

Castlebeck

Case Study

Background

Castlebeck is a national organisation with more than 20 years experience of supporting people with learning disabilities and additional complex needs in residential units and independent hospitals around the UK. We were approached by Castlebeck to pitch for the recruitment for two new openings in Bristol and Leicester. The brief was to recruit whole staff teams (Managers, Deputies, Nurses, Support Workers, Catering and Domestic staff) for both locations using Open Days as the recruitment vehicle.

Method

The client had already booked Open Days in both locations so we knew our deadlines were very tight - we had 4 weeks to devise the ideas, present them to the client and, if we won the business, to roll out the campaigns across a number of media platforms. Because we were recruiting to such a wide range of staff - from qualified Learning Disability Nurses to Cleaners, we decided that a generic approach would be best and that to push the Castlebeck brand was the way forward. We developed three creative ideas which were presented to the client a week after the initial briefing session. The client loved all 3 ideas, but favoured the 'H' hospital sign approach as they felt this would talk to the widest audience.

In-depth research was carried out for both Bristol and Leicester where we looked the demographics and employment issues so that we could identify how to target our audience and encourage as many people to attend the Open Days as possible.

We employed a number of media channels - print, online, radio and outdoor (including posters in washrooms, rail stations and shopping centres).

Results

The Open Days were held simultaneously across two days (Friday and Saturday) with Castlebeck staff attending and holding interviews on the day. In Bristol, there was a queue outside the hotel before it opened and at one stage in Leicester there were around 100 people waiting to be seen! The client was delighted not only with the numbers of people who attended the Open Days but with the quality - nurses are notoriously difficult to recruit but several attended in both locations. There were over 1,000 applications in total - almost 500 coming from the Open Days alone and the rest via the press ads. This was a successful campaign both in terms of recruiting staff teams for the new units but also exposing the Castlebeck brand to a wide audience.

Costs

We were given a budget of £15k for each Open Day which we stuck closely to. At the presentation, we gave the client an 'essential' list and a 'desirable' list - they were so impressed with the concept that they decided to go with all the elements on the 'desirable' list too which involved outdoor media. The total spend across the two Open Days was just under £40k. What the client had to say "Thank you for all the excellent work that the WJP Floyd team have done and we look forward to a continued growing relationship." Beverley Marriner, HR Manager, Castlebeck.

