

CAPITA RESOURCING

RAS

Resourcing for Public Sector Start-Ups

A case study

The issues

Finding the right individual for a Chief Executive, Communication Director or Head of Planning role to lead a Public Sector organisation through change and growth can be a challenge in itself. However, when it comes to a new start up body, the resourcing issues become considerably more complex.

The first consideration is rapid implementation of an effective senior team, which is able to hit the ground running and quickly prove the case for long-term funding. This is soon followed by the challenge of high volume recruitment drives to source specialist or support staff, with all the associated time-consuming and resource intensive sifting and assessment processes.

Finally, these recruitment campaigns are likely to be the new organisation's first contact with the public, so even at this early stage, it is vital for the campaign to build its profile and brand.

The challenge

The London Thames Gateway Development Corporation (LTGDC) is the recently created organisation to manage the development and regeneration of high-profile areas within the Thames Gateway – including Tower Hamlets, Newham, Barking & Dagenham, Hackney and Havering. Their vision is 'to build sustainable communities and places in which people are proud to live and work'.

The Corporation needed to recruit key personnel including a Planning Development Manager, Planning Development Officers, Development Manager, Delivery Managers and administration staff over a period of six months. All needed to be experienced individuals who were to play an important part in shaping the organisation as it developed.

The London Thames Gateway Development Corporation (LTGDC) chose to use a broad range of the services available through the Capita Resourcing Start-Up toolkit.

A dedicated microsite and online application platform was the chosen strategy for managing the application process.

"Through the dedicated microsite and the online tracking platform, we had up-to-the-minute information on the campaign at all times."

JOHN ALLEN, Planning Director

Once the applications had been received, Capita Resourcing undertook a process of sifting to agreed criteria, providing a summary of the candidates. All successful applicants from the sift for the planning roles were invited to a bespoke assessment event. This provided role specific assessment tools, group exercises, ability tests and in-tray exercises. Capita Resourcing's specialists also provided full administrative support for the interviews, including interview questions, paperwork and rating sheets, as well as interviews for some key roles.

Resourcing for Public Sector Start-Ups

The solution

From our experience of supporting many Public Sector start-ups, Capita Resourcing has developed a set of proven strategies which new organisations can draw upon to help build their capabilities.

These include inserting an Interim Senior Team for six to 18 months to spearhead getting the organisation off the ground while a permanent Executive team is put in place.

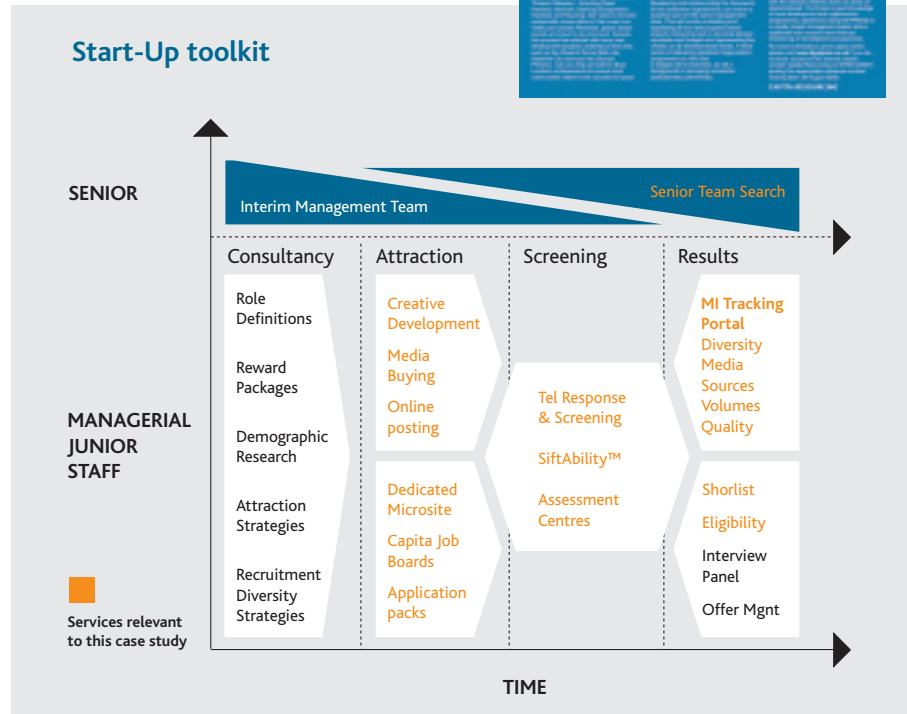
A comprehensive Executive Search can then be conducted in parallel, ensuring the right candidates are found for the long-term success of the organisation.

"The campaign resulted in a good number of high quality candidates"

JOHN ALLEN, Planning Director

For other roles, Capita Resourcing makes available its full range of specialist and volume recruitment activities, such as dedicated recruitment microsites, applications portals, targeted advertising campaigns and public relations.

Response handling can be managed through a combination of call centres, paper application packs, Interactive Voice Recognition platforms and online. Initial sifting is usually integrated in the response handling process or through the innovative online SiftAbility® tool, but more extensive Assessment Centre services or interview panels are also often provided.



The outcome

Capita Resourcing helped to successfully fill all of the required roles and continues to work with LTGDC for other areas of their organisation.

"We were particularly impressed with the quality of the candidates that Sian was able to find, in what is a very difficult market. Sian provided us with a fully comprehensive service that entirely met our needs".

JOHN ALLEN, Planning Director

Contact

0870 83 33 661

ras@capitaresourcing.co.uk

www.capitaresourcing.co.uk/ras

Capita Resourcing, RAS,
Innovation Court, New Street,
Basingstoke, Hampshire RG21 7JB

Capita Resourcing Ltd is part of Capita Group plc.

CAPITA RESOURCING

RAS