

# Norfolk PLC

Attracting people to Norfolk  
County Council to work and  
live



# NCC Recruitment Activity

## Applications - Last Six Months

(Mar 2020 – Aug 2020)

Department

All

Service

All

Total Applications

7163

Advertised Posts

487

Average Applications per Post

15

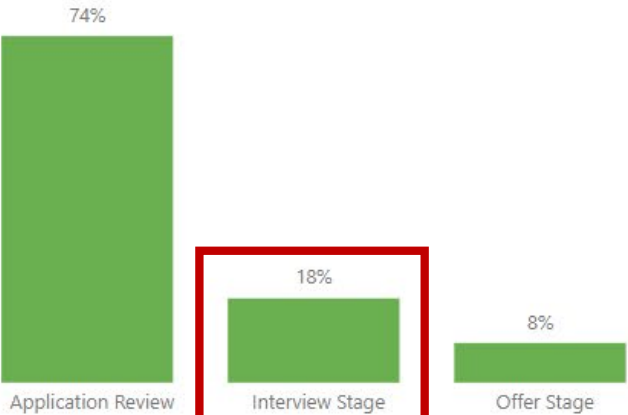
% Internal Applicants

2%

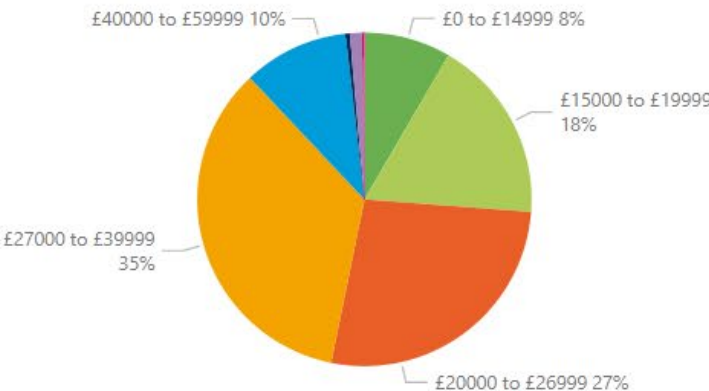
% External Applicants

98%

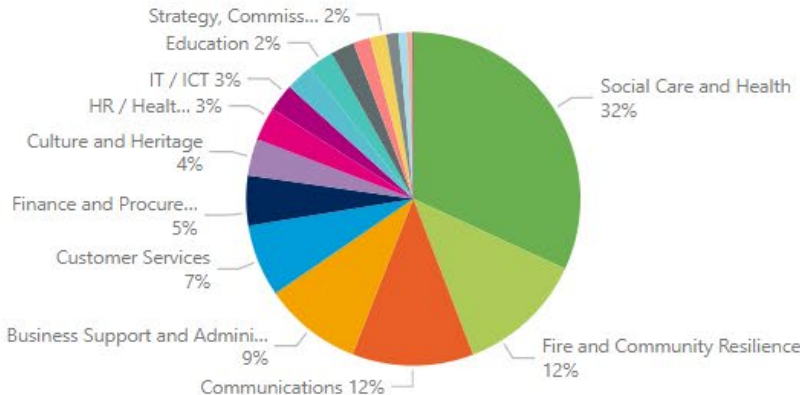
Applicants' Final Recruitment Stage



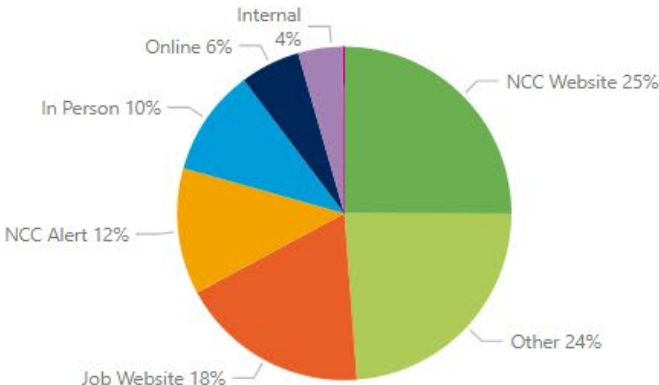
Post Salaries



Applicants by Role Type



How Did You Find Out About this Position?



