

Low and no cost campaigns

How West Midlands Councils used their zero cost channels to recruit care workers

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John-Paul Danon

Public Service
Communications
Academy 2020

Raising our standards:
democracy and communities
24-26 November 2020

Our Shared Challenges

- Budgets often not equal the task
- Likely to get tighter in the coming years
- **Even** with significant invest to save

Council channels

- Biggest media owner in your area
- Many owned channels underutilised
- Organisational barriers
- Legacy comms habits

Context/Insight

- Imminent care and support staff shortage in WM – 500+
- Skills available due to lockdown's impact on private sector - 167k furloughed
- Clap for carers a conduit for public helping out – 60% offered help to others (Ipsos Mori)

Objectives

- Generate 1,000 new applications for care roles within 2 months
- Focus on those available for work, students and ex-care workers
- Create audience for future care requirements

Resources/Channels

- £5k paid media budget – 3m addressable audience
- Press and social media groups expertise
- Public sector digital channels
 - 14 Council social, website and email
 - WMJobs
 - WMCA
- Local business community – restaurants, chefs, HomeServe, Aubrey Allen

Strategy

- Build an alliance – council comms, business, experts, influencers
- Free channels first
- Use paid to complement/accelerate (remarketing)
- Measure, check, test, constant optimisation

What it looked like



Manny Sandhu, Paul Masterman – Emma Price – Karen Pagett - Dan Slee –
Chris Boote

Solihull, Warwickshire, Staffordshire, Stoke-on-Trent, Birmingham, Sandwell,
Telford and Wrekin, Coventry, Worcestershire, Wolverhampton, Walsall,
Herefordshire, Dudley

What it looked like

ADASS - WME - Social Care Recruitment - Campaign Coordination Document

File Edit View Insert Format Data Tools Add-ons Help Last edit was 9 days ago

Walsall

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
14	13	6,376,370	616,067	643,939	6,281,827	10,827		787	30	78	896	166	8	4336	3128	4949	12612	2624	17,366	935	240
Council	Participation	Bootal Impressions CBTC	Bootal Impressions SUN	Bootal Impressions Time to Care	Total Social Impressions	Organic video views on Twitter & Facebook	Bootal Impressions/1000	Bootal Clicks	Groups Accessed	Groups Landings (Included in total clicks)	Email Clicks	Press driven Clicks	Website Advertising	CBTC Council website clicks	SUN Council website clicks	TTC Council website clicks	Total Website Clicks	Remarketing divided by all councils	Total Traffic Generated	CBTC Applications	SUN Application
Sandwell	Participating	24,300	0	0	24,300	0	24	3		6	50	12	Live	396	278	144	818	194	1,083	66	31
Solihull	Participating	87,500	43,800	43,900	131,300	0	131	18		6	50	12	Live	490	327	21	838	194	1,117	22	19
Telford and Wrekin	Participating	87600	0	63,910	87,600	0	88	12		6	50	12	Live	74	86	104	244	194	517	12	2
Warrwickshire	Participating	1,767,300	0	0	1,767,300	0	1,757	338		6	50	12	Live	374	263	618	1255	194	1,754	18	11
Stoke on Trent	Participating	27300	0	0	27,300	0	27	4		6	50	12	Live	645	0	630	1813	194	2,078	10	8
Birmingham	Participating	2,698,900	313,500	313,600	3,012,400	844	3,012	407		6	50	12	Supplied	0	0	0	0	194	669	64	56
Coventry	Participating	229,600	0	0	229,600	1,204	230	31		6	50	12	Supplied	0	0	0	0	194	292	15	18
Dudley	Participating	121,700	17,300	17,500	139,000	835	139	19		6	50	12	Supplied	0	0	0	0	194	280	45	22
Herefordshire	Participating	12300	0	0	12,300	0	12	2		6	50	12	Stalled	0	0	0	0	194	263	8	2
Shropshire	Participating	0	0	0	0	0	0	0		6	50	12	Stalled	0	0	0	0	194	261	11	3
Staffordshire	Participating	153200	38,800	0	192,000	0	192	26		6	50	12	Stalled	0	0	0	0	194	287	22	14
Walsall	Participating	67,400	33,700	33,679	101,100	13	101	14		6	50	12	Supplied	0	0	0	0	194	275	31	23
Wolverhampton	Participating	39,500	0	39,500	39,500	6,900	40	5		6	50	12	Supplied	0	0	0	0	194	267	36	22
Worcestershire	Participating	39608	59,400	19,300	99,000	588	99	13		6	50	12	Stalled	8	0	0	8	194	283	14	8
WM ADASS	Participating	1470	1457	0	2,927	148	28	0											0		
WMEmployers	Participating	28,208	8,100	17,000	36,300	9	363	9					Live	2848	1656	3432	7936		7,941	567,207,7932	

