

**Make
a
difference**

**Work for your
local council**

National recruitment campaign

for local government



Funded by
UK Government

Tackling capacity issues

- Over half of council leaders surveyed say that workforce capacity issues are likely to affect their council's ability to deliver services.
- 94% of those surveyed said they were experiencing recruitment and retention difficulties.
- 90% said they had a capability skills gap in their management teams in at least one area.
- 83% said they had a capacity skills gap in a least one area.

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We can do it together

We're here to help combat the recruitment issues many councils are facing, with the development of a local government brand that can be used by all councils across England.

In 2023, we developed, tested and refined a recruitment campaign, funded by UK Government, to attract more people at all stages of their career. And following a successful pilot in the North East, we're now ready to take it national.

But we need your help...

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Improving recruitment within local government

This is an exciting opportunity to elevate the perception of local government and improve recruitment right across the country. By joining forces and supporting each other in a national recruitment drive, we'll improve the landscape for everyone as well as our individual regions. And the more councils that get involved the better for everyone.

We've spent months understanding our audience and their challenges. We've spoken to thousands of people in research, to refine and test our messaging. And we've created a suite of assets and proven they work. But there's still lots of opportunity to have your say and put your stamp on them.

Now everyone can reap the benefits and improve recruitment, both the quality and quantity of applicants, as you roll out the campaign in your own region.

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Finding the right talent

Attracting the right people to work in local government is vital if we're to deliver the best service to the people who live and work in our communities.

But there are many barriers and preconceptions we need to overcome, and we need to give potential candidates compelling reasons to apply.

Research helped prove there's a wide and interested audience base to speak to and defined a core group of people who are most open to the idea of working for their local council.

We also carried out extensive research and testing to understand which messages would resonate most effectively with potential new recruits.

This helped us create an overarching brand/campaign thought, as well as specific messaging that could be used across the campaign.

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The research

Our research combined qualitative focus groups and quantitative online surveys during both phases of fieldwork – with robust sample sizes of over 2,000 at the first stage and 1,000 at the second stage of creative testing.

A number of creative executions were tested, all with very different visual and tonal approaches, but one idea came out on top with all audiences: **Make a difference. Work for your local council.**

The research also helped us understand which elements of working for local councils appealed most to people – to inform the messaging within the campaign.

These were helping their local community, flexible working, the range of roles available and career development.



Testing the campaign in the real world

To test the effectiveness of the new messaging and creative, we ran a pilot campaign in the North East which included 12 local authorities:

Darlington, Durham, Gateshead, Hartlepool, Middlesbrough, Newcastle-upon-Tyne, Northumberland, North Tyneside, Redcar and Cleveland, South Tyneside, Stockton and Sunderland.

To get maximum exposure, the campaign was delivered across multiple channels including digital display, out-of-home (OOH), radio, podcasts, and social.

We also created a campaign toolkit to help the pilot councils support the campaign across their owned channels. And if you have any additions, we can help make them happen. Councils in the pilot had some unique ideas of their own, including branded park-and-ride buses, libraries and even a football programme.



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The results

- Across all channels, the pilot campaign achieved **over 17 million impressions** and generated **105,626 clicks** to the North East Jobs portal.
- This was **30.6% above target**.
- Visitors to North East Jobs were **more committed to applying** and applications **increased by 8.96%** from the previous February.
- There was a **good level of recall for the campaign** in the North East.
- Research respondents said it gave them a **more positive image** of their local council, and their council as an employer, and were also **more open to job opportunities**.
- The messaging about **career prospects** was the strongest performing message across all channels.

