



# The Good Recruitment Campaign

## Information for Employers

[www.rec.uk.com/Goodrecruitment](http://www.rec.uk.com/Goodrecruitment)

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- An introduction to the REC
- Why does good recruitment matter?
- What is the Good Recruitment Campaign and Charter?
- The business benefits
- Support materials



# Who are the REC?

- The REC is the professional body for the UK's recruitment industry
- The REC has over 3,500 corporate members covering all business sectors and regions of the UK
- The REC represents 80% of the recruitment industry by turnover
- The REC works to promote the positive contribution that quality recruitment makes to UK PLC. It leads this work by setting standards for the industry.
- All REC members abide by a Code of Professional Practice and take a compliance test to enter and stay in membership

# Raising standards = Good recruitment

## Managing your Risks

- Code of Professional Practice (Best Practice)
- Compliance Test
- Complaints and Disciplinary Procedure
- Professional Standards Committee (including CBI & TUC)
- Institute of Recruitment Professionals
- Code of Ethics and Professional Conduct
- Professional Qualifications and Apprenticeships



# Overview

- **The Good Recruitment Campaign** was created by employers for employers, to promote good practice in recruitment and resourcing.
- **Great recruitment practices benefit everyone:**
  - Businesses source the right people
  - Candidates have an excellent experience
  - And, as an economy, we maximise employment opportunities.
- **The campaign stresses the importance of a dynamic and flexible labour market;** this is one of the UK's competitive advantages internationally.

# The Good Recruitment Campaign: Why?

- **The race for talent**

As the economy recovers, it is becoming harder to find the right skills and talent for your business

- **Mistakes cost**

Mistakes in hiring are very costly for employers, employees and the economy

- **The growth in flexible working**

Driven by employer need and individual choice, we can expect each political party to set out their response to flexible working in the run up to the 2015 general election

- **What does good look like?**

The jobs market is recovering but will struggle as demand returns. As this moves up the corporate agenda, employers will need to understand how to make **good quality, compliant resourcing** decisions.

# 3

## core issues

## The skills/talent paradox

**2.24 million**  
unemployed in the UK

(Office for National Statistics, April 2014)

**40%** of employers  
report a lack of talent

(Manpower)



# Talent in short supply

Skills shortages have grown from  
16 to 30 areas

(KPMG/REC Report on Jobs)



**JUNE**  
2012

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skills shortages  
**16** areas

skills shortages

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**18** areas

**DEC**  
2012

**JUNE**  
2013

---

skills shortages  
**27** areas

skills shortages

---

**30** areas

**DEC**  
2013

## The cost of getting it wrong

**41%** of employers said poor recruitment for one role has cost at least £20k

**25%** of employers said poor recruitment for one role has cost in excess of £40k  
(Quarsh)

### Costs included:

- lost productivity
- training/inductions
- secondary resource
- impact on morale and customer service



# What do we mean by talent?

- Core professional skills
- Strategic + operational expertise  
(i.e. vision to see the big picture plus operational enough to make it happen)
- Welcomes and can lead change
- Inspires and motivates people



# The growth in flexible working

**46%** of people are not in traditional full-time, permanent jobs

Of the 29 million people in work:

- 8million work part-time
- 4million self-employed
- 1.6m are on temporary contracts  
(ONS)

There are **1.1** million agency workers in the UK.

