

Email to providers

Dear All

As you are aware, East Riding of Yorkshire Council put in place a temporary Choose Care recruitment hub to support the social care sector with recruitment during the COVID-19 pandemic. We hope you have found it a useful support during these trying times. We know that the marketing campaign generated a lot of interest and a number of appointments to the sector.

The recruitment hub is now being closed down:

- we will no longer be sourcing applicants through this route from 30 June and will be ceasing phase 1 advertising
- we will seek to place any remaining applicants (where possible) until 31 July.

Phase 1 of the advertising campaign for Choose Care has now ended however we will still be maintaining the Choose Care website to promote social care roles in the East Riding.

As an immediate solution, we intend to promote all social care providers through the Choose Care website and provide links so that potential applicants can either contact you directly, or view your website for vacancies.

Going forward, we intend to use the website for you to directly upload your vacancies (our testing has shown that this is a simple process). We are currently exploring options around this, will involve you in discussions as appropriate and keep you posted on timescales. Once we have sufficient job vacancies and support from the sector with this, we will commence a phase 2 advertising campaign to drive potential applicants to your vacancies.

Further communications on the approach will be included in the Choose Care newsletter and in your ongoing conversations with East Riding Of Yorkshire Council social care. We will also be conducting an impact evaluation which will inform our future approach.