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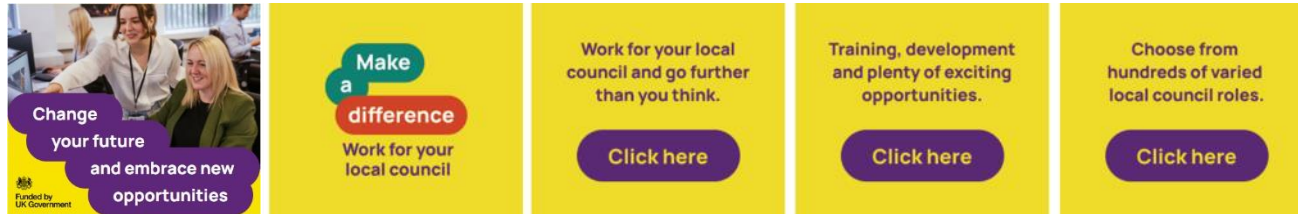
A smiling Black woman with short hair, wearing a denim jacket over a black turtleneck, is shown from the chest up. She is looking slightly to the right of the camera. The background is a blurred living room with a patterned rug, a lamp, and some framed pictures on the wall. The overall scene is warm and inviting.

The campaign

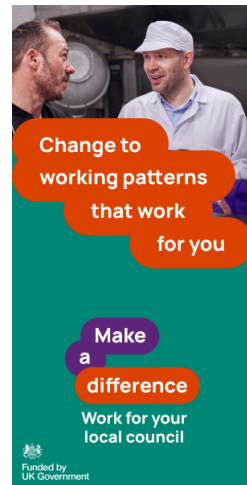
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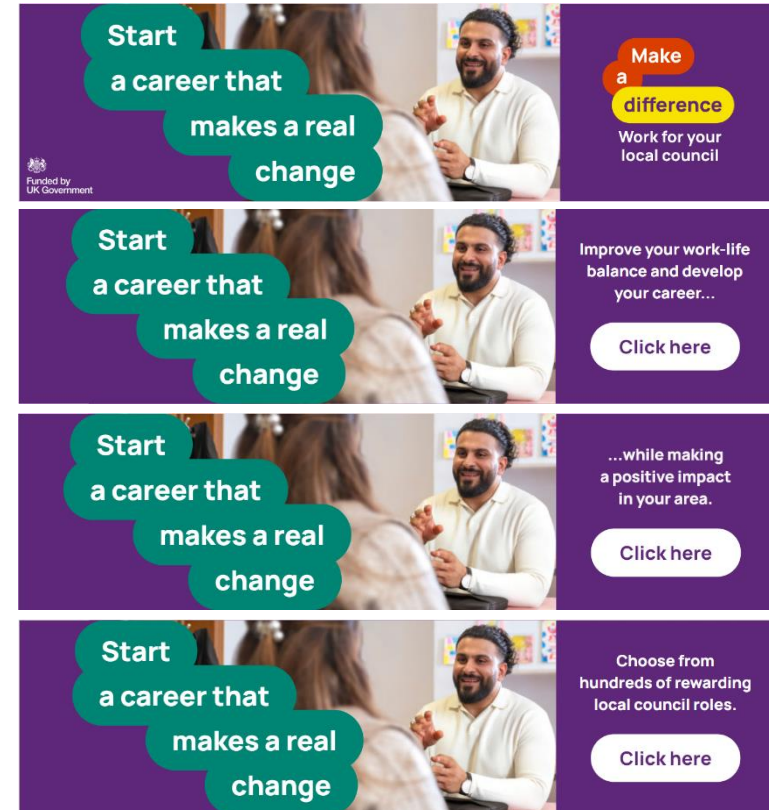
Digital display



MPU – 300x250px



Double MPU - 300x600px



Billboard – 970x250px



Screens and OOH



Landscape Digital



48 sheet PRINT



6 sheet PRINT



Portrait Digital



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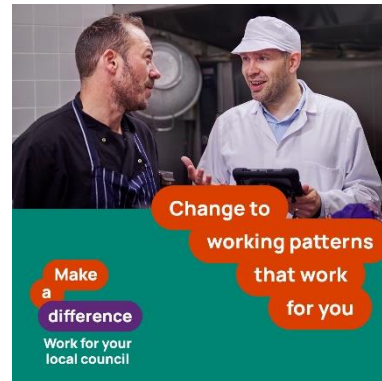
Social

Choose from hundreds of roles to find what works for you – and make a real difference in your community.



