



North
Tyneside
Council

North East pilot campaign

- How the campaign supports our recruitment challenges
- Using the materials now and for the future
- Measuring success
- Final thoughts

Hollie Sturrock
Recruitment Manager



News

Whitley Bay named on The Sunday Times Best Places to Live list once again

Whitley Bay has once again been named among the best places to live in the UK on The Sunday Times Best Places to Live list.



Tynemouth has been described as "Britain's coolest seaside town" (Image: Hive Estates)



NEWS POLITICS FOOTBALL CELEBS TV SHOPPING ROYALS

UK's 'quirkiest coastal destination' has also been named England's 'best place to live'

Tynemouth has been crowned the "coolest seaside town" in Britain - from sensational food to famous music, there is something for everyone as this popular seaside destination

By Katherine McPhillips & Zesha Saleem
19:40, 24 Apr 2024 | UPDATED 11:01, 25 APR 2024



Tynemouth has been crowned the "coolest seaside town" in Britain - and it's also the "quirkiest coastal destination" in the country.

It is a charming northern town in Tyne and Wear, England, located at the mouth of the River Tyne. The area is known for its romantic medieval castle which sits on top of a cliff overlooking the North Sea.



Environment

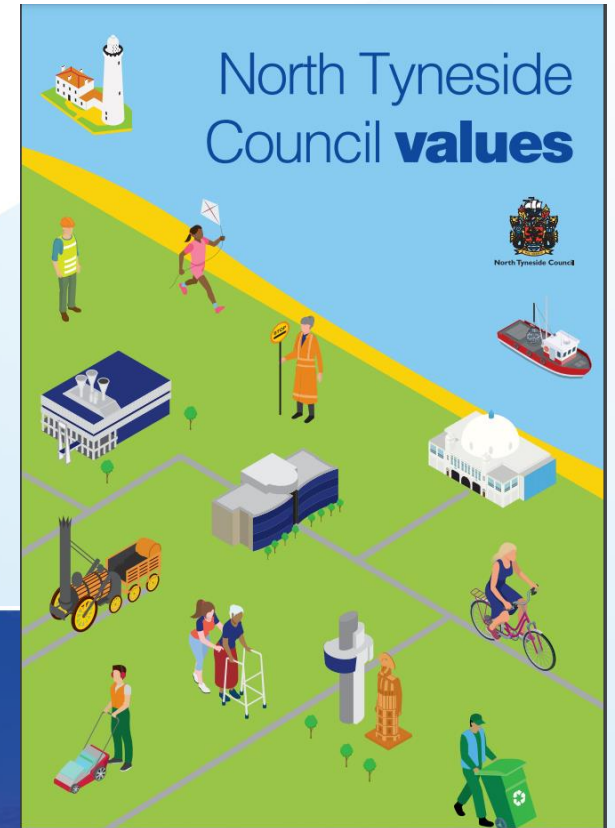
Beaches in Whitley Bay and Tynemouth awarded Blue Flags in recognition of cleanliness

Three North Tyneside beaches have received the international Blue Flag award from an environmental charity.



Supporting our recruitment needs

- The perception of Local Authority
- Communicating our values, embracing our culture and finding candidates that are the right fit
- Being the employer of choice and attracting new candidates



Our four values:



