Tribepad + Staffordshire County Council

How Tribepad helped Staffordshire County Council take recruitment from outsourced to outstanding.

From outsourced to outstanding

Let's start with what we have achieved…

30% decrease
in time-to-hire

113% increase
in application volume

18% increase
in completed application rate

"

I've deployed a few recruitment systems over the years, and Tribepad has certainly been the best I've worked with. Without a shadow of a doubt. It's not only a new system but a totally new way of working.

Recruitment has now become a key pillar for Staffordshire County Council's successes: the whole culture around recruitment has shifted massively."

Jason Gracey, Strategic Resourcing Manager, Staffordshire County Council

THE RESULTS

130% increase in applications-per-role

Fill rate has **doubled year-on-year**

Offer rate has **doubled year-on-year**

Achieved candidate satisfaction score of **8.5/10**

Achieved new hire NPS of **78/100**

Built **full-time central resourcing team** of nine

Generated **heaps of positive internal PR** for recruitment

Freed time to focus on brand ambassador programme

Fabulous feedback from engaged managers

Increased candidate brand engagement

Followers increased by 154% in 12-months

Engagement increased by 46% in 12-months

Staffordshire County Council has heaps to offer. The organisation's 5000 employees enjoy a career packed with pride and purpose, making a real difference to people's lives across the county.

But coming out of COVID, Strategic Resourcing Manager Jason Gracey and his team realised they needed to do more to compete for ever-harder-to-hire talent. Or they simply wouldn't attract the people they needed to keep delivering great services for their communities.

Over the past 18-months, the council has transitioned from outsourcing recruitment to develop a thriving in-house function that partners with and supports managers and senior stakeholders across the organisation.

Tribepad has been the foundation, bringing visibility, consistency, speed, and simplicity to the recruitment process.

THEMES

Recruitment restructuring

Candidate experience

Manager self-service
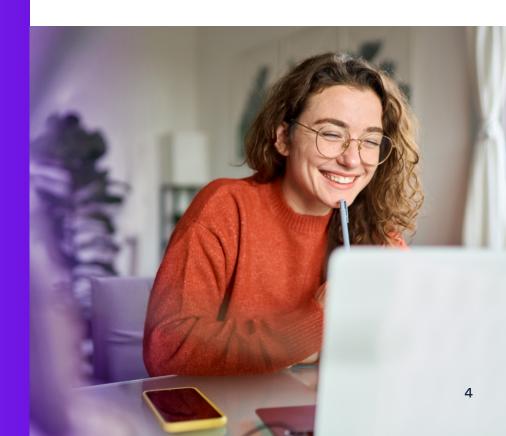
Reporting and insights

Compliance

Onboarding

Employer brand and EVP

"

Is your process slick? Is it speedy? Is the communication good? Those are the fine lines today that make the difference between a candidate choosing us and not. That's where Tribepad helps us differentiate."

Jason Gracey, Strategic Resourcing Manager, Staffordshire County Council

Context

Staffordshire County Council is the upper-tier local authority for Staffordshire, the 875,000-strong county in the West Midlands. With 5000 employees, the council is the largest employer in the county and hires around 700 people each year across all services.

The organisation previously outsourced recruitment but now has a centralised in-house team of nine.

Before

In the process of transitioning from outsourced to in-house recruitment, Staffordshire County Council was struggling with inconsistent processes, snowballing workloads, and a sub-par candidate experience that didn't do them justice.

- **Managers** were losing hours on inefficient, repetitive processes and juggling overlapping systems and spreadsheets.
- **Candidates** were frustrated by a messy, patchy journey with different third parties, with no consistent communication.
- **Leaders** were asking for insights that recruitment just didn't have, because they lacked data to prove and improve ROI.

