

HEALTH AND WELLBEING BOARD		AGENDA ITEM No. 7
5 DECEMBER 2016		PUBLIC REPORT
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WORK IN PETERBOROUGH – RECRUITMENT AND RETENTION CAMPAIGN

RECOMMENDATIONS	
FROM : <i>Athene Communications</i>	Deadline date : <i>N/A</i>
<ol style="list-style-type: none"> 1. To proceed with making the Work in Peterborough website live as soon as possible 2. To agree and proceed with creating the Health recruitment micro-website 3. To agree and proceed with a 12 month PR and marketing campaign to drive visitors to the Work in Peterborough campaign website and its associated sector websites – Teaching, Social Work, and Health 	

1. ORIGIN OF REPORT

1.1 This report is submitted to the Board from Athene Communications Ltd.

2. PURPOSE AND REASON FOR REPORT

2.1 The purpose of this report is to:

- a) Update the Board on the progress that has been made with regards to the Work in Peterborough recruitment and retention campaign to date
- b) To obtain the committee's views of the proposed content plan for the Health recruitment website and sections and best way to proceed with the 12 month marketing campaign

3. BACKGROUND AND UPDATE

Following workforce development workshops facilitated by Peterborough City Council: People and Communities earlier this year, and the success of the Teach Peterborough campaign, Athene Communications was commissioned to create and develop similar campaigns across the three main sectors that support People and Communities. These include:

- Teaching
- Social work
- Health

The workshops found that each sector faced similar issues – mainly related to the reputation of the city of Peterborough rather than the sectors themselves.

Since going live around 18 months ago, Teach Peterborough (www.teachpeterborough.co.uk) has attracted more than 24,000 unique users to its website. A total of 491 vacancies have been listed, and a total of 1,706 application form download requests have been received through the Teach Peterborough website alone.

The Work in Peterborough campaign was designed to market the city to potential recruits into the city. On top of this, we also created sector specific campaign websites in order to promote the individual benefits and opportunities within these.

All of the websites are easy to manage and can be controlled and edited by schools, GP surgeries, etc. All vacancies can be uploaded and monitored free of charge and within the back of the website you will also be presented with more useful data for you to gauge how popular your vacancy is.

Much of the information about Peterborough would be relevant to employees of all sectors. Therefore, in order to prevent a duplication of workload, resource and cost, the Work in Peterborough campaign website acts as a master website. Therefore, whenever information is edited on Work in Peterborough it will also automatically update the Health, Teaching and Social Work campaign websites.

All vacancies will also automatically appear on both the sector campaign website and the master Work in Peterborough website without additional work.

The Work in Peterborough website and developments to create the Teach, Social Work and Health websites were initially funded by Peterborough City Council: People and Communities. However, it was agreed at following meetings that the ongoing PR and marketing campaign to drive traffic to the campaign sites and the website development and technical support for all websites would be shared between schools, social workers and healthcare providers.

The Work in Peterborough website has now completed its final amendments and is being checked and approved. Once approval has been received the website will go live.

In the future, the website has the ability to 'plug in' other commercial sectors. Aside from the up front development costs, this could be charged additionally to deliver a return to the three sectors or minimise/cover the ongoing costs for schools, social workers and healthcare organisations.

4. HEALTH SECTOR CAMPAIGN WEBSITE

Athene has held initial meetings with Gill Burry and Rob Henchy to define the content and structure of the Health website. A further meeting to finalise the sitemap, content plan and initial design concepts is expected to take place during WC 28th November 2016. The outcomes from this meeting will be reported to the Board at the next meeting.

Gill and Rob have also received interest from other partners, including PSHFT, CPFT, GPN and the Ambulance Trust in being part of the campaign and potentially sharing the 12 month marketing and technical support cost.

If we can achieve agreement on the content at the next meeting then the website could go live early in the new year providing prompt feedback and approval from all partners or delegated leaders has been received.

5. 12 MONTH PR AND MARKETING CAMPAIGN AND TECHNICAL SUPPORT

The workshops asked us to consider how we could make use of media coverage and social media activity to drive traffic to the campaign websites over the first year. This is an important factor as we have found that more than 40% of traffic going to Teach Peterborough is via a Google search, and around 25% of traffic comes via a referral from social media or another website or news article.

Also, as we will have the ability to collect more data to show us how people are using the different recruitment websites we will be in a good position to modify the websites over time to improve the number of people signing up for email alerts, uploading their CV or applying for vacancies.

We have suggested that the three sectors share this overall cost to provide economies of scale. This will provide three days per month for PR and marketing support to the campaigns (one day per sector per month), and three days of technical support and website analytics per month (one day per sector per month).

The cost to each sector would be £11,820.00 + VAT per year (£985.00 per month). So far, teachers and social workers have agreed their cost towards the campaign. We understand that GPN have agreed to fund a share of the cost and the other partners have expressed interest, but this has not yet been confirmed. Athene will update on this following the expected meeting with Gill and Rob during WC 28th November 2016.

One of the key goals of the Work in Peterborough website is to capture personal information and job preferences of potential recruits. With this in mind, we recommend that the campaign begins as soon as Work in Peterborough goes live to attract as much interest as quickly as possible.

6. CONSULTATION

- 6.1 A meeting is expected to take place with Gill Burry and Rob Henchy to determine the sitemap and content plan of the Health website during WC 28th November 2016.

7. ANTICIPATED OUTCOMES

The anticipated outcome of this report is to agree the best way to proceed with the recruitment and retention campaign.

8. REASONS FOR RECOMMENDATIONS

All sectors are facing recruitment problems.

9. ALTERNATIVE OPTIONS CONSIDERED

The website development has already been agreed and funded by Peterborough City Council: People and Communities.

If the Board or organisations choose to opt out of the 12 month marketing campaign, they could make use of internal resources to support this instead. We would recommend a joined up approach to this to avoid duplication or inconsistency of messaging with the campaign that will continue to support teaching and social workers in the city.

10. IMPLICATIONS

N/A

11. BACKGROUND DOCUMENTS

Used to prepare this report, in accordance with the Local Government (Access to Information) Act 1985)

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