# NCC Recruitment Activity – Applicants by Role Type

Job Type	% of Applications
Social Care and Health	32%
Fire and Community Resilience	12%
Communications	12%
Business Support and Administration	9%
Customer Services	7%
Finance and Procurement	5%
Culture and Heritage	4%
HR / Health and Safety	3%
IT / ICT	3%
Planning and Performance	3%
Education	2%
Travel, Transport and Highways	2%
Audit, Compliance and Standards	2%
Strategy, Commissioning and Transformation	2%
Regulatory	1%
Economic Development and Environment	1%
Legal	1%
Catering and Housekeeping	0%
Maintenance/Gardener	0%

# Recruitment Activity- new entrants and internal moves

## Starters - Last 12 Months

Starter Type

All

Combined Starters  
1527

New Starters  
995

Internal Movers  
532

Permanent Starters  
1254

Temporary Starters  
139

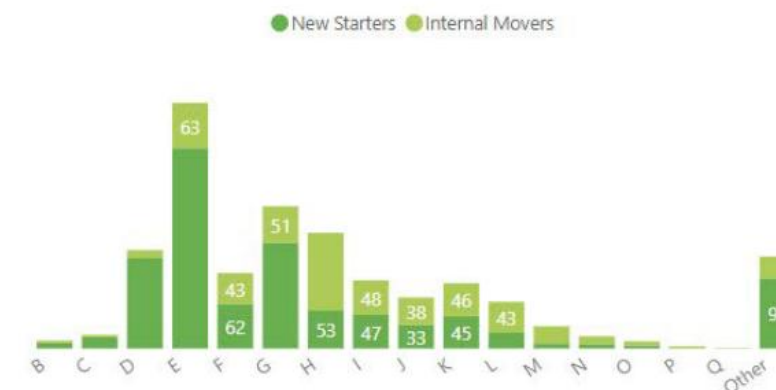
Other Starters  
134

Starters No Longer Employed  
94

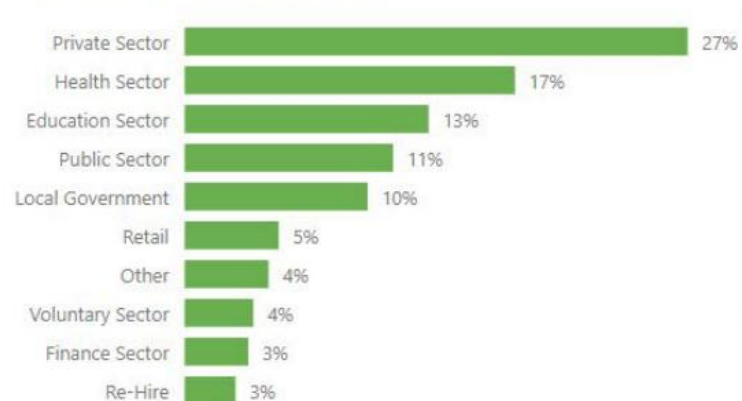
Starters by Month



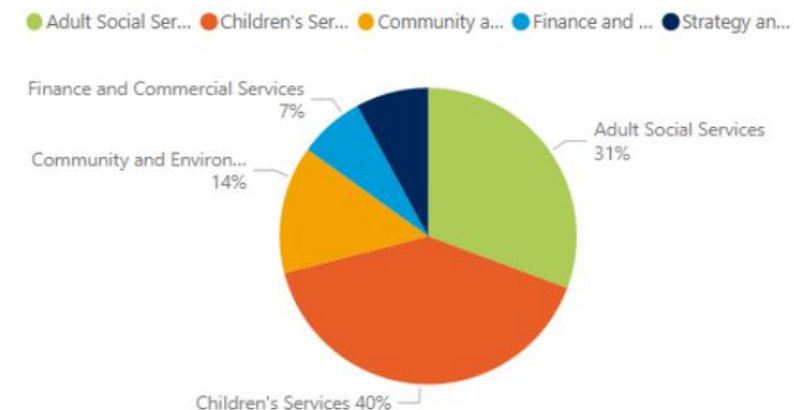
Grade Profile



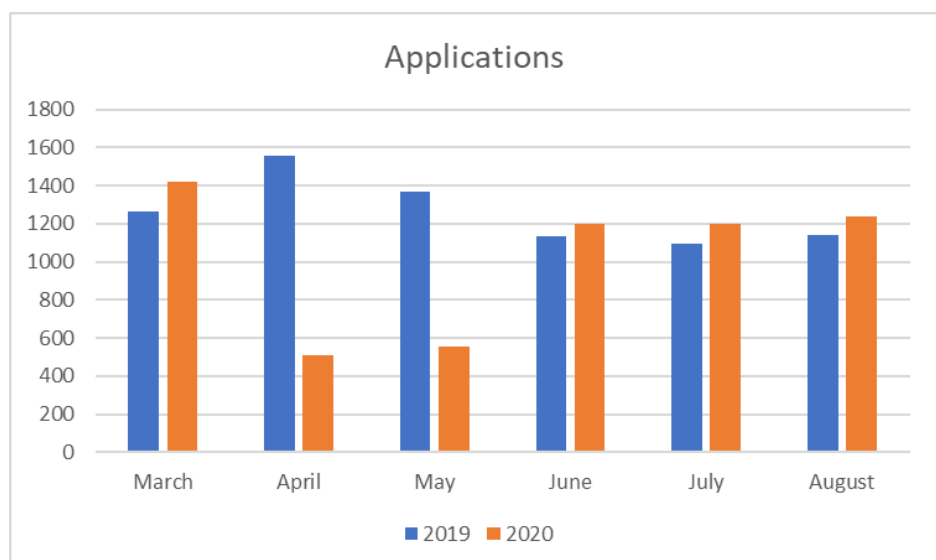
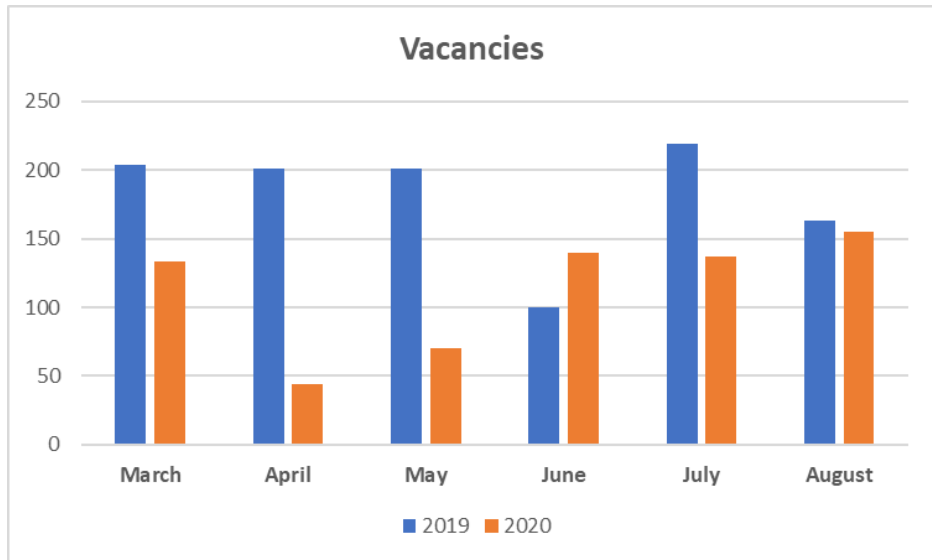
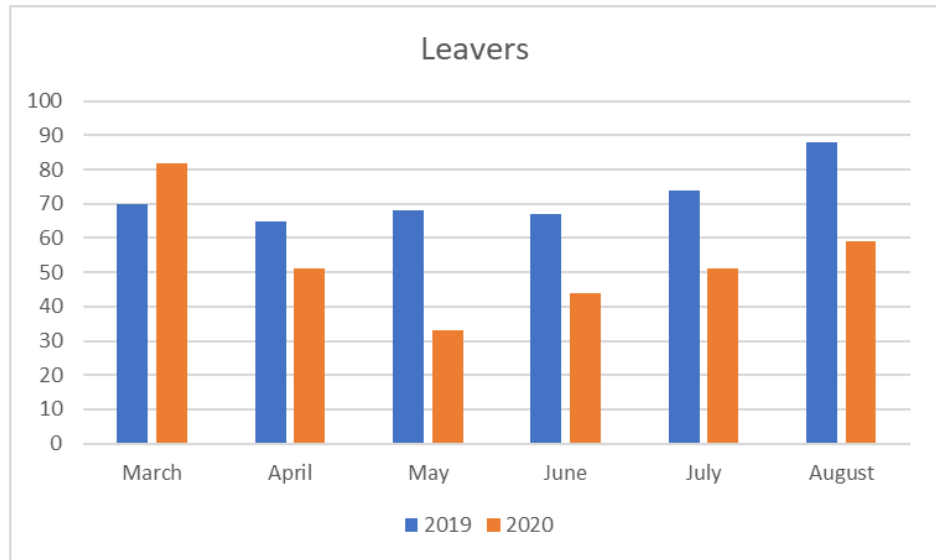
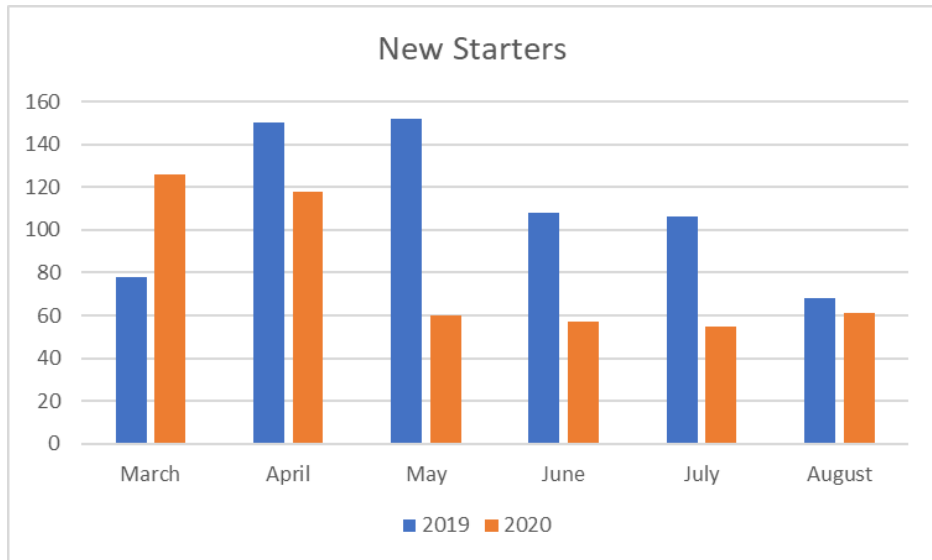
New Starter Origin (Where Known)