Search hundreds of local council jobs at localcounciljobs.gov.uk

Flexible working at your local council could mean hybrid, part-time, term-time only or compressed hours – and you can help change the lives of real people in your community.



Search hundreds of local council jobs at localcounciljobs.gov.uk

With professional training and development, and plenty of exciting opportunities, you could go further than you think at your local council.



Search hundreds of local council jobs at localcounciljobs.gov.uk

Find a career that suits your strengths – hundreds of different roles available from social media to social care.



Make a difference in your area, visit localcounciljobs.gov.uk

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Radio

Radio advert 1 (30 seconds)

Using real council employees' voices from photo & video shoots:

Voice 1 (matter-of-factly proud): I like working for my local council because I know I'm making a difference in my community.

Voice 2: I'm a carer for my mum and flexible working makes that so much easier

Voice 3: I was given all the training I needed and now I'm helping the next generation.

Voice 4: I was surprised at the range of different jobs.

Voice 2: I like the can-do culture

Voice 4: The challenge

Voice 3: The opportunities

Voice 1: The support

MVO (Warm, down to earth, friendly, encouraging): Make a difference. Work for your local council. Search hundreds of jobs at localcounciljobs.gov.uk

Voice 3: I really love my team.



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Radio

Radio advert 2 (30 seconds)

Using real council employees' voices from photo & video shoots:

Voice 1 (*matter-of-factly proud*): Working for my local council means I get to make a difference to people's lives.

Voice 2: Flexible working makes childcare so much easier to juggle.

Voice 3: I've always felt fully supported to take my career further.

Voice 4: The variety of roles means there's a job to suit everyone!

Voice 2: I like the diversity

Voice 1: The opportunities

Voice 3: I get to help people

Voice 4: Every day is different

MVO (*Warm, down to earth, friendly, encouraging*): Make a difference. Work for your local council. Search hundreds of jobs at localcounciljobs.gov.uk

Voice 1: It just works for me



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Testimonials

“It’s really helped showcase what a career in local government can offer which has encouraged people to consider working for a council.

We’ve definitely seen an increase in enquiries and there’s been great feedback from young people who have been thinking about their future career options too.”

Ann McCoy, Chair of NEREO,
Stockton-on-Tees Borough Council

“Why wouldn’t you get involved? You are handed the foundations of a well-crafted, well-researched and tested national campaign built for the sector by the people who work in the sector and backed up by detailed insights. The stats show that it works. It’s bringing more eyes to local government careers. It’s helping with that gap in recruitment and it’s helping us retain talented, experienced and passionate staff.”

Harry Wearing, Head of Communications and Marketing, North Tyneside Council

“The campaign’s really helped us in Durham. It’s created an awareness of local government careers across the North East and has done this on a level that we wouldn’t have been able to achieve on our own, really helping to boost our own recruitment efforts.”

Joanna Coppillie, Strategic Manager
- OD, Talent Management and Resourcing,
Durham County Council

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A national campaign to meet local needs

- An umbrella brand running across the country will strengthen the recruitment proposition for all councils.
- Your council can roll out a well-crafted national campaign, co-produced with the sector and informed by in-depth research from national audience groups.
- The resources and toolkit will be readily available to your HR and communications teams.
- Assets can be adapted to meet local recruitment needs and co-branded, so you can ensure local reach and recognition.
- You'll get better value for money on media through national purchasing arrangements.

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Get involved

Now it's your turn to join forces with your fellow councils and help create a national campaign to improve recruitment for everyone.

Together we can change perceptions and give people new reasons to consider working for local government.

As you can see, we have campaign assets ready to be tailored to your region. And after absorbing any insights from the pilot, we'll work closely with you to co-create your very own campaign, based on everything we already know works.

To get the ball rolling, please email leadership@local.gov.uk

The LGA's Workforce team offers advice and support on a wide range of HR and management and other workforce issues, combining our in-house expertise with a team of associate specialists. For further information please contact our team at workforce@local.gov.uk.

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