

# BRIEFING PACK

**FIND YOUR PATH**



## **FIND YOUR PATH CAMPAIGN – RECRUITMENT INITIATIVE FOR LOCAL AUTHORITIES.**

**Partners:** Department for Transport (DfT), the Association of Directors of Environment, Economy, Planning & Transport (ADEPT), Colas, the Association for Public Service Excellence (APSE) and the Midlands Highway Alliance (MHA+).

**FEBRUARY 2025**

# BACKGROUND

## Local authorities are facing critical workforce challenges, including:

- only 11% of staff currently under the age of 30.
- high vacancy rates across critical service areas.
- skills shortages in key service areas such as environmental management and technology.

To address these issues, ADEPT, in collaboration with the Department for Transport (DfT), Colas, MHA+ and APSE, has developed the **Find Your Path** Gen Z recruitment campaign.

The campaign focuses on young people aged 18–27, aiming to attract them to careers in local government, including place services such as highways, waste, green spaces and planning along with social care and other people services.

Research and focus groups revealed that many young people are unaware of the varied and potentially impactful career opportunities in local government and see the sector as unappealing.

# Find your path

**VISIT FINDYOURPATH.UK  
TO FIND OUT MORE**

# CAMPAIGN

**The Find Your Path Gen Z campaign is set to launch on 24th February 2025 and will run as an eight week pilot in five local authority areas: Barnsley, Hounslow, Oxfordshire, Plymouth and South Gloucestershire.**

A press release that will be live on the **24th of February** is available [here](#).

The Find Your Path campaign will use targeted social media platforms including Meta, YouTube and TikTok to raise awareness and address common misconceptions. The aim is to show the opportunities and meaningful roles available within local government.

A dedicated website has been set up here: [www.findyourpath.uk](http://www.findyourpath.uk) where applicants can view vacancies.

An animated explanation of the Find Your Path campaign, for LAs to use for in-house comms is available here via the ADEPT [website](#).

# GRAVEYARD SHIFTS ARE GOOD.

WHO  
KNEW?

**THE BEST JOBS AREN'T ALWAYS OBVIOUS.**

Local council jobs can pay well, be flexible and give you room to grow. Search hundreds of different roles from cemetery workers to tree surgeons.

**VISIT [FINDYOURPATH.UK](http://FINDYOURPATH.UK)  
TO FIND OUT MORE**





# NEXT STEPS

We welcome your support in sharing the campaign on social media. The accounts to follow are:



**Meta**



**YouTube**



**TikTok: Find Your Path1223**

The campaign hashtags are:

**#findyourpath**

**#localcounciljobs**

**#genzjobs**

**Date:** Tuesday 18 March 2025

**Time:** 10am – 11.30am

APSE will be hosting a webinar for relevant stakeholders and interested parties to explore and discuss the campaign in greater detail.

You can find out more and register to attend the webinar **here**.

**For more information, please contact:  
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