Internal Mover Origin



# Recruitment Activity- Covid 2019 v 2020

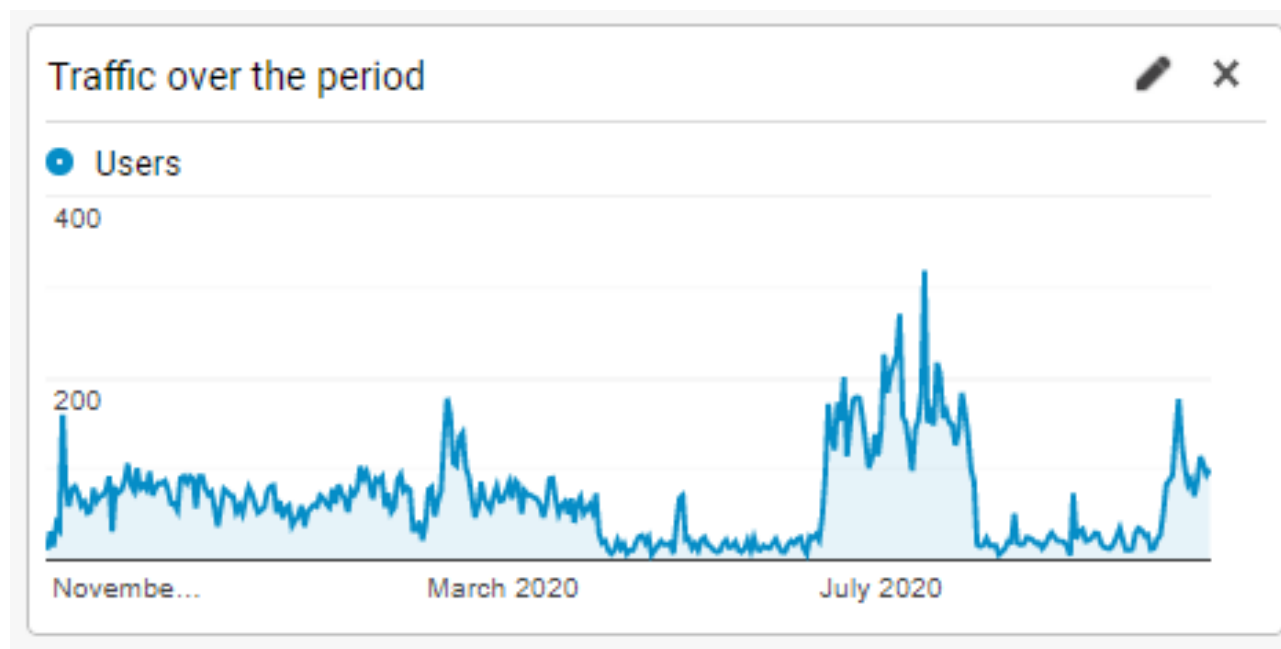


- ☐ Number of new starters steady throughout March/ April (start of lockdown) with a reduction since May
- ☐ Number of leavers has remained below 2019 levels since April
- ☐ Lower number of advertised vacancies between March and May compared with 2019
- ☐ Increase in advertised vacancies in June and July, with return to near business as usual levels in August 2020
- ☐ Application numbers have increased since June 2020



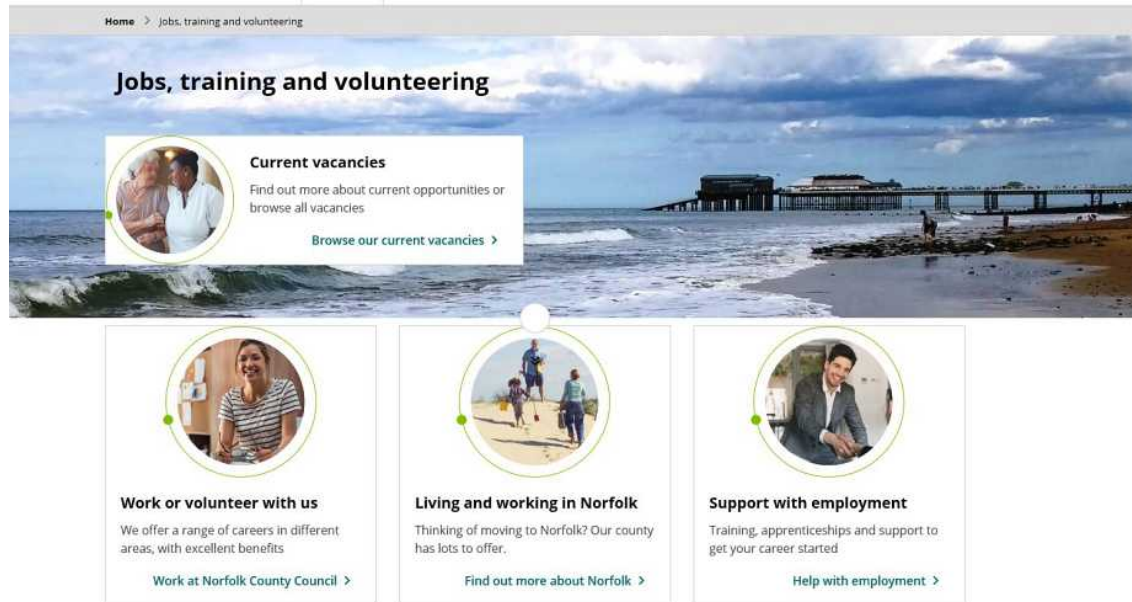


# NCC Digital Campaign for Children's Services Social Workers



- ☐ Over 22,000 users to the NCC web site since beginning October
- ☐ 83% directed to site by Google Analytics
- ☐ Traditional media campaigns – little impact
- ☐ Average of around 450 visitors per week
- ☐ 169 External applicants
- ☐ 33 External new starters

