



HMP Parc



Background

HMP Parc & YO1 in Bridgend is a one of the UK's largest prisons. In 2008, the prison was contracted by the Home Office to add a new house block, creating around 200 new staff vacancies. WJP Floyd worked with the HR and Management team to scope the best way of handling this volume of recruitment.

Method

Once we had established the range of roles and types of people we were targeting, our next objective was to evaluate the core skills and competencies required. This involved members of the agency team spending 'back to the floor' time in the prison, interacting with staff, prisoners and young offenders. This provided a valuable insight into roles we were recruiting to and indicated that the quality and quantity of people we were seeking could be sourced locally.

We predicted that application numbers would be exceptionally high, and suggested that an online recruitment model would ease the burden on the HR team. A Parc careers website was created, designed to give candidates more information about working in the prison and detailing the jobs on offer. WJP Floyd also suggested introducing a bespoke Candidate Management System (CMS) and via this the HR Team was able to track all applicants through the recruitment process and into their payroll/HR system. They were also able to incorporate SHL assessment tests, and WJP Floyd worked with Parc to ensure that the system was ready to go live in April as agreed.

The copy tone and design style from the website were then mirrored to work across candidate attraction media such as press adverts, job board

banners and internal handouts, allowing us to effectively reach the target audience while promoting the HMP Parc employer brand values. The website featured sections like "A Day in the life of a PCO", "Parc People", "Becoming an Officer" and "Benefits & Training", as well as a current vacancies area. This ensured that every potential candidate understood the main challenges involved and the potential career and training opportunities available. The key aims were to improve the calibre of the team, enhance employee engagement and aid staff retention. The pre-screening system evaluated and filtered applicants, helping HR by reducing the number of unsuitable applications.

Results

HR is now able to run detailed reports on key measures, from media effectiveness to diversity of candidates. The press campaign went live in April 2009 and the website was used to promote a range of roles, most notably for Prison Custody Officers. By August they had received 572 fully screened applications for PCOs, and the client now has an effective talent pool from which HR can source candidates for future roles, at no additional cost. Due to this success the recruitment campaign was suspended early.

The fact that applicants now apply online substantially reduced the admin hours involved in handling telephone calls, creating candidate databases and the postage costs of dispatching expensive printed materials. Going forward, we see the whole process leading to more cost-effective recruitment, improved staff retention and measurably better employee engagement.

