

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO PERSONNEL COMMITTEE

Agenda Item No.

meeting date: WEDNESDAY, 7 SEPTEMBER 2011
title: REVIEW OF RECRUITMENT ADVERTISING
submitted by: PERSONNEL OFFICER
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1 PURPOSE

1.1 To inform Members of the review of recruitment advertising undertaken for the period 1 April 2010 to 31 March 2011.

1.2 Relevance to the Council's ambitions and priorities:

- Council Ambitions – High calibre staff are key to the management and efficiency of the Authority. Successful recruitment of high calibre staff contributes directly to efficiency of service delivery. Effective recruitment directly affects existing staff and efficiency of service not only by the appointment of high quality candidates but also through filling vacancies as quickly as possible.
- Community Objectives – The Council's commitment to providing services, which are accessible to all, extends to the offering of employment opportunities to everyone in the community. This is achieved through effective implementation of the Authority's Equal Opportunities Policy and Recruitment and Selection Policy and procedures. As is evident in Appendices 1 and 2 most adverts have been featured in the local press, which makes local people aware of employment opportunities. Our main publications used are Clitheroe Advertiser, Lancashire Evening Telegraph and Longridge Evening News. Most recently we have advertised through the job centre or our own website to achieve cost savings.

As a major employer in the area, the corporate image and 'branding' used in our recruitment adverts and application packs helps us to attract high calibre candidates from the community which we serve. By attracting candidates from the local community, we are helping to build a thriving and sustainable economy and therefore contribute to achieving the Council's corporate priorities. We are also giving opportunities for people to live within close proximity to work and to therefore assist with the work/life balance and reduce the amount of travel time and cost involved in attending work.

- Corporate Priorities – The consistent corporate image presented in our recruitment and selection policies and procedures is applied to all vacancies at the Authority. The transparency of these policies and procedures offers all members of the community the opportunity to join us as an employee, provided they meet the skills and qualities required for the post. This helps to ensure that the workforce is representative of the wider community. Regular policy reviews ensure that the policies comply with legislation and best practice.
- Other Considerations – None.

2 BACKGROUND

2.1 The Authority has been using Tribal Resourcing as their recruitment advertising provider since 30 April 2007. This is a national recruitment advertising agency. It was sold to TMP in February 2011.

- 2.2 The tender originally awarded to Tribal Resourcing was for the recruitment advertising business of Burnley Borough Council, Pendle Borough Council, Ribble Valley Borough Council and Rossendale Borough Council. It was for a period of 2 years with the option to extend for up to a further 2 years. The contract expired in March 2011.
- 2.3 It was suggested that in the current climate, we go direct to the media – placing our own recruitment advertisements and being responsible for our own copy. We would retain our corporate style/template but advert sizes would be reduced. Adverts would contain headline information only and signpost candidates to our website for further information and details of how to apply.
- 2.4 This arrangement was to apply for the 12 months 1 April 2011 to 31 March 2012. To date, no advertisements have been placed in the media.
- 2.5 Appendix 1 shows the recruitment spreadsheet, which is a summary of the advertising activity from 1 April 2009 through to 31 March 2010. Appendix 2 shows the same information from 1 April 2010 through to 31 March 2011 and Appendix 3 shows the information from 1 April 2011 to date.
- 2.6 The recruitment spreadsheets attached in Appendices 1-3 show a breakdown of the date when the advertisement was placed, the job title, the publications used and the total cost. In addition, further Appendices are attached to show costs incurred and the discounted rates we have obtained through Tribal Resourcing. Appendix 4 shows annual recruitment advertising from 1 April 2009 to 31 March 2010 and Appendix 5 from 1 April 2010 to 31 March 2011. There has been no spend on recruitment advertising since 1 April 2011.
- 2.7 The table below shows the comparison of advertising spend over recent years:

	2009/10	2010/11	2011/12 to date
Total spend	£9,060.23	£8,888.41	£0
No of Vacancies Advertised	13	7	8
Average cost per vacancy	£696.94	£1,269.78	£0

- 2.8 It appears that the average spend per vacancy has doubled between 2009/10 and 2010/11. However, of the 7 vacancies advertised, a higher proportion were placed in the more expensive media – such as Lancashire Evening Telegraph and specialist media such as The New Civil Engineer.

3 ISSUES

- 3.1 There is effectively a freeze on recruitment at present. Corporate Management Team are closely scrutinising any requests to reappoint.
- 3.2 We have still been working on recruitment with vacancies being advertised through “free” media such as the job centre, our own website, our Council owned buildings, e-mail distribution lists to other authorities, Local Government Jobs website, universities, Training 2000 and we continue to use the Careers Service (Connexions Ltd).
- 3.3 We are concentrating on reviewing service areas and looking for efficiency savings which has led to a number of vacancies not being advertised or with casual staff being used to provide cover.
- 3.4 It is interesting to note that there is as much work involved for the Personnel Section in dealing with a vacancy which is not advertised in the media (newspapers) as a vacancy which is advertised free of charge (ie through the job centre/our website).

- 3.5 We continue to see an increase in the number of online applications being received.
- 3.6 We record and monitor an increasing amount of data regarding recruitment practices. Part of this data is required to comply with the Equality Act and must be included in the annual workforce profile report which has to be published on our website.

4 RISK ASSESSMENT

4.1 The approval of this report may have the following implications:

- Resources – If recruitment advertising is not effective there would be a detrimental effect on service delivery as existing staff will have to cover vacant posts. This requirement is likely to affect staff morale, which will further affect the quality of service delivery. Ribble Valley Borough Council closely monitors its establishment list and some departments are currently carrying vacancies, whilst all our service areas are reviewed. Whilst all recruitment advertising is funded from existing budgets, it is important that spend does not increase without justification. This spend can also be off-set against salary not paid when posts are vacant, or through changing work practices to work more efficiently.
- Technical, Environmental and Legal – Although there are no specific legal implications, there is potential for an employment tribunal claim if recruitment advertisements are factually incorrect or contain inappropriate language or restrictions which may be viewed as discriminatory. We need to be aware of all discrimination legislation eg age, sexual orientation, religious beliefs, etc.
- Political – None.
- Reputation – The Council's image may be adversely affected if advertisements lacked impact and did not attract high quality candidates. Failure to attract high calibre candidates could lead to service delivery becoming less efficient which would in turn adversely affect our reputation.

5 **RECOMMENDED THAT COMMITTEE**

5.1 Receive the report.

PERSONNEL OFFICER

BACKGROUND PAPERS

APPENDIX 1

RECRUITMENT ADVERTISING SPREADSHEET – 1 APRIL 2009 – 31 MARCH 2010

APPENDIX 2

RECRUITMENT ADVERTISING SPREADSHEET – 1 APRIL 2010 – 31 MARCH 2011

APPENDIX 3

RECRUITMENT ADVERTISING SPREADSHEET – 1 APRIL 2011 TO DATE

APPENDIX 4

TOTAL SPEND WITH TRIBAL RESOURCING – 1 APRIL 2009 – 31 MARCH 2010

APPENDIX 5

TOTAL SPEND WITH TRIBAL RESOURCING 1 APRIL 2010 – 31 MARCH 2011

For further information please ask for Liz Rawson, extension 4409.