What it looked like



Vicki Wadley - WychavonDC



The screenshot shows the Warwickshire County Council website. At the top is a green header with the council's logo and name, and a 'Subscribe for updates' link. Below this is a yellow banner for 'Coronavirus (COVID-19)' with contact information. The main content area has a green background with oak leaves and the text 'Welcome to Warwickshire County Council'. A search bar is present. Below the main area are four tiles: 'let's do the right thing for Warwickshire', 'GOV.UK', a COVID-19 illustration, and a group of people. A green footer contains the 'TimeTo Care' logo and a message about COVID-19 support.

Warwickshire County Council

Subscribe for updates

Coronavirus (COVID-19)

For support and advice about council services please call 01926 410410.
[If you are clinically extremely vulnerable to COVID-19 and need support call the Hotline on 0800 408 1447](#)

Welcome to Warwickshire County Council

Search Warwickshire County Council

let's do the right thing for Warwickshire

GOV.UK

Demonstration page for CAN, iBar service.

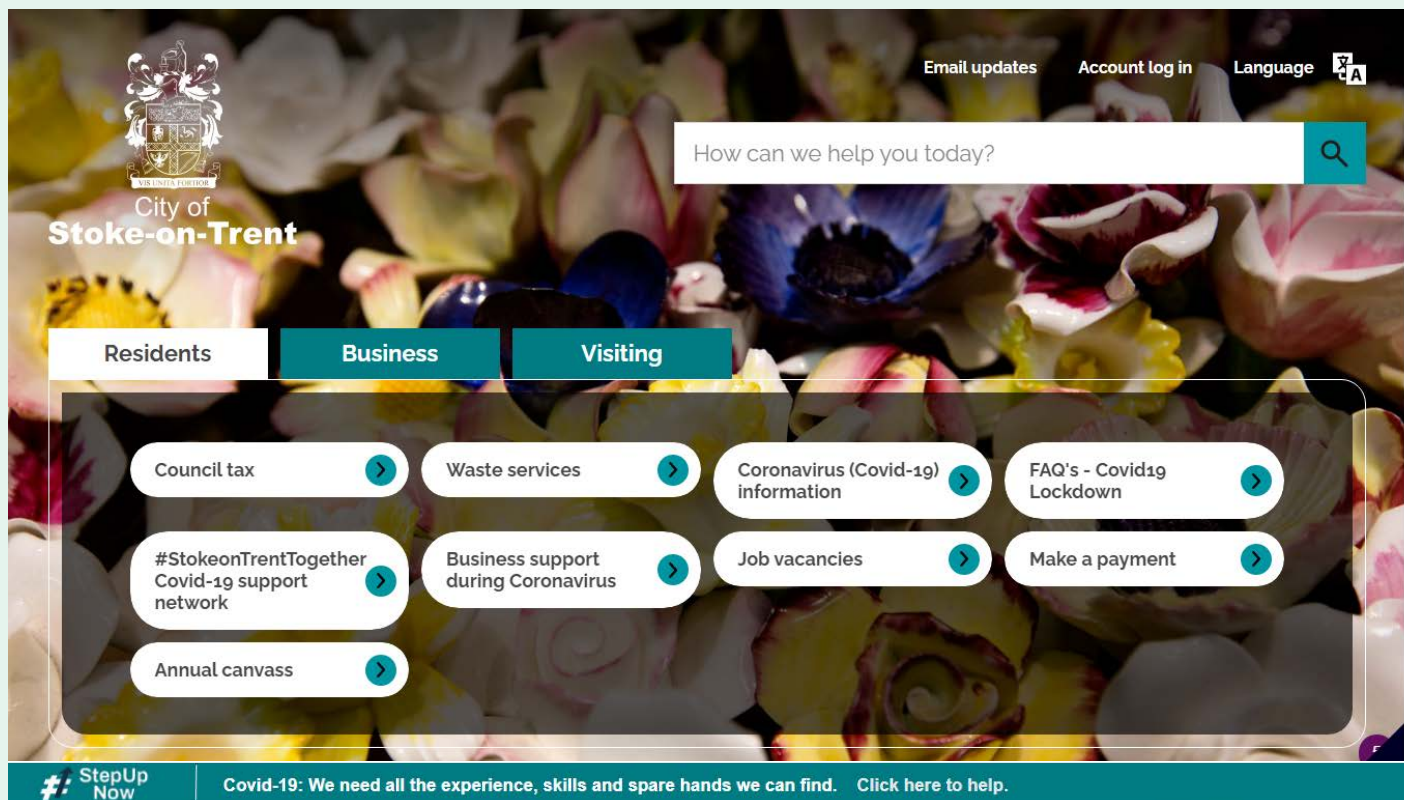
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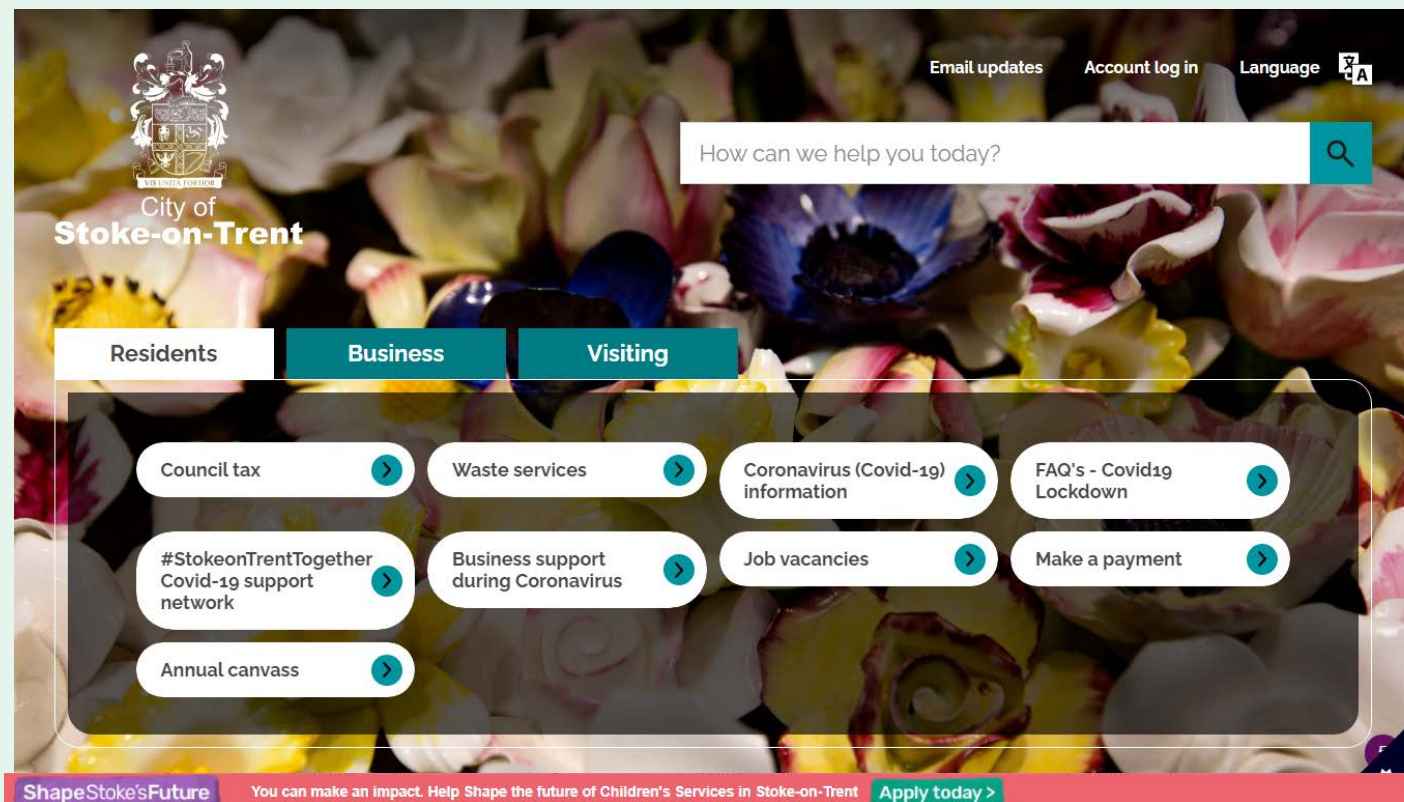
TimeTo Care