# Our new NCC Careers Site - Phase 1 – focus on the candidate journey



## Future developments (phase 2) to enhance candidate journey and employer brand:

- ☐ Develop content further on the benefits of living and working in Norfolk
- ☐ Our commitment as an inclusive employer
- ☐ Smarter working focus
- ☐ Culture, Values, The Deal at NCC

## Rewards and benefits

### Why join us?

Working in Norfolk offers a great quality of life. As one of the region's largest employers, we offer a range of benefits designed to attract, develop and reward our employees.



### Flexible/smarter working

We support flexible working opportunities wherever the needs of service provision allow. This includes job share, part-time working, compressed hours and flexitime. We also use mobile technology that allows you to work from a variety of sites to increase flexibility and reduce travelling time.



### Family friendly

We offer generous maternity, paternity and adoption pay and time off to support you as your family grows. We also offer support if you care for relatives or friends who are older, disabled or seriously ill. There is an independently-run Kid Ease nursery located within the County Hall grounds, which offers priority spaces to our employees.



### Inclusive employer

We are committed to equality and inclusion and welcome application irrespective of gender identity, disability, marital status, ethnic origin, age, pregnancy status, religion or belief, or sexual orientation. We are proud to have achieved Disability Confident Leader Status and the Employer Recognition Scheme award for the Armed Forces Covenant.



### Competitive salaries

We have a transparent pay structure to ensure that we're paying fairly.



### Relocation expenses

As part of our recruitment package, for certain roles we provide assistance with relocation expenses to relocate to the beautiful county of Norfolk



### Training and development

We offer a wide range of learning opportunities. These include online learning, secondments, coaching and mentoring, as well as internal and external courses. We encourage and support our employees to manage their learning and pursue

# Recruitment Campaigns

**BE A PROBLEM SOLVER.**



**YOU CAN APPLY TODAY**  
[www.norfolk.gov.uk/beafirefighter](http://www.norfolk.gov.uk/beafirefighter)

736 applications

**Norfolk County Council**  
Sponsored

We're looking for Home Based Support workers to help children and young families create positive change



[WWW.NORFOLK.GOV.UK/JOBS...](http://WWW.NORFOLK.GOV.UK/JOBS...)  
**Apply now - closes 13 July**  
 Help children and young people to... **APPLY NOW**

48 applications

**Norfolk County Council**  
Sponsored

Got experience in providing personal care and support? We're urgently looking for care assistants to join us at our step ...see more



[NORFOLKCC.ENGAGEATS.CO...](http://NORFOLKCC.ENGAGEATS.CO...)  
**Apply now - closes 29 April**  
<http://norfolkcc.engageats.co.uk/V...> **LEARN MORE**

30 applications

- Targeted recruitment campaigns to increase awareness/reach and quality of applications

**wsp**  

**COMMUNITY AND ENVIRONMENTAL SERVICES**  
**Engineers/Project Technicians**  
 Countywide – £18,000 - £31,371 per annum (depending on level) – Permanent contracts 37 hours per week (37.5 with WSP)  
 Opportunities exist with both NCC and our consultant partner WSP. We're looking for people to fill a range of challenging and rewarding roles at various levels of knowledge and experience, including:  
 • Engineers  
 • Technicians  
**Apply:** [www.norfolk.gov.uk/jobs-training-and-volunteering](http://www.norfolk.gov.uk/jobs-training-and-volunteering)  
**Please quote job reference number: 55920 CELE**  
**Closing date: 2 July 2020**

 **Norfolk County Council**

45 applications

Assistant Director of Strategy&Governance (Business Transformation)

I am Rachael from Norfolk County Council. I saw your profile on LinkedIn and thought you may be interested in a position which is at the core of driving transformational change within Norfolk County Council.

The role of Assistant Director of Strategy & Governance (Business Transformation) requires someone who has experience in leading transformational change at Senior level. We are looking for someone with the ability to forge strong and productive relationships with subject matter experts, stakeholders and external partners.

