

## **The Challenge**

Recruitment difficulties in the care workforce are well documented. Nationally predict a shortfall of 750,000 care-workers by 2037 plus 12-15% of the workforce are at risk of leaving due to Brexit.

Recruitment difficulties are multi-faceted with no single approach to resolve them. The aging profile of the care workforce within North Yorkshire is a real concern. There is a need to attract younger people to ensure sustainability of our care services. North Yorkshire's unemployment rates at 3.2% compared to the national average of 4.3%, with 1,500 job seekers, 42% are long term unemployed and only 150 under 24 years of age.

Care roles suffer from the perception of being low paid, low value roles with limited progression opportunities. The national debate around the funding challenge of adult social care and other negative stories also creates an overall negative perception of the industry, shadowing the interesting, vibrant, diverse and satisfying career the sector offers. Compared to alternative employment options such as retail, hospitality, agriculture and emergency services, working in the care sector is a hidden opportunity, an industry that for most is not visible until later in life.

North Yorkshire is England's largest County covering 3,103 square miles with a population of just over 606,000. Over 400 adult social care providers delivering much needed care and support for our vulnerable/elderly adults. Predominantly rural, public transport is limited reducing labour market mobility. By 2020 nearly a quarter of residents will be over the age of 65, the number of people with a life-limiting long-term illness is to increase by 8000; those predicted to have dementia will increase by more than 20%; the need to increase the care workforce is VITAL.

## **The Approach**

The MakeCareMatter, multimedia recruitment campaign forms part of a long term resourcing project that engages various groups including but not limited to; external care providers, education providers, job seekers, students and current employees. The creative concept for this multimedia campaign was a challenge as it needed to:

- attract young people and men as under-represented, whilst still attracting the 'typical' care workers;
- present an interesting, dynamic view of care to challenge the misconceptions of the sector;
- display the diversity of the work;
- engage the workforce to support recruitment referrals and retention;
- be used across care sector and for a variety of campaigns; 'men care too', 'ex-service personnel and service families', 'students, work experience, apprenticeships and young person recruitment' and many more.
- have our service users at the heart of the campaign.

The concept was developed by completing focus groups with young people, current staff, providers, education partners and service users and their families. Feedback regarding the design, and the messages behind were designed with the audience at the heart, using their feedback to ensure that we got it right!

The aim of the campaign is to proactively enhance the profile of the sector to increase attraction to the care workforce and ultimately increase applications, and meet workforce requirements. We recognise that this problem isn't just one that we as a Council face and we have therefore developed this campaign on behalf of the adult social care sector.

A dedicated website, [www.makecarematter.co.uk](http://www.makecarematter.co.uk) has been established which includes sector-wide material such as employment opportunities, career progression routes, case studies, news stories and a student hub. Users are signposted to the site from campaigns initiatives such as recruitment events, vacancy advertisements, social media channels, radio and press coverage, and using rich content such as video's and competitions with a clear call to action.

One aspect of the MakeCareMatter campaign is a Recruitment Hub service, launched in August 2018, which works with care providers across North Yorkshire to support them through the difficulties of recruiting into the care sector. The sole aim of the service is to recruit staff to meet the demands of the care sector within North Yorkshire by enhancing attraction activity, improving the candidate experience, engagement through onboarding, providing professional recruitment advice to care sector providers and bringing a dedicated focus to this key challenge.

**North Yorkshire County Council**  
**PPMA Awards 2019; Best Recruitment Creative Concept**

The Recruitment hub uses the MakeCareMatter multi-faceted campaign to attract, manages the application process, builds talent pools, screens candidates and assesses their skills and values and arranges interviews for providers. Due to the fragmented and competitive nature of the recruitment market at that level, an almost immediate response to candidate applications and enquiries is required to ensure that we secure them within the care sector rather than losing them to retail or hospitality.

One of our creative concepts as part of the MakeCareMatter campaign is Bertie Bear our MakeCareMatter Bear! Bertie has helped us to create a huge amount of social media interaction as well as engagement with our care providers, it is quite amazing how people engage with Bertie Bear, follow his story and exploits! Bertie allows us to showcase the work, the environment and the impact the care sector has on service users (e.g. day with [Corporate Director](#) )

**Making a difference**

Noticeable improvements can be seen since the launch of MakeCareMatter some highlights are:

- MakeCareMatter Recruitment Hub: since launch in August 18, we are working with over 80 care providers across North Yorkshire to support them with their recruitment, over 80 candidates have been successfully placed, equating to over 150,000 hours of care and we are working with over 420 applicants. The support is very well received by providers who are finding the service to be; *“Absolutely superb. The bespoke filtering is fantastic. Very relaxed and thorough, very honest, upfront and transparent. The absolute ease of the service is excellent.”*  
The candidates are finding the service positive in terms of having only one place to apply and one contact who deals with them for a variety of vacancies and throughout the process. One entry point ensures that all candidates have a great experience which will lead to not only attracting more candidates but retaining more too.
- MakeCareMatter Direct: In 2018, over 220,000 hours of care have been recruited to work directly with the council, filling 75% of our requirements including an increase in staffing levels and there is significant pipeline of applicants to fulfill the remaining 25%, the best position we have been in for years!
- MakeCareMatter Bertie Bear: Since October 2018 Bertie has reached over 22,000 people through MakeCareMatter facebook channel and visited providers, attended events and spent time with high profile leaders to spread the word to candidates and encourage our care providers across North Yorkshire to shout about the great work they do. (i.e. [Corporate Director](#), [Benhill](#), [Time Together](#) )
- MakeCareMatter website: 232 vacancies advertised, 5,804 users and 42,159 page views since its launch.
- MakeCareMatter Facebook: 491 page likes, 497 page followers, between October 2018 to December 2018 the page had a total reach of 1,429,830 and total impressions of 3,077,857 across the period.
- 28% of our Facebook followers are aged between 18-34 years old.
- 12% of our Facebook followers are male, 24% of the candidates offered places in adult social care via the Make Care Matter Recruitment hub were male.
- MakeCareMatter video’s: [Bobby](#) , [Reda](#), [Angie](#), [Holly](#), [Liam](#)

The success of the MakeCareMatter campaign is ensuring we have a stable care sector workforce and continuity of vital care provision.