Covid-19: We need all the experience, skills and spare hands we can find. [Click here to help.](#)

Jay Alum & Jayne Surman – Warwickshire CC



Emma Rogers and Scott Redfern – Stoke-on-Trent CC



Emma Rogers and Scott Redfern – Stoke-on-Trent CC



Dan Slee

Keep in Touch



Coronavirus weekly update from Birmingham City Council

Welcome to the coronavirus weekly update from Birmingham City Council.

The weekly update lets you know about Birmingham City Council's services, public health information, general advice on Covid-19, and other relevant news from the council and our partners so that we can keep you informed. If you have friends and family who are not online, please share the information in this bulletin with them.

You can find a full suite of information about Covid-19 on the council's [website](#).

Local news

An [emergency community response hub](#) has been launched to support our most vulnerable citizens who cannot get help from family or friends.

A £5 million [package of financial support for care providers](#) across the city has been approved by the council, which will reimburse reasonable additional costs that could not have been anticipated, particularly in relation to PPE, staff sickness and agency costs.

Former social workers and social care students are urgently needed to support vulnerable adults during the coronavirus outbreak. If you've recently left social work, find out how you could [Come Back to Care](#). And if you're a final year social care student, [Step Up Now](#).

The second [NHS Nightingale hospital](#) has officially opened at the NEC. This will create extra capacity to ease pressure on hospitals across the Midlands in response to the coronavirus outbreak.

A [free online mental health and wellbeing service](#) for young people has been



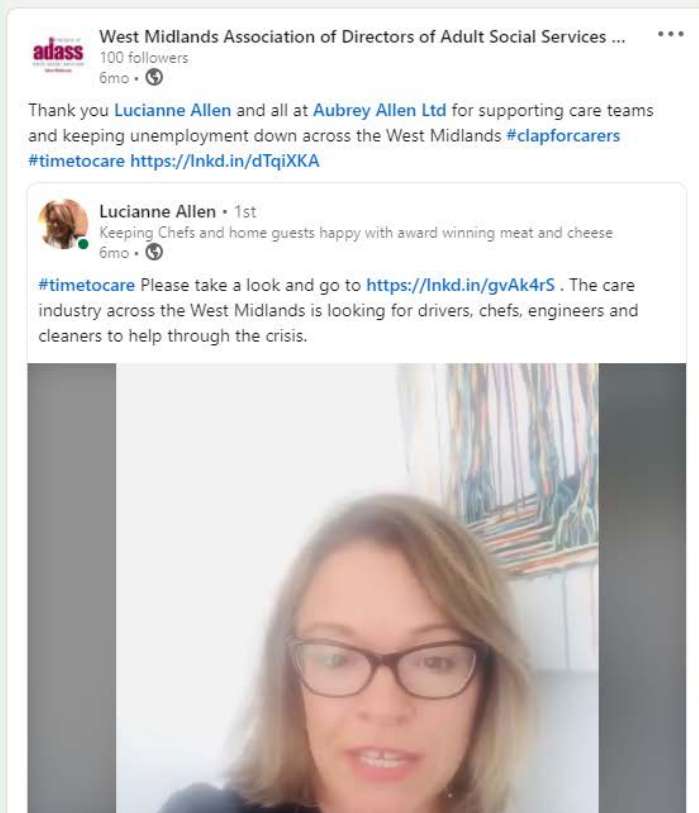
Wolves Council @WolvesCouncil · May 20

Our mental health social worker Nicholas Aston has featured in this Shropshire Star article discussing the importance of social workers and why people should come back to the profession [#ComeBackToCare](#) [#WVkindness](#)

