

READY WHEN
YOU ARE

Ready When You Are is a campaign to support businesses to attract , recruit and retain more people with learning disabilities, autism and mental health needs in Devon

The campaign is part of a wider programme of work in Devon to create conditions which provide people with disabilities better opportunities to fulfil their potential and live the life they choose

- **Why** - People have told us that they would really like a job but are put off applying through fear of the stigma faced in recruitment selection processes.
- **Aims** - Challenge preconceived ideas and **build positive perceptions**

Inspire employers to think differently about recruitment and their future workforce and benefit from the free support from Job Centre Plus's employer engagement team and **sign up** to the **Disability Confident** scheme.
- **How** - Using a range of real life stories and testimonies from employers, employees and job seekers showing they are committed, skilled and ready to work. All advertising will direct employers to a **dedicated webpage** and bespoke support from Job Centre Plus

Campaign Delivery

A three month media plan, using a mix of digital and external advertising.

Website

www.readydevon.org.uk

Advertising will be targeted at business decision makers and HR personnel



Media Coverage

Local Press

- Western Morning News
- Exeter Express & Echo
- Mid Devon Gazette
- North Devon Journal

To tap into local interest

Social Media

Using the platforms of LinkedIn and Facebook to promote blog posts, video views and website clicks.

All advertisement drives traffic to the webpage.

Radio

To reach people during their daily commutes advertising in breakfast and evening rush hours.

Delivered through Heart South West

Campaign Delivery



Google Paid Advertising

AdWords Keyword search terms associated with the campaign to ensure **readydevon.org.uk** ranks highly in searches

Ad Display Network Ads will appear in popular places and media sites, targeting people looking for related information

YouTube Pre-roll The 30 second video will be targeted to YouTube users based on their interests and websites visited



Billboards

Located in Devon, Plymouth and Torbay

Cinema

- Exeter Picturehouse
- Ilfracombe Embassy
- Lynton Cinema
- Merlin Cinema Kingsbridge
- Okehampton Carlton Cinema
- Plymouth Reel
- Tiverton Tivoli
- Torquay Central Cinema
- Torrington Plough Arts Centre
- Vue Plymouth
- Vue Torbay (Paignton)

READY WHEN YOU ARE

Advertising on buses is a great way to spread the message

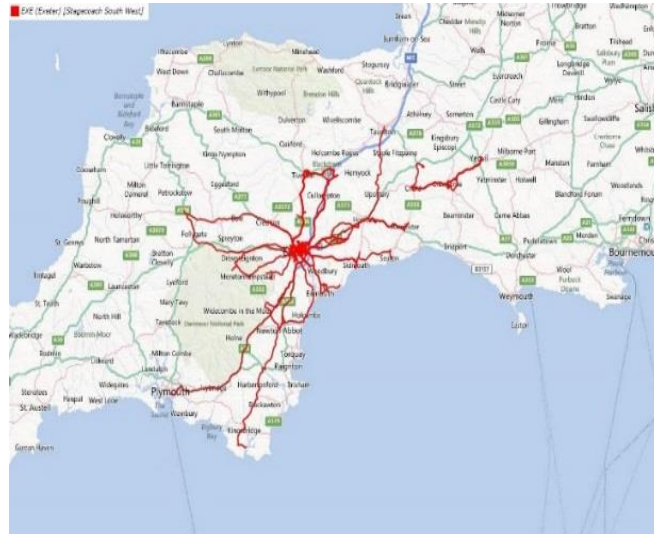
Areas and routes covered



Barnstaple



Exeter



Plymouth



Torquay



Please
promote the
campaign!

Thank you 😊



Please like / share / retweet social media messages with your own Facebook, Twitter, LinkedIn or Instagram accounts and encourage friends to do the same.

It's easy and can be done when you check your own social media feed.

Just make sure you are following Devon County Council on Twitter (@DevonCC), Facebook (@OfficialDevonCC), Instagram (devoncountycouncil) and LinkedIn (Devon County Council), and look out for any messages that mention **Ready Devon** and use the hashtag **#disabilityconfident**.

Encourage people to visit the website

www.readydevon.org.uk