We listen



We care



We are ambitious



We are good value for money

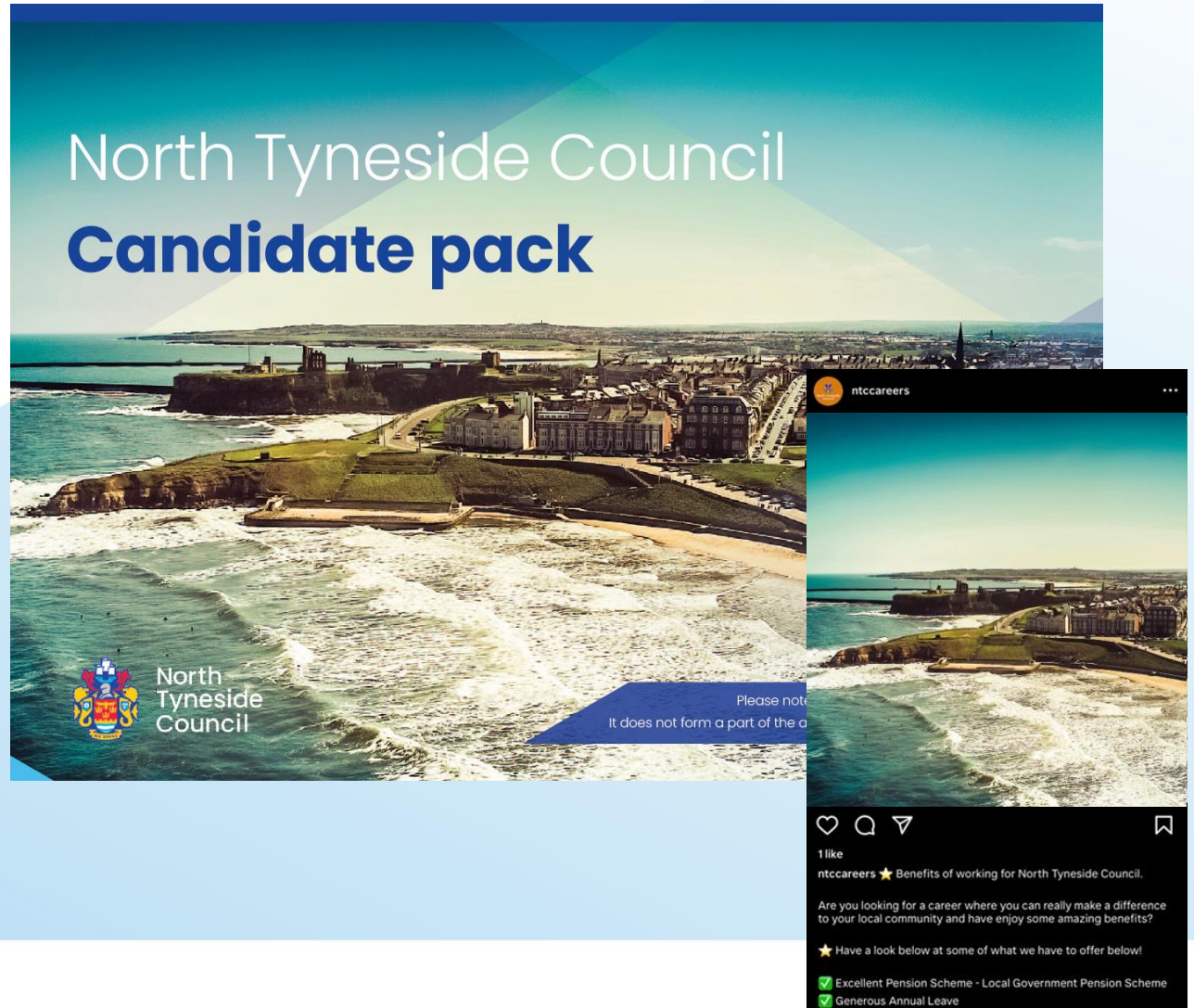
Bringing the materials to life

- Using our sites to amplify the campaign locally
- Updated QR codes to land on our page
- Created a landing page helping push our narrative
- Social media posts.
- Use of Teams backgrounds
- Updated material to use our brand and tap into our local reputation



Future talent pipeline

- Working with education providers to increase our visibility and celebrate career choice
- Linking closely with Early Careers
- Attending Careers Events
- Updating materials with a refreshed narrative and appealing look
- Dedicated careers Social Media accounts – including LinkedIn and Facebook



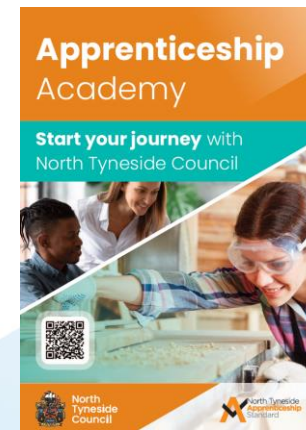
We have already seen successes!



- Over 17,000 visits to our careers landing page



- Over 350 direct scans of QR codes on adverts across the borough
- Care roles on social media
- Trade apprenticeships



APPRENTICESHIP ACADEMY

Case Study

Michael Clough-Welsh
Apprentice Plumber

Michael Clough Welsh is employed as an apprentice plumber by North Tyneside Council.

Michael joined us in October as an apprentice plumber and is very engaging and enthusiastic. Previously he completed level one and two City and Guilds Diploma in Plumbing. He works within housing, property and construction and is therefore often out and about around the borough.

“
Michael said: I am really enjoying my apprenticeship with North Tyneside Council I am learning something new every



North Tyneside Council

If you have ambition and determination, our apprenticeships are an excellent option for you. You will receive formal training to gain

A few final thoughts...

- **Bring your Communications and Marketing Team in early** – what are the key messages, how can we start to share with the right stakeholders, what channels do we have and what do we need?
- **Be clear on when and where** – Which events, which channels, what else is happening that we can tap into?
- **How can you prove it is working?** Make your calls to action unique – landing pages, QR codes, Analytics and social metrics. Build it into the application process





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Thank you