The council is fiercely proud of the work they do to serve Staffordshire and they're a brilliant, passionate, dedicated team. But without the right tools, their recruitment function was letting them down. The (limited) stats they had told the story:

- Application volume was too low and falling - **7.6 average applications per role**
- **43% of candidates** weren't completing applications after starting
- Anecdotal feedback from candidates was **poor**

After the pandemic, it was clear something had to give. Or the council wouldn't be able to compete for talent, and their constituents would be the ones who suffered.

That's where Tribepad came in.

We worked closely with Staffordshire County Council — both our team and our tech — to build a brilliant in-house function that's better for everyone.

> " The close relationship with Tribepad has been extremely important to our evolution. They've got such expertise and can help, advise, inform, guide – it's a proper partnership. It's been fantastic."

Jason Gracey,
Strategic Resourcing
Manager, Staffordshire
County Council

Before Tribepad, Staffordshire County Council outsourced resourcing to a third-party employment services provider, who advertised roles on one main job board and sent applications to hiring managers.

> **The close relationship with Tribepad has been extremely important to our evolution.** They've got such expertise and can help, advise, inform, guide – it's a proper partnership. It's been fantastic."
>
> Jason Gracey,
> Strategic Resourcing
> Manager, Staffordshire
> County Council

Initially this seemed like a reasonable workaround instead of having an in-house recruitment team – but the candidate experience was suffering.

- **Long, slow, clunky** application journey
- **Poor communication;** candidates left in the dark
- **Lack of control** over adverts and employer brand
- **Disjointed recruitment process** with various providers

The upshot was, life was harder than it needed to be – for candidates and the council.

Roles were harder to fill, because candidates either didn't apply or didn't complete applications. Hiring managers were busier, because they had to juggle different systems, spreadsheets and email to track candidates. And candidates were frustrated and let down.

Now, using Tribepad, that's all changed.

Now

Putting smiles on candidate's faces

- Simple, **speedy application process**
- **Automatic status notifications** for candidates
- **Intuitive, mobile-friendly portal** that managers love
- **One-click distribution** to multiple boards
- **Granular data** across the candidate journey
- **Anonymised applications** to reduce unconscious bias
- **Gorgeous multi-media job adverts** with lots of templates
- **Straightforward integrated onboarding** with all the right checks

"

Tribepad Onboarding has been key for us. It saves us a lot of time, especially with the enhanced checks you need for a local authority. The module is really straightforward and easy to configure."

Jason Gracey, Strategic Resourcing Manager, Staffordshire County Council

Tribepad + **Staffordshire County Council**

Now

But the real proof's in the pudding.

Since implementing Tribepad:

- **Time-to-hire has decreased 30%** from 46 to 32 days
- Application volume has **increased by 113%**
- Applications-per-role have **increased by 130%,** from 7.6 to 17.5
- Application completion rate has **increased by 18%**
- **Fill rate has doubled** year-on-year
- **Offer rate has doubled** year-on-year

And most important, **candidate satisfaction has risen to 8.5/10** and **new hire NPS has reached an impressive 78** (not bad, on a scale of -100 to +100).

Happier candidates, happier hiring managers, and happier constituents. Boom.

"

Tribepad Onboarding has been key for us. It saves us a lot of time, especially with the enhanced checks you need for a local authority. The module is really straightforward and easy to configure."

Jason Gracey, Strategic Resourcing Manager, Staffordshire County Council

Data ~~im~~possible

One of the biggest downsides of outsourcing recruitment is a lack of visibility. The council wanted to improve their recruitment function but they didn't have data, so they didn't know where to start.

When Jason joined Staffordshire County Council from many years in the private sector, he knew that needed to change. Or the council couldn't.

