

# RIBBLE VALLEY BOROUGH COUNCIL REPORT TO PERSONNEL COMMITTEE

Agenda Item No.

meeting date: WEDNESDAY, 3 SEPTEMBER 2014  
title: REVIEW OF RECRUITMENT ADVERTISING  
submitted by: JANE PEARSON – 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 2013 to 31 March 2014.

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 services 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. We endeavour to use 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. We advertise all external vacancies through the job centre, our own website or other free websites 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.

2.3 A breakdown of the recruitment advertising spend for the last four financial years and the current year to date is attached at Appendix 1.

2.4 Between 1 April 2013 and 31 March 2014, 13 advertisements were placed in the press. However this was of a total of 57 vacancies processed by the personnel section.

2.5 The table below shows a comparison of advertising spend over recent years:

	<b>2010/11</b>	<b>2011/12</b>	<b>2012/13</b>	<b>2013/14</b>	<b>2014/15 to date</b>
Total spend	£8,888.47	£359.71	£3,119.42	£3,649.75	£572.70
Number of Vacancies Advertised in the press	7	1	8	13	3
Total number of Vacancies advertised	Not Available	18	50	57	12
Average cost per vacancy advertised in the press	£1,269.78	£359.71	£389.93	£280.75	£190.90

2.6 The numbers of vacancies placed in the media is carefully scrutinised. Although the number of adverts placed looks similar in 2010/2011 and 2012/2013, there was an increase in press advertisements in 2013/2014. However, the average cost per vacancy continues to reduce. This is as a result of the reduced size of advertisements placed with candidates simply being signposted to our website or to our 24 hour answerphone for more details of how to apply.

2.7 In addition to press advertising, in 2013/14, we paid £495.00 to advertise on one specialist online recruitment website for an engineering assistant vacancy and in this financial year to date, we have paid to advertise two vacancies on a specialist online recruitment website – both were for senior accountant vacancies and at a cost of £500 per vacancy.

### 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, noticeboards within our Council owned buildings, e-mail distribution lists to other authorities, Universal Jobs Match (the online service for the Job Centre), Local Government Jobs website, universities, Training Organisations (for apprenticeships/placements) 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). Generally, only a small percentage of the total number of vacancies are advertised in the press.

- 3.4 Over the last few years we have seen 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 provides regular updates to Committee. 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 per vacancy advertised in the press has drastically reduced over the last few years, as we increase the use of other media – rather than the traditional newspaper advertising. This trend is likely to continue but with increased spend on specialist online recruitment advertising where appropriate and occasional media use where necessary.

LIZ RAWSON  
PERSONNEL OFFICER

JANE PEARSON  
DIRECTOR OF RESOURCES

BACKGROUND PAPERS

APPENDIX 1  
TOTAL RECRUITMENT ADVERTISING SPEND – 1 APRIL 2010 – 31 JULY 2014

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

## APPENDIX 1

### RECRUITMENT ADVERTISING SPEND 1 APRIL 2010 TO 31 JULY 2014

#### RECRUITMENT ADVERTISING SPEND - 1 APRIL 2010 to 31 MARCH 2011

<u>DATE</u>	<u>JOB TITLE</u>	<u>CLIENT COST</u>
03/06/2010	RECOVERY OFFICER	1,787.34
08/07/2010	ENGINEERING ASSISTANT	1,699.73
24/06/2010	ARTS ADMINISTRATOR	178.62
22/07/2010	AUDIT TECHNICIAN	872.10
12/07/2010	ENGINEERING ASSISTANT	455.40
24/09/2010	HEAD OF ENGINEERING	1,518.00
04/10/2010	HEAD OF ENGINEERING	2,377.28
		<b>8,888.47</b>

#### RECRUITMENT ADVERTISING SPEND - 1 APRIL 2011 to 31 MARCH 2012

(RECRUITMENT FREEZE DURING THIS PERIOD – PENDING RESTRUCTURE)

<u>DATE</u>	<u>JOB TITLE</u>	<u>CLIENT COST</u>
09/03/2012	REVENUES ASSISTANT	359.71

#### RECRUITMENT ADVERTISING SPEND - 1 APRIL 2012 to 31 MARCH 2013

<u>DATE</u>	<u>JOB TITLE</u>	<u>CLIENT COST</u>
08/06/2012	ACCOUNTANCY ASSISTANT	356.18
10/08/2012	AUDIT TECHNICIAN	179.72
24/08/2012	AUDIT TECHNICIAN	261.76
05/09/2012	AUDIT TECHNICIAN	261.76
04/10/2012	ENVIRONMENTAL HEALTH	860.00
08/01/2013	2 ACCOUNTANT POSTS	500.00
08/02/2013	ACCOUNTANT	500.00
04/03/2013	AUDIT TECHNICIAN	200.00
		<b>3,119.42</b>

#### RECRUITMENT ADVERTISING SPEND - 1 APRIL 2013 to 31 MARCH 2014

<u>DATE</u>	<u>JOB TITLE</u>	<u>CLIENT COST</u>
18/07/2013	REFUSE LOADER	378.31
18/07/2013	VEHICLE WORKSHOP ASSISTANT	232.00
18/07/2013	TEMP GRADUATE SURVEYOR	232.00
24/07/2013	APPRENTICE CUSTOMER SERVICE ADVISER	366.39
25/07/2013	DRIVER	317.69
31/07/2013	VEHICLE WORKSHOP ASSISTANT	57.06
31/07/2013	TEMP GRADUATE SURVEYOR	57.06
31/07/2013	DRIVER & 2 LOADERS	171.18
31/07/2013	ADJUSTMENT	8.69
23/10/2013	CUSTOMER SERVICE ADVISER	146.99
07/11/2013	COMPUTER TECHNICIAN	146.99
15/11/2013	HEAD OF CULTURAL & LEISURE SERVICES	859.00
04/12/2013	COMPUTER TECHNICIAN	176.39
26/02/2014	ENGINEERING ASSISTANT	500.00
		<b>3,649.75</b>

#### RECRUITMENT ADVERTISING SPEND - 1 APRIL 2014 to 31 JULY 2014

<u>DATE</u>	<u>JOB TITLE</u>	<u>CLIENT COST</u>
07/07/2014	ICT SUPPORT OFFICER	270.00
07/07/2014	ICT SUPPORT OFFICER	170.00
23/07/2014	APPRENTICE CUSTOMER SERVICE ADVISER	132.70
		<b>572.70</b>