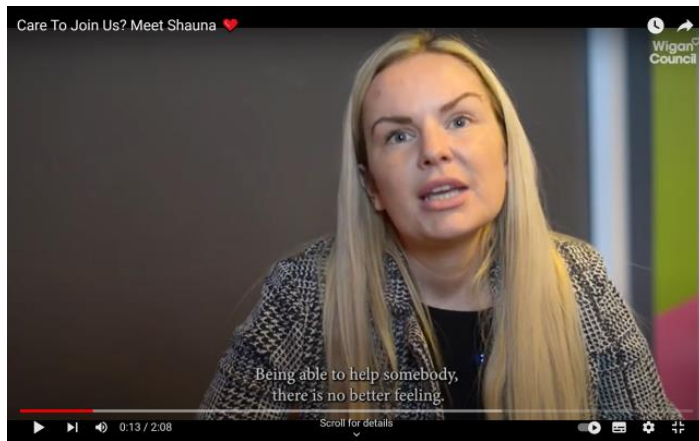
Looking for flexible opportunities to fit around your family?

We have exciting care jobs available to suit your home life

#CareToJoinUs

Visit www.wigan.gov.uk/caretojoinus for details.

People people. The right tone and feel.



Young people wanting a career
[Ashley and Lee](#) [Shauna](#)

Fit around family. Bring life skills
[Emma](#) [Dayna](#)

New starts. Transferable skills
[Emma and Vicki](#) and [Ashtree](#)

Channels



- Social media – organic and paid
- Outdoor – full coverage of the borough
- Screens/posters in gyms and libraries
- Weekly Council e-news to 100k recipients
- 130,000 Council Tax inserts to every home
- 40,000 targeted Door Drops
- Recruitment Events
- DWP interview days

Initial Campaign; How Did We Do?



Mid Nov – March

212,625 paid / 108,629 organic social reach
7584 web visits, 9479 page views

504 applications
188 kept in house
136 interviews
40 joined us

173 > providers

(based on request, location and driveability. 50% of all external applications)

Huge improvement on what we had done prior which was 15-20 apps per month appointing 1 or 2 on a great month.

Full year 2022 picture

Rebooted in August 2022

Included Providers again November 2022

A huge success:

1059 applications

398 in-house interviews

112 accepted a job offer in house



Learnings

Crowded market place; National, NWADASS, Provider and Care To Join Us?

Campaign messages, targeting and tone attracted good quality applicants

Pulled new people into the sector – there's no poaching going on

Facebook the winning channel but everything built the campaign

Face to face events important to feel the market

Speed of response and turn-around can win the day

- It's a buyer's market; record vacancies.
- Dedicated resource to handle

Internally, not enough full time contracts to meet demand

Difficult to get data back from providers



Claire's Story

“My career has been nursing and having taken time out to look after my children I saw the Care To Join Us campaign with Wigan Council.

I registered my interest and soon was offered an interview, which was very relaxed and informal. They just wanted to know about me, my life experiences and said they'd match me to the area best suited to me. A visit to The Zone day centre made my decision. The staff and attendees were a pleasure.

I've had full training which was excellent, the team were always available to help and as well as giving me confidence, I met other new staff, management and a variety of training providers. During Induction, managers explained how staff are encouraged to progress and are provided with development opportunities.

They were true to their word and I've progressed to a Senior Care position in a relatively short period of time.

Seeing the Care To Join Us ad was amazing for me and I would encourage anyone, with or without experience in the caring profession to go for it!”



Anthony's Story

I'm an Army veteran and love to support and serve others. I saw the ad for Care to Join in May. It was a straightforward application and within a couple of weeks I had an interview and was offered a support worker role at Brookfield Mental Health Service.

Having lived experience of Mental Health and PTSD I wanted a job where I could use my experience to help others and make a difference to their lives.

Though I have only been at Brookfield for a short time, I have finally found a purpose for my life, and a place I belong.

5 months later a Team Leader role at Brookfield was advertised, I thought I would apply for the interview experience. I never thought I would be successful; this is a new career path for me.

The interview was not what I was expecting, it felt like the panel wanted to know about me as a person. They were interested in what motivates me, my interests and passion to support and lead others. I was so shocked and happy when I was offered the post of Team Leader.

Joining Brookfield team gave me the drive to feel "I can achieve this" and so, my journey continues.



Still rolling. Still adapting.

Care to Join Us?

Wigan[♥]
Council

- Focus on Facebook
- Buses and bus rear advertising
- Fresh content
- Wrapped in push for PAs
- Targeting male support workers
- New processes with providers
- Widening in-house team support

Thank you for listening
Love to hear your challenge, questions, suggestions