Using Tribepad Insights and a handy data visualisation integration, the team can now pull up sophisticated data instantly using simple graphs. Like:

- **Applicant breakdown** by gender, ethnicity, age, religion, disability and sexual orientation

- **Application metrics** like total volume, applications over time, application volume by job category, and application conversion

- **Recruiting metrics** like advert volume, positions by grade and year, and positions as % of total workforce

- **Efficiency metrics** like time-to-hire, time-to-hire by recruitment stage, and source of hire

- **Campaign metrics** like views, open rate, click-through rate, cost-per-click, engagement rate, and ROI

Thanks to Tribepad, the team now have bird's eye insights into their whole recruitment funnel — so they can see where to improve and where to double-down. This has been instrumental in boosting recruitment's visibility and credibility across the organisation, making it easy to show off achievements to the C-suite.

> **Tribepad is more advanced from a data perspective than the recruitment tech I've used previously, even in the data-hungry private sector."**

Jason Gracey,
Strategic Resourcing Manager, Staffordshire County Council

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One great example is Children's Residential Services. This had been an area where the council had struggled to hire and they'd assumed this was down to skills shortages.

But armed with better reporting, the team could see the problem wasn't what they thought. Actually, time-to-hire was slower than average here thanks to managers taking three weeks to invite shortlisted candidates to interview.

The team adopted a rolling model and now shortlisted candidates are contacted for interview immediately: hiring has become much easier.

Clear a seat at the table – **here comes recruitment.**

"

We've gone from a place where data was impossible to get hold of, to a place where we can report on practically anything. We're now developing our process constantly, it's great."

Jason Gracey,
Strategic Resourcing
Manager, Staffordshire
County Council

"

Great reporting was one reason Tribepad stood out to us. We saw lots of providers whose reporting wasn't granular enough to provide real insight.

Tribepad gives us so much management information and integrates easily with our visualisation software. We've got about 30 reports now that we didn't have before.

We can have data-driven conversations and make data-driven decisions that we couldn't before. And we can tell the stories of what we're achieving, to generate positive PR for recruitment. It makes my life much easier when I'm going to the organisation for future investment."

Jason Gracey, Strategic Resourcing Manager,
Staffordshire County Council

Creating space for

big ideas.

When your recruiters are pulled from pillar to post on admin and chasing, there's not much time left for anything else.

But as Jason and his team discovered, when recruitment-as-usual is faster, simpler, and smarter, you get hours back each day to pursue your big ideas.

For Staffordshire County Council, that's meant…

- **Launching a brand ambassador programme** to showcase their culture

- **Honing their EVP** to help the council stand out in the battle of the brands

- **Exploring ways to attract passive candidates** instead of reactive recruitment

- **Encouraging authentic employee advocacy** using social media

- **Building a brand-new careers site** to bring their new messaging to life

- **Sending weekly branded careers emails** connecting to social

Big ideas start with getting the little things right. That's what Tribepad's all about. We take care of the fundamentals, so your team can shine.

And shine they have. Engagement with their brand has rocketed, and they've built a real presence in the West Midlands. Over 12 months, their social media following has **grown by 154%** and their **social engagement by 46%.**

Staffordshire County Council is now an employer brand to be reckoned with.

> "
> **If you look across the whole candidate journey now, everything connects – with our brand as the golden thread through it all. It's consistent, considered, and compelling for candidates."**
>
> Laura Chetta,
> Senior Resourcing Consultant,
> Staffordshire County Council

> **"We've got big plans and a very busy schedule over the next 12-months. Successfully implementing Tribepad has been pivotal."**
>
> Jason Gracey,
> Strategic Resourcing Manager,
> Staffordshire County Council

Meet your biggest recruitment allies

Tribepad is the trusted tech ally to smart(er) recruiters everywhere. Combining ATS, CRM, Video Interviewing, and Onboarding, our talent acquisition software is a springboard for faster, fairer, better recruitment for everyone.

Trusted by public sector organisations like the NHS, BBC and numerous local authorities including Milton Keynes City Council, Coventry City Council, Surrey County Council, and Kent County Council, 25 million people in 16 languages use Tribepad.

Book a 30-minute chat
to see how Tribepad can help
you better serve your community.