

Care for Life Campaign

Marketing and Communications



Northumberland
County Council



COULD YOU MAKE SOMEONE SMILE?

AMMIE
HEXHAM,
CARE WORKER

CARE FOR LIFE

If you're caring and compassionate, an adult social care apprenticeship with Northumberland County Council could be the life changing career for you.

For more information call us on 01670 622104
www.careforlife.org.uk



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COULD YOU HELP SOMEONE GROW?

JACOB
MORPETH,
CARE SUPERVISOR

CARE FOR LIFE

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COULD YOU BE SOMEONE'S INSPIRATION?

BEV
HEXHAM,
SERVICE MANAGER

CARE FOR LIFE

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Identifying the need and our approach

- During succession planning, officers of NCC identified that it had an ageing adult social care workforce. Through a desire to combat this, and to raise the profile of adult social care generally, it commissioned the 'Care for Life' campaign.
- Our aim was to recruit a 16-25 year old younger audience to allow succession planning so older staff could nurture the young talent with their wealth of experience.
- The campaign needed to be real and tackle the perception of social care work without romanticising it, but showing the sheer joy that could often be part of the job.

Campaign Stars: Real carers



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- Strong identity
- Leaflets
- Website
- Radio advertising
- ITV Hub advertising
- Digital
- Experiential

Shows gender and age diversity, great examples of caring individuals using their talents to help people.

Impact of the approach

- The campaign focused on 16-25 for baseline recruitment
- Reach on web was significant and drew national attention
- Local impact including positive promotion by the current care team
- The campaign reached influencers as well as potential applicants
- Potential progression was clearly set out
- Raised ambition and aspiration
- Funnelled the high interest and engagement into concentrated applicant numbers to invite to interview

Interview Demographics

Of the 31 people who were interviewed 8 are men, 23 are women

- 26 fall into the 16-25 bracket
- 3 are looked after children
- 11 are school leavers
- 20+ have experience of caring for a family member

The interview process reflected the campaign, i.e. caring and compassionate candidates would be successful not only as a result of their academic attainment, but their personal attributes were valued very highly for the work we required them to undertake for our residents

First Care for Life Cohort (Quotes from first week)

Assistant Manager: 'When you work for the council you do feel very supported, both personally and with work. I moved to work here 10 years ago, and I love working with them and they've developed my career. I love being a carer, it's a very rewarding job, you've all made a great choice', "from fashion shows to pantomime, we do a huge range of things and we really make our clients feel valued and part of the community'

Assistant Manager: 'take this opportunity with both hands, the people you look after deserve the best of care, and you can provide that. It's all about personal care. I can't wait to work with whoever gets placed with us, can't wait to meet you!'

Lewis (new apprentice): 'I haven't got any of your amazing stories yet, but I'm so pleased to start making them and to meet you all'

Danielle (new apprentice): 'I'm really happy to meet you all and I can't wait to start working from the council'



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