

Cyfarwyddwr Cyffredinol Iechyd a Gwasanaethau Cymdeithasol/
Prif Weithredwr GIG Cymru
Grŵp Iechyd a Gwasanaethau Cymdeithasol

Director General Health and Social Services/
NHS Wales Chief Executive
Health and Social Services Group



Llywodraeth Cymru
Welsh Government

Mark Isherwood AS
Cadeirydd
Y Pwyllgor Cyfrifon Cyhoeddus a Gweinyddiaeth Gyhoeddus

Ein Cyf: JP/DM/LC

8 Mawrth 2022

Annwyl Mr Isherwood,

Diolch ichi am y llythyr gan y Pwyllgor dyddiedig 15 Chwefror 2022.

Nod yr ymgyrch hysbysebu a recriwtio, a ariennir gan Lywodraeth Cymru ac a gynhelir gan Gofal Cymdeithasol Cymru, yw codi ymwybyddiaeth o'r cyfleoedd gwaith sydd ar gael ym maes gofal cymdeithasol, a hefyd gwerth gyrfa o'r fath – gyda'r nod o annog pobl i ymweld â phorth swyddi Gofalwn.Cymru.

Yn ystod mis Rhagfyr 2021 a mis Ionawr 2022, bu cynnydd o 176.5% yn nifer y bobl sy'n ymweld â'r porth swyddi o'i gymharu â'r un cyfnod 12 mis yn ôl, sy'n arwydd bod yr ymgyrch yn llwyddo.

Mae'r wybodaeth ddemograffig, a gasglwyd drwy'r cyfryngau cymdeithasol er enghraifft, yn ei gwneud yn bosibl defnyddio dull gweithredu sy'n fwyfwy soffistigedig ac sy'n gallu cael ei dargedu'n seiliedig ar dystiolaeth wrth lunio cynnwys deunydd hysbysebu a hyrwyddo.

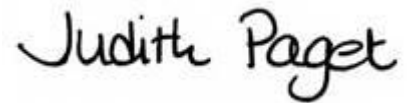
Rydym yn bwriadu gwerthuso'r deunydd hwn ymhellach wrth inni gynhyrchu deunydd i gyd-fynd â hysbyseb newydd i'w darlledu ar y teledu o fis Mawrth. Bydd hyn yn debygol o gasglu gwybodaeth gan bobl newydd sy'n dod i mewn i'r maes gofal cymdeithasol o ran eu hargraff o'r ymgyrch hysbysebu, ac a oedd yr ymgyrch wedi dylanwadu ar eu penderfyniad i weithio yn y maes hwn.

Mae'n bwysig cofio nad yw'n bosibl asesu llwyddiant ymgyrch hysbysebu drwy ddim ond edrych ar nifer y staff newydd sy'n cael swyddi. Rydym yn gwybod am ddylanwad cyflogau ac amodau, a bydd y cyfnod gwerthuso hwn yn y gwanwyn yn cyd-fynd â chyflwyno'r Cyflog Byw Gwirioneddol a chyflwyno'r taliad ychwanegol sy'n cyd-fynd â'r Cyflog Byw Gwirioneddol. Mae'r rhain yn ddatblygiadau sy'n gam cadarnhaol, er eu bod yn digwydd yng nghyd-destun sector swyddi sydd wedi wynebu heriau ers amser hir oherwydd cyflogau ac amodau sy'n gymharol wael.

Bydd gwerthusiad ehangach o effaith y Cyflog Byw Gwirioneddol, a byddwn yn sicrhau bod yr ymgyrch hysbysebu a recriwtio hefyd yn cael ei hystyried mewn perthynas â hwn.

Mae crynodeb o'r adroddiad gwerthuso wedi ei atodi. Rwy'n gobeithio fy mod wedi darparu eglurder, ond os hoffech gael rhagor o wybodaeth, rhowch wybod imi.

Yn gywir,

A handwritten signature in black ink that reads "Judith Paget". The script is cursive and fluid.

Judith Paget

WeCare.Wales 01 December 2021 – 31 January 2022

Evaluation Summary

Overview

Policy aim: To increase staff in the social care sector in Wales

Communications aims: Use true life domiciliary care case studies to build awareness of opportunities available in all areas and of the type of person required for the job.

Strapline (bi lingual): “We care, Will you?”

Call to action: Visit the WeCare.Wales Jobs Portal

Target audience: Adults in Wales

Strategy

The campaign approach was to achieve a high reach campaign promoting maximum awareness. The platforms and channels used for paid for advertising were as follows:

- Television adverts- *ITV, S4C, Sky Regional*
- On demand platforms- *ITV, All4, My5, Sky*
- Radio- *Heart North and South Wales*
- Out of home- *Pan Wales Buses (15 Depots), trains, supermarkets (21 ASDA stores)*
- Cinema
- Digital (some regionalised for latter part of campaign period)- *YouTube, Facebook, Google*

Evaluation highlights

- 176.5% increase in traffic to the jobs portal than the same period 12 months previously
- 79% increase in new users of the website over the campaign period
- TV ads reached 46.21% of Welsh population- ITV as a whole channel network reaches 56% of all TV viewers (stat representative of UK wide).
- More than 18m opportunities to see the campaign- this figure is the amount of times in total the message has been exposed in some form throughout the campaign period.

Demographics

Learnings throughout the campaign period include a rising interest from the 35-44 year old bracket, and those who are family focussed. This data can be used as insight to inform and successfully target future communications activity.

Platform performance

- Google ads stood out as a very successful medium with a click through rate (percentage of people who visited the Jobs Portal after seeing the advert) of 6.23%. A positive outcome as an industry standard is over 1% and over 3% is very well performing. Helpful evidence to support future targeting of media towards an interested and engaged audience.
- Facebook advertising reached the most amount of people for the lowest cost and, along with Google ads, drove the largest amount of traffic to the Jobs Portal.
- Levels of direct visits to the portal and search engine searches for the page have increased, indicating the contribution of TV, radio, cinema and out of home ads in awareness raising and promoting recall of the advert and the call to action.
- Cinema took longer to achieve target due to Covid related complexities.

Main conclusion and recommendation

- The campaign period achieved success in raising awareness evidenced primarily by the consistent increase in traffic to the WeCare Jobs Portal (the call to action) and the WeCare website as a whole.
- Moving forward we should work towards a more sophisticated and informed targeted approach, by using insight now gained and further research exploring audience motivations and barriers.