This represents around **4%** of all working adults in the UK.  
(REC Recruitment Industry Trends, 2013)



# Why?

To help employers understand how to make good quality, compliant resourcing decisions

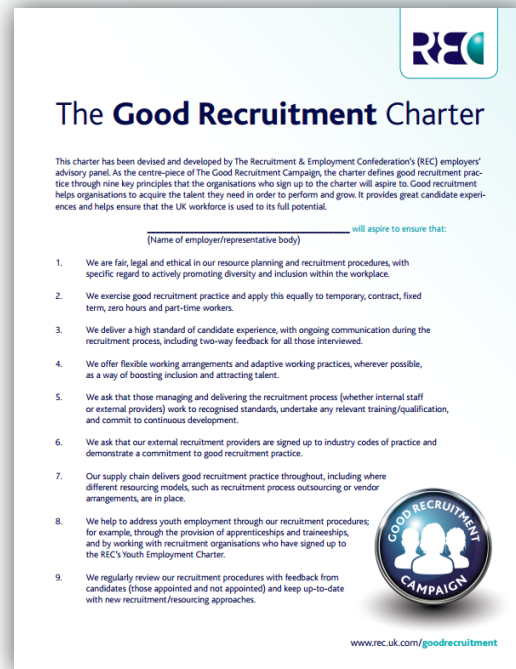


# The Good Recruitment Campaign: What is it?

- A **guidance tool**, provided free of charge, to support you and your HR staff in recruitment good practice
- A channel to reinforce your **commitment to working with** compliant, professional suppliers and to promote ethical standards in recruitment practice
- A **community** of those signed to the charter – for regular sharing of good practice and research
- A hub where **research, data, guides and good practice** can be located, used and supplied

# Charter principles

1. We are fair, legal and ethical in our resource planning and recruitment procedures, with specific regard to actively promoting diversity and inclusion within the workplace.
2. We exercise good recruitment practice and apply this equally to temporary, contract, fixed term, zero hours and part-time workers.
3. We deliver a high standard of candidate experience, with ongoing communication during the recruitment process, including two-way feedback for all those interviewed.
4. We offer flexible working arrangements and adaptive working practices, wherever possible, as a way of boosting inclusion and attracting talent.
5. We ask that those managing and delivering the recruitment process (whether internal staff or external providers) work to recognised standards, undertake any relevant training/qualification, and commit to continuous development.




The **Good Recruitment** Charter

This charter has been devised and developed by The Recruitment & Employment Confederation's (REC) employers' advisory panel. As the centre-piece of The Good Recruitment Campaign, the charter defines good recruitment practice through nine key principles that the organisations who sign up to the charter will aspire to. Good recruitment helps organisations to acquire the talent they need in order to perform and grow. It provides great candidate experiences and helps ensure that the UK workforce is used to its full potential.

(Name of employer/representative body) will aspire to ensure that:

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6. We ask that our external recruitment providers are signed up to industry codes of practice and demonstrate a commitment to good recruitment practice.
7. Our supply chain delivers good recruitment practice throughout, including where different resourcing models, such as recruitment process outsourcing or vendor arrangements, are in place.
8. We help to address youth employment through our recruitment procedures; for example, through the provision of apprenticeships and traineeships, and by working with recruitment organisations who have signed up to the REC's Youth Employment Charter.
9. We regularly review our recruitment procedures with feedback from candidates (those appointed and not appointed) and keep up-to-date with new recruitment/resourcing approaches.



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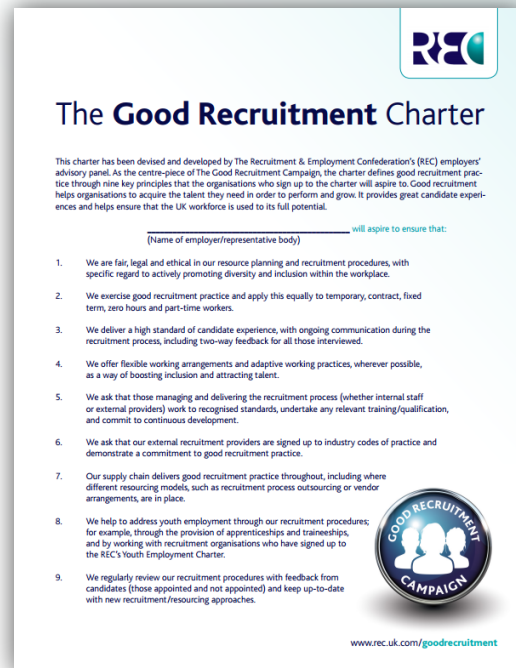
# Charter principles (cont'd)