If you would like to know more about this position please visit  
<https://www.norfolk.gov.uk/jobs-training-and-volunteering/search-and-apply-for-a-job>

Kind regards

**LinkedIn**

## Trading Standards Officer Opportunities Qualified/Trainee/Apprentice

Community and Environmental Services  
 Locations: County Hall, Norwich or Priory House, King's Lynn  
 £19,554 - £31,371 per annum (depending on grade/level)  
 37 hours per week – Permanent contract – 4 posts

Our Trading Standards Service aims to build a safe, fair and legal market place for Norfolk, helping businesses succeed and safeguarding communities. We are looking for dedicated Trading Standards Officers to join our Trading Standards Service within our Food and Farming and Safety and Fair-Trading Sections.

We are looking for people who are as ambitious as we are, who take pride in their work, are innovative, business-like, collaborative and committed to delivering enforcement activities to the highest standard.

Applications are invited from those who hold the Diploma in Trading Standards, DCATS or its equivalent. We will also consider applications from those interested in training as a Trading Standards Officer or who are studying for the Trading Standards Practitioner Certificate (TSPC). This will involve an apprenticeship/vocational qualification including attendance at training courses and personal study time outside normal office hours.

Norfolk County Council Trading Standards offer a broad range of experience, mentoring and support and are committed to your continuous professional development. We will offer a 37-hour week, with flexible and smart working options and an employee discount scheme.

Norfolk is a great place to live and work and as the largest provider of public services in the county we have great ambitions for both the place and the people of Norfolk. With a fusion of modern and historic settings, easy transport links, superb shopping and eateries, the Broads National Park and the beautiful Norfolk coast right on your doorstep, Norfolk is the ideal place to enjoy your surroundings and perfect your work life balance.

To find out more and apply visit: [www.norfolk.gov.uk/jobs](http://www.norfolk.gov.uk/jobs)  
 Closing date: 6th January 2020



 **Norfolk County Council**

51 applications



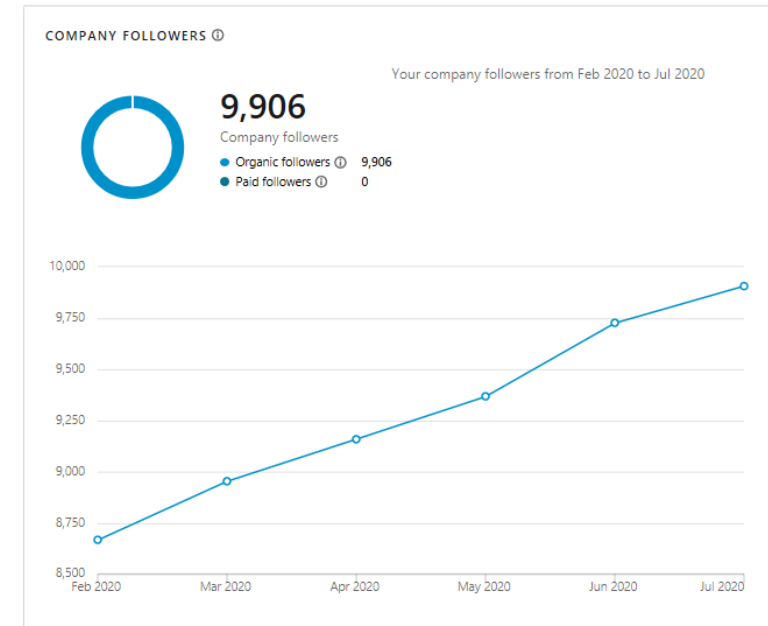
# Recruitment Landscape / Priorities

## Landscape

- ☐ Recruitment continued during lockdown with successful remote interviewing and remote onboarding
- ☐ Higher number of applications in June indicating movement of a skilled workforce
- ☐ Candidates more willing to relocate to Norfolk
- ☐ Developed social media for recruitment attraction with increase in engagement

## Key priorities

- ☐ Review end to end recruitment to reduce time to hire – using remote interviewing to reduce resource time
- ☐ Continue to develop careers pages to engage a wider audience – Our Deal
- ☐ Develop our position as an inclusive employer
- ☐ Functionality to support recruiting managers with higher volumes of applications due to the current job market
- ☐ Targeted attraction campaigns to increase applications for challenging roles



