

CASE STUDY

Company: Dale Joinery (Lichfield) Ltd

Industry: High end manufacturer of wooden windows and doors.

Location: Lichfield, Staffordshire

Perm Employees: 50

Staffing issue: Dale Joinery was a new business which had seen rapid growth through an aggressive sales strategy. They were increasing their order book weekly; however, due to the nature of their business they were experiencing a potentially crippling skills shortage. At the time, (2005) the construction industry was very buoyant and skilled Joiners could command premium pay rates on site leaving traditionally lesser paid jobs in Joinery Manufacture impossible to fill.

The solution: Abbey Personnel had already established themselves as first class providers of recruitment services, but they were now being recognised as an ethical business which had systems in place offering a supply of skilled labour directly from Eastern Europe. Dale Joinery approached Abbey Personnel to look at the possibility of tapping into this labour market.

Abbey Personnel work with strict criteria in place to ensure that a fair pay rate is offered relating to the skills we are recruiting. This policy sat very well with Dale Joinery as they were very keen not to be seen as exploiters of the potentially vulnerable.

Job Specs were developed and the recruitment campaign was rolled out. At the same time Dale Joinery's order book was continuing to increase putting them under additional pressure.

Abbey Personnel secured leases on local properties, working with the Local Authority to ensure they met Houses of Multiple Occupancy standards. Furniture was purchased and put into the houses. Deals were done with the landlords for the individuals to take over the leases should they be offered permanent work.

Dale Joinery were then coached by Abbey Personnel on how to integrate the new members of staff into the existing workforce, ensuring a smooth transition. The introduction was managed extremely well and existing staff recognised the benefits to their own workload by having additional skilled staff on site.

Abbey Personnel continued to recruit skilled Joiners into Dale Joinery up to 25 temp personnel. Dale Joinery offered permanent contracts as it became viable.

Summary:

Abbey Personnel continue to supply Dale Joinery after 4 years supplying skilled Joiners as and when required depending on their order book, although, recent downturns in the economy have placed Dale under different pressures.

Abbey Personnel now manage the staffing hours depending on order book requirements.

In short we have managed to supply skilled and flexible labour as and when required when there have been recognised skills shortages in these areas. This has been done without Contract Coordinators on site and with our nearest office being 120 miles away.