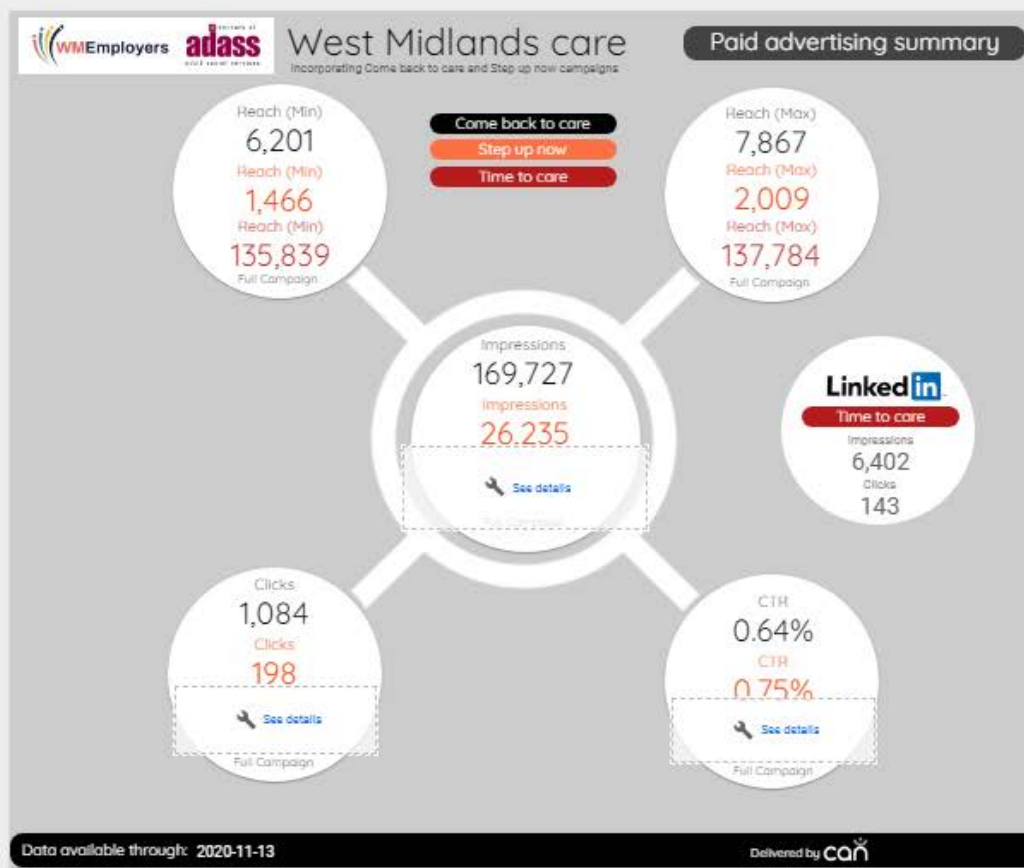
Full story:



Urgent call for adult social workers across Shropshire and West Midlands
It is proving to be a tough time for adult social care services across Shropshire and the West Midlands, with many workers off sick or self-...
[shropshirestar.com](#)



Emma Price – BeHeard Media – Aubrey Allen - Homeserve



Outcomes

- Returning care worker applications: 939
 - Student applications: 240
 - Support worker applications: 219
 - Total applications: 1,398
-
- Audience created for future care recruitment campaigns – 17,000

Learning

- The public sector digital estate is really powerful
- Website and email first
- Business very willing to help and loves being thanked
- Good leadership essential – decisive + risk aware
- Clear objectives and measuring keeps teams and alliances together

Free stuff for you

- comms-files.co.uk
- Free tech for your website – eleri@can-digital.net
- Campaign Data – jp@can-digital.net

Questions

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Public Service Communications Academy 2020

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