

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO PERSONNEL COMMITTEE

Agenda Item No.

meeting date: WEDNESDAY, 12 SEPTEMBER 2012
title: REVIEW OF RECRUITMENT ADVERTISING
submitted by: DIRECTOR OF RESOURCES
principal author: LIZ RAWSON – PERSONNEL OFFICER

1 PURPOSE

1.1 To inform Members of the review of recruitment advertising undertaken for the period 1 April 2011 to 31 March 2012.

1.2 Relevance to the Council's ambitions and priorities:

- Community Objectives – 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. 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 and Times, Lancashire Telegraph and Longridge & Ribble Valley News and Advertiser. 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 used Tribal Resourcing (TMP) which is a national recruitment advertising agency as their recruitment advertising provider between 30 April 2007 and March 2011.

2.2 Since April 2011, we have placed our own recruitment advertisements and been responsible for our own copy. We have continued to use our corporate

style/template but have used only signpost advertisements directing candidates to our website for further information and details of how to apply.

- 2.4 Between 1 April 2011 to 31 March 2012, only one advertisement was placed (Appendix 4). However, since details of the restructure were finalised, the vacancies that had been on hold as part of the recruitment freeze or posts held in case of redeployments, were advertised.
- 2.5 Appendix 1 shows the recruitment spreadsheet, which is a summary of the recruitment activity from 1 April 2011 through to 31 March 2012. Appendix 2 shows the same information from 1 April 2012 to date.
- 2.6 The recruitment spreadsheets attached in Appendices 1 and 2 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. Appendix 3 shows annual recruitment advertising from 1 April 2010 to 31 March 2011 and Appendix 4 from 1 April 2011 to 31 March 2012 and 1 April 2012 to 22 August 2012.
- 2.7 The table below shows the comparison of advertising spend over recent years:

	2010/11	2011/12	2012/13 to date
Total spend	£8,888.41	£359.71	£535.90
No of Vacancies Advertised	7	1	2
Average cost per vacancy	£1,269.78	£359.71	£267.95

- 2.8 The numbers of vacancies placed in the media has drastically reduced and the media used for the 3 advertisements placed since 2011 has been the Clitheroe Advertiser and Times, which is significantly cheaper than the Lancashire Telegraph. In addition the size of advertisements placed since 2011 has drastically reduced and they are now significantly smaller with simply headline details about the vacancy only. Candidates are then directed to our website or 24 hour answerphone for details of how to apply.

3 ISSUES

- 3.1 Corporate Management Team continue to closely scrutinise any requests to reappoint.
- 3.2 We endeavour to use as much “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, and we continue to use the Careers Service (Connexions Ltd).
- 3.3 The same procedures and processes are 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).
- 3.4 We continue to see an increase in the number of online applications being received.
- 3.5 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 offset 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 – no implications identified.
- 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.
- Equality and Diversity – it is important that any recruitment adverts are free of any potentially discriminatory language or selection criteria.

5 CONCLUSION

- 5.1 Recruitment advertising spend has drastically reduced as we increase the use of other media – rather than the traditional newspaper advertising. This trend is likely to continue but with occasional media use where necessary.

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DIRECTOR OF RESOURCES

BACKGROUND PAPERS

APPENDIX 1
RECRUITMENT ADVERTISING SPREADSHEET – 1 APRIL 2011 – 31 MARCH 2012

APPENDIX 2
RECRUITMENT ADVERTISING SPREADSHEET – 1 APRIL 2011 TO DATE

APPENDIX 3
TOTAL SPEND WITH TRIBAL RESOURCING – 1 APRIL 2010 – 31 MARCH 2011

APPENDIX 4
TOTAL SPEND WITH TRIBAL RESOURCING 1 APRIL 2011 – 31 MARCH 2012 AND FROM 1 APRIL 2012 TO DATE

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