

Cyfarwyddwr Cyffredinol Iechyd a Gwasanaethau Cymdeithasol/  
Prif Weithredwr GIG Cymru  
Grŵp Iechyd a Gwasanaethau Cymdeithasol

Director General Health and Social Services/  
NHS Wales Chief Executive  
Health and Social Services Group



Llywodraeth Cymru  
Welsh Government

Mark Isherwood MS  
Chair  
Public Accounts and Public Administration Committee

Our Ref: JP/DM/LC

8 March 2022

Dear Mr Isherwood,

Thank you for the Committee's letter on the 15 February 2022.

The aim of the advertising recruitment campaign, funded by Welsh Government and hosted by Social Care Wales is to build awareness of the job opportunities in social care and the value of such a career – with the objective of people visiting the WeCare.Wales jobs portal.

Over December 2021 and January 2022, there has been an increase of 176.5% in people visiting the jobs portal compared to the same period 12 months ago, which is an indicator of success.

Demographic information gained from use of social media, for example, can allow an increasingly sophisticated and informed targeted approach to advertising and promotional content.

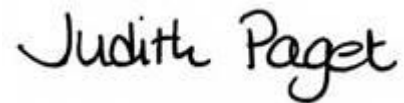
We are planning further evaluation of the advertising to run alongside the roll out of a new TV advert from March. This is likely to gather information from new entrants into social care as to their impressions of the advertising campaign and if this was influential in their decision to pursue a job in social care.

It will be important to note that we cannot simply judge the success of the advertising campaign by the number of new staff taking up employment. We know of the significance of pay and conditions and this period of evaluation in the Spring will coincide with the introduction of the Real Living Wage and the roll out of the additional payment aligned with the Real Living Wage. These are positive developments, albeit in the context of a job sector that has faced long standing challenges associated with the challenges of relatively poor pay and conditions.

There will be a wider evaluation of the impact of the Real Living Wage and we will ensure that advertising and recruitment campaign is also considered within this.

Please find attached a summary evaluation report. I hope I have provided clarity but if you would like any further information please let me know.

Yours sincerely

A handwritten signature in black ink that reads "Judith Paget". The script is cursive and fluid, with the first letters of each word being capitalized and slightly larger than the rest of the letters.

**Judith Paget**

# **WeCare.Wales 01 December 2021 – 31 January 2022**

## **Evaluation Summary**

### **Overview**

*Policy aim:* To increase staff in the social care sector in Wales

*Communications aims:* Use true life domiciliary care case studies to build awareness of opportunities available in all areas and of the type of person required for the job.

*Strapline (bi lingual):* “We care, Will you?”

*Call to action:* Visit the WeCare.Wales Jobs Portal

*Target audience:* Adults in Wales

### **Strategy**

The campaign approach was to achieve a high reach campaign promoting maximum awareness. The platforms and channels used for paid for advertising were as follows:

- Television adverts- *ITV, S4C, Sky Regional*
- On demand platforms- *ITV, All4, My5, Sky*
- Radio- *Heart North and South Wales*
- Out of home- *Pan Wales Buses (15 Depots), trains, supermarkets (21 ASDA stores)*
- Cinema
- Digital (some regionalised for latter part of campaign period)- *YouTube, Facebook, Google*

### **Evaluation highlights**

- 176.5% increase in traffic to the jobs portal than the same period 12 months previously
- 79% increase in new users of the website over the campaign period
- TV ads reached 46.21% of Welsh population- ITV as a whole channel network reaches 56% of all TV viewers (stat representative of UK wide).
- More than 18m opportunities to see the campaign- this figure is the amount of times in total the message has been exposed in some form throughout the campaign period.

### **Demographics**

Learnings throughout the campaign period include a rising interest from the 35-44 year old bracket, and those who are family focussed. This data can be used as insight to inform and successfully target future communications activity.

### **Platform performance**

- Google ads stood out as a very successful medium with a click through rate (percentage of people who visited the Jobs Portal after seeing the advert) of 6.23%. A positive outcome as an industry standard is over 1% and over 3% is very well performing. Helpful evidence to support future targeting of media towards an interested and engaged audience.
- Facebook advertising reached the most amount of people for the lowest cost and, along with Google ads, drove the largest amount of traffic to the Jobs Portal.
- Levels of direct visits to the portal and search engine searches for the page have increased, indicating the contribution of TV, radio, cinema and out of home ads in awareness raising and promoting recall of the advert and the call to action.
- Cinema took longer to achieve target due to Covid related complexities.

### **Main conclusion and recommendation**

- The campaign period achieved success in raising awareness evidenced primarily by the consistent increase in traffic to the WeCare Jobs Portal (the call to action) and the WeCare website as a whole.
- Moving forward we should work towards a more sophisticated and informed targeted approach, by using insight now gained and further research exploring audience motivations and barriers.