



NFCC
National Fire
Chiefs Council

NATIONAL ON-CALL RECRUITMENT CAMPAIGN

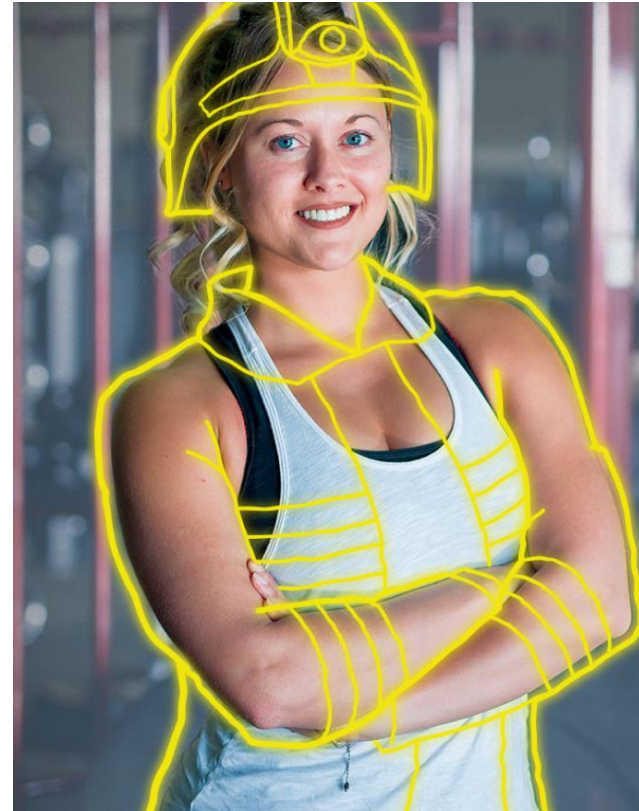
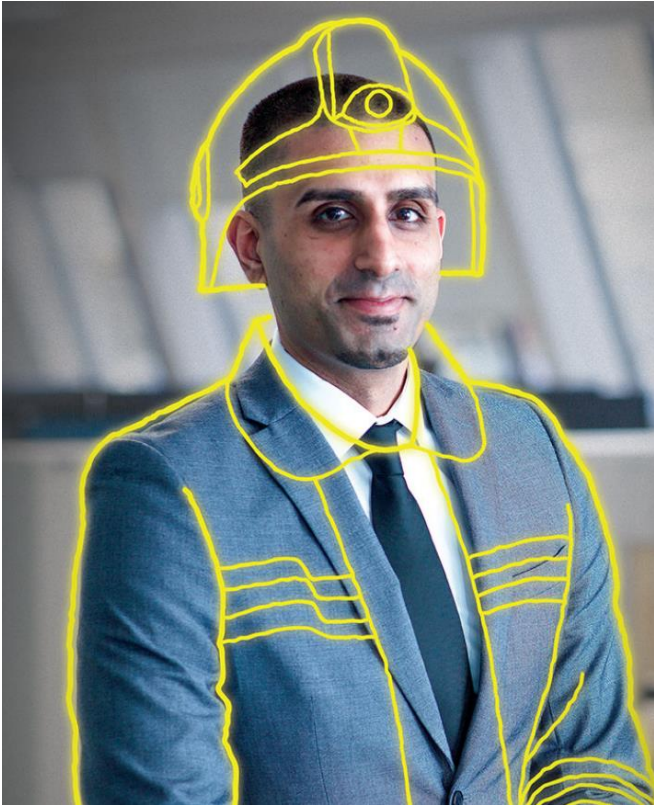


Background

- NFCC 2017 national people strategy
- Home Office 'Define Report'
- Hampshire FRS commissioned to lead on a national campaign looking at the branding and use of a national website to promote becoming an on-call firefighter.