# Adult Social Care - NorfolkCareCareers

## WORKFORCE SUPPORT -LOOKING BACK OVER THE PAST 12 MONTHS

### FOCUS ON - NORFOLK CARE CAREERS

#### Activities

- Social media campaigns paid content & organic posts on Facebook, Twitter and Instagram.
- Investment in paid search & display marketing
- Local press advertisements including case studies –in print & online
- Radio advertisements

Stakeholder engagement, working together– colleges,district colleagues, the New Anglia Local Enterprise Partnership, NORCA, the health sector, DWP, I can be a, to direct individuals and businesses with available workforce to the website and raise profile of care roles

Website refresh pending



**23,665 NEW USERS!**

Compared to 9536 with the same period during 2018 - 2019 September to August

## THINK NATIONAL, ACT LOCAL

[everydayisdifferent.co.uk](http://everydayisdifferent.co.uk)

April national refresh of campaign - sought urgency in response and included thanks to care workers. Launched matching service and care workforce app - Survey now out to assess effectiveness.

NCC promoted resources to providers and aligned activity

## 708 VACANCIES ADVERTISED

Home care, residential care, DPSS and LD -including care workers, apprenticeships, cooks, team leaders and manager roles during the past 12 months

## 400+ CONTACTS MADE TO INDIVIDUAL PROVIDERS

Over 400 contacts have been made to offer support and guidance. Presentations at manager meetings and signposting to information via newsletters and website

# A reminder of our Workforce Challenges and opportunities at NCC, Norfolk and National

## Our headlines:

At NCC, our average age is 44

8% of the workforce are under 24 and less likely to stay

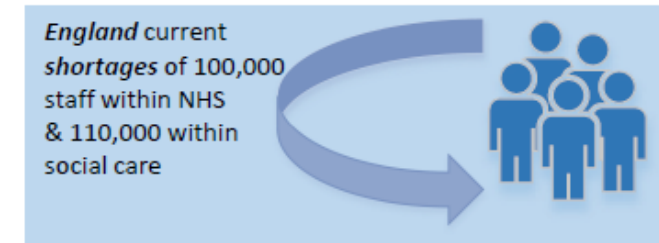
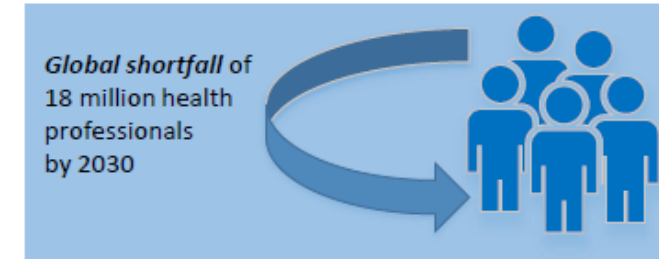
26% of the workforce are over 55 and more likely to plan to retire

39% of the workforce are aged 40-54 and more likely to stay

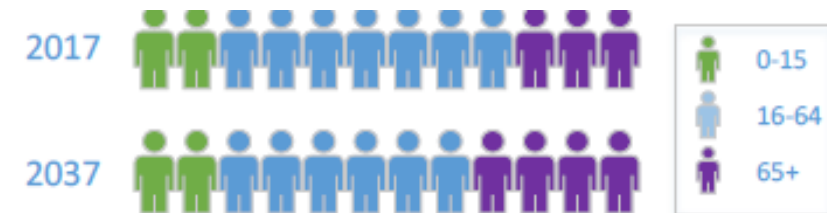
12% of our workforce joined in the last 12 months

325 Apprentices, meeting our Public Sector target

- Social worker apprentices
  - New entrants
  - Existing employees to grow professional skills
- 
- The impact of COVID is early to predict, we are seeing an increase in applicants recognising the value and relative security of roles in the public sector compared to SME employers



*Staff planning to retire in the coming years will further impact the workforce challenge*



For N&W, in 2017, 1 in 4 people were 65+  
By 2037, 1 in 3 people are predicted to be 65+