

**LEICESTER CITY HEALTH AND WELLBEING BOARD
27 OCTOBER 2015**

Subject:	Live/ Work Leicester Campaign
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EXECUTIVE SUMMARY:

- This paper sets out progress scoping a city-wide marketing campaign to promote Leicester as a place to live and work.
- The key aims of the campaign would be to market Leicester as a city and also to attract staff in key shortage areas to live and work locally.
- The campaign would be led by the City Council via the Health and Wellbeing Board but would involve other key partners including the NHS locally.

RECOMMENDATIONS:

- The Health and Wellbeing Board is requested to endorse the proposed approach to developing a joint city-wide campaign and to nominate key members to oversee its development and implementation.

Live/ Work Leicester Campaign

1. Outline proposal

There have been a number of discussions at strategic boards, including Leicester's Health and Well-being Board and Children's Improvement Board about critical gaps in key areas of the local workforce and what could be done to address these. This includes significant issues in the recruitment and retention of social workers and teachers and GPs in particular although there are also key skills-shortages affected other parts of the health and social care work force.

Organisations have taken steps to recruit staff in these key shortage areas including reviewing the overall package (training, personal development and other incentives) offered to staff who take up posts in shortage areas. However, there remains a continuing need to attract skilled staff to work in the city, including retaining staff who have trained locally as well as attracting people who live outside the city to apply for jobs in Leicester.

Leicester City Council is leading on place-based marketing for the City. Work is underway to develop a consistent brand for the city and to highlight the key features of Leicester, promoting the city as a tourist destination and attracting inward investment. This includes plans to develop a clear brand and identity to be used for place marketing which are currently in development. This brand would be used as an over-arching identity for the campaign.

Initial discussions with key partners including the City Council, Leicester City Clinical Commissioning Group, University Hospitals Leicester and Leicester and Leicestershire Partnership Trust has indicated that there is a willingness for partners to develop and potentially contribute to a joint local campaign, with the aim of recruiting staff to key shortage areas as well as promoting the city.

2. Examples of similar campaigns

Birmingham City Council has recently run a similar campaign with the dual aim of promoting the city and its neighbourhoods and recruiting staff to key shortage areas in the city council, specifically children's social care and education. This included profiles of staff who had successfully moved into key roles in the City Council from other areas.

The campaign, under the banner of 'Best of Birmingham' included three key themes: city life in Birmingham capturing features of the city likely to appeal to the target workforce demographic, profiles of staff describing why they enjoy working in the city, and profiles of staff who have chosen to move to the city. The campaign, which was produced by Guardian News and Media, sponsored by Birmingham City Council, includes a hosted website and a hard copy supplement which was distributed with the Saturday edition of the newspaper. The impact of the campaign, which went live in September is not yet known.

3. Proposal & next steps

Initial expressions of interest have been sought from local partners and initial scoping work has been carried out to map the feasibility of a joint local campaign and to identify potential target staff groups. This work, which would be led by the City Council, now needs to be further developed with a view to identifying and agreeing target staff groups, developing a costed proposal and seeking financial commitments from all partners, likely to be in the region of £20k per partner. Sponsorship may also be sought from major businesses in the city.

4. Recommendation

- Health and well-being Board members are asked to endorse the proposed approach to developing a joint city-wide campaign and to nominate key members to oversee the work, working with the City Council's Marketing and Brand Management team.