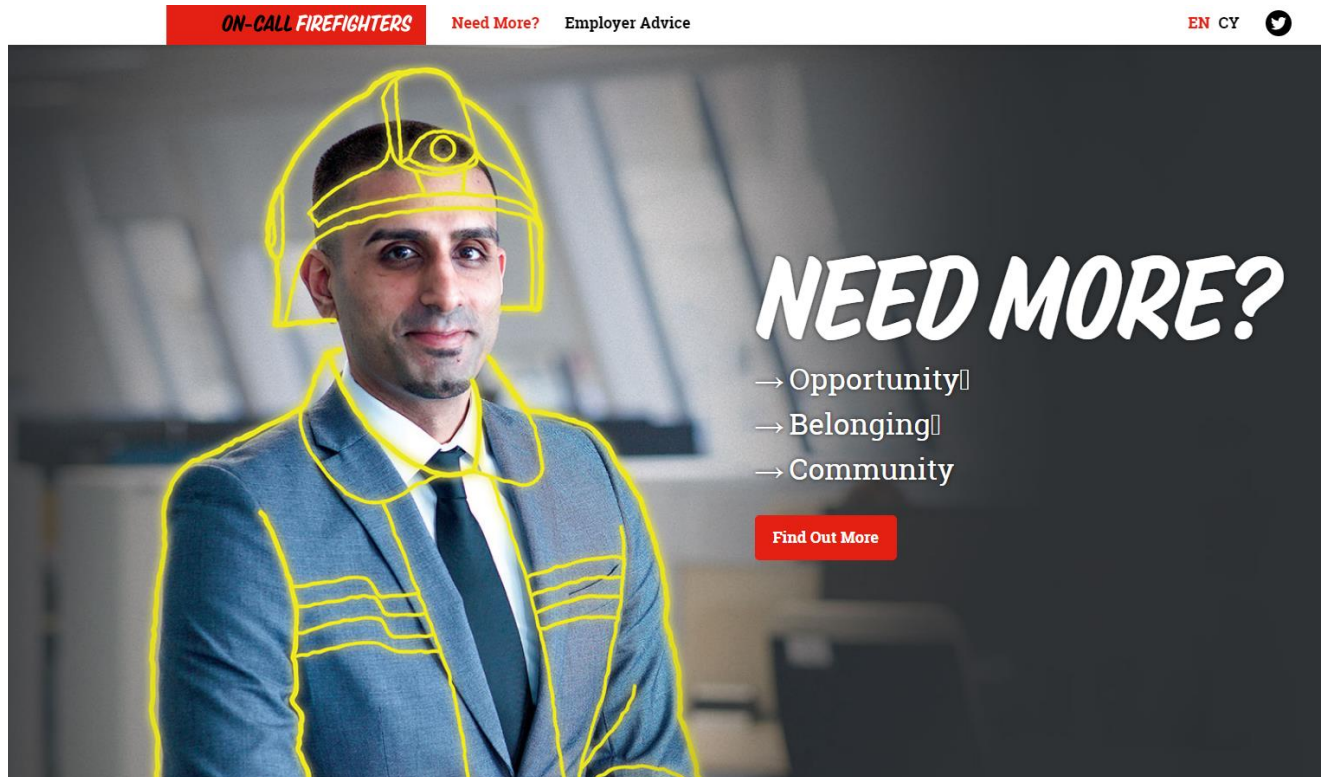


On-Call brand



How does the website work?

www.oncallfire.uk



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Additional Materials

Alongside the website, marketing materials were produced and are available for all Fire and Rescue Services. This includes:

- Business cards
- Posters
- Pull up banners
- Outside banners
- Vehicle wrap for fire appliances
- Social media videos
- Social media posts



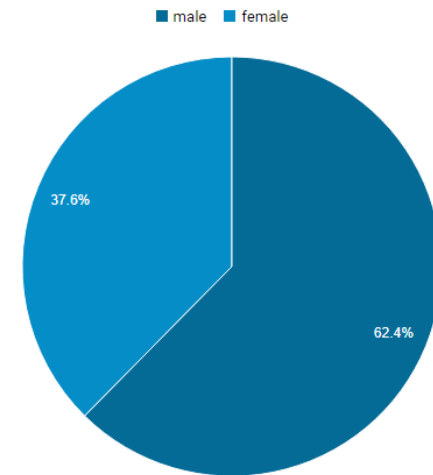
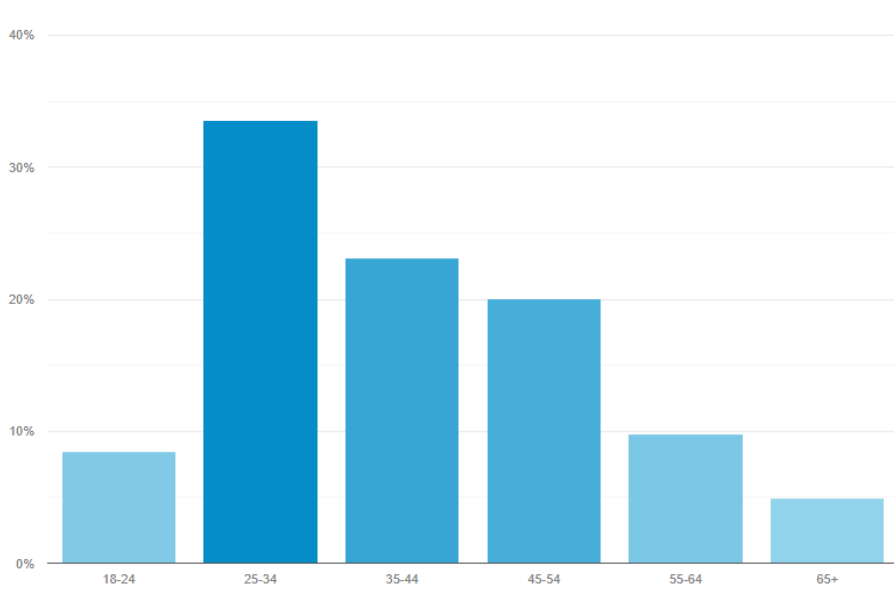
How to use the campaign?

- Understand your campaign and what you are trying to achieve
- Identify and understand your local demographics
- Who will you target? – when, how, where?
- Ensure you have infrastructure in place to deal with enquires on social media and enquiries made through the website
- Engage with people who pose questions on social media
- Review progress and analytics throughout
- Adapt plan if needed
- Measure success



Website Data: Aug 2018 – Jan 2021

78,385 new visitors to the webpage



12,410 FRS Applications



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Next steps...

- The campaign is now business as usual and we are looking at new ways in which we can develop the campaign and website with changes in the sector and wider national picture.
- Of course, we can't avoid talking about COVID!
- It is important not to become complacent and we are exploring new marketing materials, website content and aligning this to how the role of an on-call firefighter has changed over the last year.
- Importance of analytics





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Questions???

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