

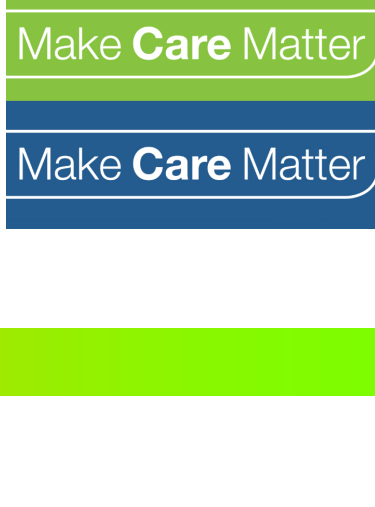


Make Care Matter

Volume 1, January 2018

Happy New Year and welcome to the first Make Care Matter newsletter!

Since the launch of [Make Care Matter](#) back in September 2017, our campaign to raise the profile of careers in adult care has gone from strength to strength. This is a collaborative campaign and we want to ensure that we are keeping you up to date. We have therefore launched this monthly Make Care Matter newsletter, we hope you enjoy!



Highlights of 2017

- Core brand created with supporting marketing material
- Launch of the Make Care Matter campaign
- Key campaigns commenced including #MenCareToo, Young People and Retiree's
- 55 providers join the team
- Various events attended across the county from careers fairs to country shows
- Brand new Make Care Matter Facebook page

Move with the times



Facebook is the leading social network with over 1.65 billion monthly users and 31 million users in the UK alone. Social media is becoming more and more popular and for the world of recruitment, it is vital that we remain ahead of the game by using it to our full advantage. We have the potential to reach thousands of people and in a sector where we are already struggling to attract and recruit people; this powerful, free tool is a must!

You can find the new page [here](#). Have a look and please do like and share the page, encourage colleagues to do the same and together we can really get the message out there.

If you have a vacancy that you would like promoting on the page, please ensure that it is uploaded to Make Care Matter and we'd be happy to post something for you.

This isn't just about vacancies though, there is so much more that we can promote to enhance attraction to the sector. From case studies to blog posts, positive news stories to events – we do amazing work that we can really shout about!

If you have anything you wish to share, please email: makecarematter@northyorks.gov.uk. Any content shared will of course be uploaded to the website as well.

In the spotlight

We currently have a major multi-channel recruitment focus in Harrogate and surrounding areas.

Harrogate and the surrounding areas remain a challenge for us all in terms of recruitment. There are a number of reasons behind this, whether it be due to competition from larger nearby cities, from other sectors such as retail and hospitality or the cost of living in that area.

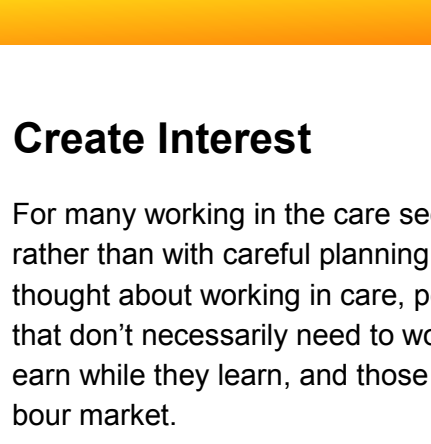
We know a lot of you are experiencing the same problems and we would love to gain your feedback on any experiences you have had and the resolutions you have come up with so far. Please send any related content which you would like to share on the website to promote this priority area, we would be happy to upload it for you.

This campaign is multi-channel and everything we do will be branded using Make Care Matter. We are holding a range of recruitment events, organising a leaflet drop, promoting on Stray FM plus lots of other activities which will really promote the area and the relevant opportunities we have available.

Evidently the website will be heavily promoted during this campaign and we therefore ask that you ensure all current vacancies are uploaded as soon as possible. We really need to use this opportunity to increase traffic to the website and hopefully turn this into applicants!



The road to Brexit



[The Prime Minister has consistently said](#) that protecting EU citizens' rights - together with the rights of UK nationals living in EU countries - has been her first priority. EU citizens made a decision to live here without any expectation that the UK would leave the EU. The UK government wants them to be able to carry on living their lives as before.

This is a big step forward. EU citizens living lawfully here before the UK's exit from the EU will be able to stay. The deal will respect the rights that individuals are exercising and the benefits they currently have. This will help EU citizens and organisations like us plan for the future.

The agreement will not only enable families who have built their lives in the EU and UK to stay together, it also gives certainty about healthcare, pensions and other benefits.

All EU citizens will need to apply to obtain status in UK law. A new, transparent, smooth and streamlined process to enable them to apply for settled status will start during the second half of 2018 and remain open for at least two years after the UK leaves the EU.

We would encourage you to share this information with anyone you think will find it useful. You can also sign up for regular official email updates on citizens' rights from the government [here](#).

Recruitment tip of the month

Create Interest

For many working in the care sector, like many other sectors, happens by accident rather than with careful planning. We need to attract people that may never have thought about working in care, people that are not looking to move jobs, people that don't necessarily need to work, those that have retired, students looking to earn while they learn, and those that are inactive or under-represented in the labour market.

Remember: they will not hunt out our adverts, nor understand our language; we need to take our story to them, ignite their passion, hook into their aspiration to give something back and make a difference.

By sharing our stories, news and events we will spark interest, intrigue and inspiration. You do amazing work and change lives every single day so let's celebrate that!

Please send any stories and/or points of interest to: makecarematter@northyorks.gov.uk



What will 2018 bring?



Since our launch in September, visitors to the site have already increased by 56%, a great achievement which we hope to improve further this year. In 2018, we will continue to build the Make Care Matter brand through activities, events and key campaigns. We want to get the message out there and to as many people as possible - the more people that recognise the brand the more we are going to increase visitors to the site.

Going forward, there will be enhanced focus on specific target groups such as young people, males, retirees, service personnel and their families. If you have any ideas on how we could reach these groups, please do share them with us.

Events have been scheduled with some still to finalise, dates will be shared once confirmed. Keep an eye on the Make Care Matter website, Facebook page and in next month's newsletter for our 2018 schedule!

Thank You

We want to take this opportunity to thank you to all of you for your continued support with Make Care Matter. We couldn't have achieved the success we have in 2017 without you all.

This is a partnership and we are extremely encouraged by your collaboration so far, let's continue this into 2018. We are always looking for new content for the website such as news stories, blog posts, case studies or anything else you wish to publish. Please send these to: makecarematter@northyorks.gov.uk. Please ensure that your vacancies are up to date and regularly uploaded to the site.

As ever, if you have any queries, comments or suggestions please don't hesitate to contact us.



Help us spread the word!



1. Follow: <https://www.facebook.com/MakeCareMatter/>
2. Add positive reviews to the page and comments to the posts on <https://www.facebook.com/MakeCareMatter/>
3. Chat to friends and family, colleagues and contacts - spread the word about the great work that we do and encourage others to join the sector

Key Contacts:
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Make Care Matter

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