



in Greater Manchester

**Be** A GREATER  
MANCHESTER NURSE

# UNSUNG – THE FIRST EVER ROCK-STAR POWERED RECRUITMENT CAMPAIGN

Recruiting nurses has become extraordinarily difficult. So Greater Manchester took a bold new approach. They decided the way forward was to recruit collectively, across 16 organisations. And with the support of some legendary Manchester musicians, we created an authentic and powerful film to launch a successful new nursing campaign.



## SOLUTION HIGHLIGHTS

- UNITING DIVERSE ORGANISATIONS
- AUTHENTIC AND POWERFUL FILM
- HIGH-PROFILE ADVOCATES
- WIDE-REACHING CAMPAIGN
- INCREASED APPLICATIONS



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## SCOPE AND SCALE

A 40,000 shortfall in qualified nurses, a 19% reduction in applications to study nursing at university, and the removal of the nurse's training bursary. Recruiting nurses has become increasingly difficult.

## SITUATION

Across Greater Manchester, hospitals and NHS organisations had essentially been recruiting from each other. It was creating a never-ending merry-go-round, costing a huge amount of money, and making the crisis worse. So, across 16 diverse organisations, including 12 NHS Trusts and 4 universities, they decided the way forward was to recruit collectively.

## SOLUTION

### AMPLIFYING THE MESSAGE

To launch this bold new era for Greater Manchester, we created an authentic and powerful film that would attract attention inside and outside the NHS, gain political support to amplify the message and kick off a long-term campaign to recruit nurses for Greater Manchester. We also wanted to capture the spirit of the city – especially the outpouring of defiance that resulted from the tragic terror attack of May 2017.

### CREATING A CRUCIAL DIFFERENCE

The backbone of our story was bringing to life the emotions and dramas, triumphs and tragedies experienced by nurses every day. But with a crucial difference. We constructed our script entirely from the lyrics of legendary Greater Manchester bands – from Oasis, New Order and The Stone Roses to Elbow, The 1975 and Everything Everything.

### POWERFUL IMAGERY

As well as filming real nurses delivering the lines we also did a photoshoot that followed scores of nurses, touching lives in every corner of healthcare, and cut this powerful imagery into the film.



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### RESULTS

#### WIDE-REACHING CAMPAIGN

Working closely with these famous artists got the campaign a much wider reach, access to more channels (including a feature on BBC TV News) and, crucially, gained it advocates – from universities to politicians to the artists themselves – who proudly shared it far and wide, to both passive and active candidates.

#### IMPACT

- Over 340k views on YouTube
- Over 50k visits to the campaign website
- Over 1,500 candidates engaged with Greater Manchester NHS and universities

### The Final Script **UNSUNG**

This is a call, a call to all Doves  
 If we take a stand, we shall not fall The Stone Roses  
 They came one by one  
 There was never any warning Everything Everything  
 Broken heads in hospital beds The 1975  
 We're hanging by a thread  
 But still we gotta try New Order  
 One man's in is another's out The Stone Roses  
 Worrying that she might stop breathing  
 On and on we sift through alphabets of life Badly Drawn Boy  
 Seen the devil a couple of times  
 Stared death in the face Baggy Malone  
 But where there's life there's gotta be hope  
 And where there's a will, there's a way The Stone Roses  
 When there's someone there till the light Lisa Stansfield  
 I'll stay awake to make sure that you never break Pale Waves  
 Not thin, broken or frail, we are your mast and sail  
 You will prevail, you will prevail... Canter Semper  
 It feels like we've weathered the storm  
 Without having the privilege of calm Badly Drawn Boy  
 Wake up, wake up to see  
 It's a sign that what will be, will be Doves  
 Got the whole world in our hands  
 Come on, take a chance to start anew Beady Eye  
 And we're away to be where there's life Oasis  
 You and me could never hide Badly Drawn Boy  
 So throw those curtains wide  
 It's looking like a beautiful day Elbow



[www.greatermanchesternurses.co.uk](http://www.greatermanchesternurses.co.uk)



*"I just wanted to say a big thank you to all at TMP for your excellent support and guidance through this high profile and complex Nurse Recruitment Campaign. There was a lot of hard work on everyone's part and it's a great example of partnership working. We know deadlines were tight but you always delivered on time, to a very high standard and all the team enjoyed working with you. Capturing the nuances of what we do every day through imagery was always a tough ask but I believe your team caught the spirit of nursing..."*

#### Project Sponsor

**Professor Cheryl Lenney,  
Chief Nurse & Board Member –  
Manchester University NHS  
Foundation Trust.**

