

Parkhouse Bell delivers consultancy and recruitment service that enables independent training provider to make development step-change

Parkhouse Bell offers more than a standard recruitment organisation; it is a recruitment consultancy and offers a broad range of added value services that enable its clients to develop and expand their business.

With over 10 years of expertise, and a reputation within the skills and employability sectors for insight-led services, Parkhouse Bell is able to support its clients to make the changes needed to flourish in the market. This may be business development support, or a re-brand to position the organisation more effectively, within the sector and candidate marketplace.

The challenge

In 2017, an organisation that Parkhouse Bell had been supporting since 2011, entered a crucial period of growth, brought about by a mix of ambitious expansion and significant competitive tendering wins.

The organisation's challenge was reputational. Though a longstanding provider of services in the sector, the organisation had issues with how the sector, and potential candidates, perceived them. This impacted negatively on recruitment and retention, at a time when executive and operational expertise would be crucial to safeguarding growth.

The response

Parkhouse Bell entered into a new agreement with the organisation, assuming exclusive responsibility for their recruitment at all levels and, as importantly, broadening its brief to develop a holistic recruitment strategy.

At the heart of developing an effective recruitment strategy was the recognition that a significant re-branding project was needed to define culture, and to improve reputation, removing what was proving to be a key barrier to recruitment and retention.

The how

It was clear that a change needed to be made to the recruitment process, to ensure that the organisation was better able to describe and express its culture. Parkhouse Bell effected this change by assigning a dedicated Account Manager, one of its senior recruitment consultants, to oversee a new, streamlined service and to act as a brand advocate.

The Account Manager held transparent conversations with candidates during preliminary interviews, acknowledging past issues and outlining the recent changes and steps that had been taken to ensure an improved company culture and facilitate future growth.

This process of rebranding also extended to the interview process itself. Parkhouse Bell advised on interview style, format, potential interview questions and offered interview coaching to the panel, providing feedback on their interview style, as well as sharing individual candidates' feedback. This ensured the candidates' positive experience with the organisation continued throughout the entire recruitment process.

Following successful appointments, Parkhouse Bell also supported the HR team and hiring managers to create a clear, structured induction plan.

The result

Parkhouse Bell has appointed to 15 new roles within the business. These include front-line delivery roles such as assessors, caseworkers and functional skills tutors, and management roles including Account Managers, Supply Chain Managers and Performance Managers.

Beyond the fundamental recruitment outcomes, the organisation has also achieved a broader, positive cultural shift. Parkhouse Bell's Account Manager has worked in partnership with internal teams to support the introduction of many key initiatives, including:

- A stronger, consistent staff induction and smooth onboarding process
- Monthly and annual awards to recognise staff achievements
- Regular company briefings, which bring all staff together into the Head Office for information sharing and company news
- Option for staff to enrol on company training courses for personal development
- Social events, staff prizes and team wellbeing incentives

Parkhouse Bell continues to support their ongoing recruitment activity, providing a dedicated Account Management service and acting as a brand ambassador.