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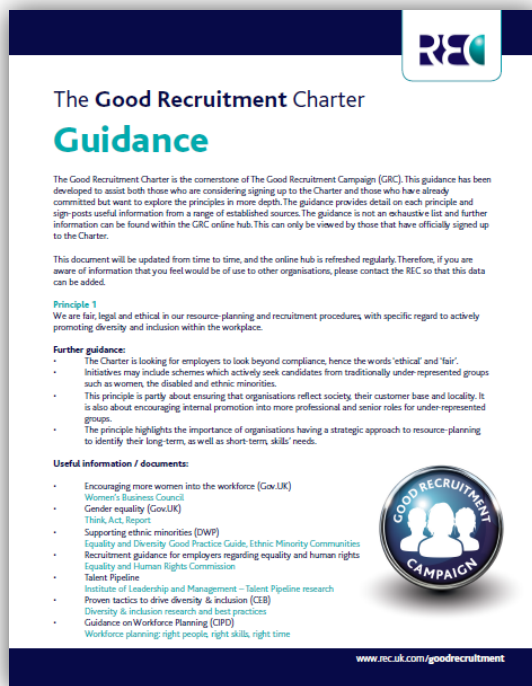
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# The Charter Guidance



This guidance provides:

- Detailed descriptions of the aspirational standards expected of those who are committed to the principles
- Links to examples of good practice, research and information



# The Good Recruitment Charter: Benefits to those who sign up

- Aligns your business with good recruitment practice – and it also sends a positive message to potential candidates (employer brand)
- Use the charter to drive good practice internally
- Learn from peers and professional bodies about trends and new approaches to recruitment and resourcing, and share ideas and insights
- As part of a community, you will receive regular information, data, case studies and research on good recruitment practice
- You will have the opportunity to attend networking meetings where good practice and new ideas are shared amongst Employers, HR, procurement and in-house professionals



# The Good Recruitment Campaign: What you will have access to once signed up

- **The Good Recruitment Charter**  
Comprises a set of nine aspirational principles of good recruitment  
Charter guidelines bring the charter to life, and include examples of published good recruitment guides, e.g. for line managers
- **Research**  
Monthly data on the jobs market to help you understand the skills and talent demands in your sector and region – e.g. JobsOutlook  
New research around the importance of supply chain management in recruitment (coming soon)
- **Self-assessment document** (coming soon)  
To benchmark your recruitment processes against the charter
- **The Good Recruitment Hub**  
A website with information, research, guidance and best practice in recruitment and resourcing
- **Register of signatories**  
A register of those organisations signed up to the Good Recruitment Campaign & Good Recruitment Charter – showing your commitment to recruitment excellence
- **Networking opportunities**  
The chance to network with other employers who are committed to best practice

# Business Bodies/Supporters of the campaign



# Employers already signed up to the Charter



Enhancing Life Chances



PENGUIN RANDOM HOUSE



# Your next steps...



- Find out more, at [www.rec.uk.com/Goodrecruitment](http://www.rec.uk.com/Goodrecruitment)
  - Fact sheet(s)
  - Research report(s)
  - Charter and charter guidance
  - Guides, e.g. for line managers
  - Hub of resources and research into the latest developments in recruitment
- Register your interest in signing up to the Charter!

**Contact REC!**

E: [info@rec.uk.com](mailto:info@rec.uk.com)

T: 020 7009 2100

Thank you  u

The word 'Thank you' is written in a large, bold, dark blue sans-serif font. The letter 'o' in 'you' is replaced by a circular badge. The badge has a metallic silver border and a blue center. Inside the badge, the words 'GOOD RECRUITMENT' are written in white at the top and 'CAMPAIGN' at the bottom. In the center of the badge are three white silhouettes of people's heads and shoulders.