

## Never Mind the Quality, Feel the VFM say Hirers

The latest edition of Jobs Outlook from the REC (Recruitment & Employment Confederation) makes interesting, if not encouraging, reading for smaller employment agencies like Catch 22. Whilst unemployment remains reasonably steady at around 5.5%, hirers say that they are looking to maintain or increase their usage of temporary staff in 98% of cases. Clearly there is a confidence in the market that is fairly widespread, despite the looming spectre of the National Living Wage arriving in April 2016.

This should be very welcome news to agencies across all disciplines but there are clear warning signs that tell of a shift in hirers' patterns of behaviour. While the usual reasons for hire are still lead by coping with



peaks in demand and covering absence, reducing cost has grown in importance since last year. The cost of temp cover is a constant factor in decision making when selecting an agency, remaining constant at about 90% of all hirers. However, it is clear that hirers now believe that they can only get value for money from the larger agencies that can implement economies of scale. Some 60% more hirers than 2 years ago are saying they believe this is the case. To compound matters, the importance

of quality of service has declined from 99% to 88%.

Smaller agencies rely heavily on the high standard of their service and the business relationships they develop with their clients. This is their differentiator. They don't sponsor F1 cars or Premier League teams, they don't run big TV ad campaigns. They simply get on with the business of ensuring that they go the extra mile for their clients. Niche agencies are more than aware of the need to keep a close eye on rates, to ensure they can compete. Theirs is the task of keeping many more spinning plates on the go at once. Despite these current trends, the contribution of smaller agencies to UK Plc cannot be underestimated and hirers might want to think again.

## Home Counties and CBRE Scoop Golf Treble

For the 15th year, Catch 22 was responsible for organising the BIFM National Golf Finals in 2015, held at the magnificent Hanbury Manor championship course at Ware in Hertfordshire. Teams representing eight of the BIFM



Regions gathered to contest the event, along with corporate and sponsor teams. Once again, our headline sponsors were HSS Hire, who have supported the Finals for several years.

For the first time in the event's history, the Members, Corporate and Overall prizes were won by the same region; Home Counties took the Members prize by 4 points from South and CBRE, representing HC, scooped both Corporate and Overall Winners categories. HSS 2 took the spoils in the Sponsors section.



As BIFM's only national sporting event, the Golf Finals remain as the one that every region wants to win. Details will be circulated soon about the 2016 venue and regional qualifiers.

# Providing Quality People

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## New Software makes debut

Catch 22 has recently upgraded its recruitment software to Itrix in order to provide an even better service to our clients and work seekers. The new program allows access to a vastly increased range of management reporting, the importation of bulk information and offers better ease of use for our staff. It's the future!



## Sporting Potty Needs You!

Catch 22's annual sporting predictions competition is now open for entries. Questions cover the most popular autumn and winter events. If you'd like to win a magnum of champagne in time for Christmas, simply email [don@c22.co.uk](mailto:don@c22.co.uk) for an entry form. Entries close on Friday 2nd October.

## One London Number

We now have a single phone number for the London office. Please use **020 7220 8900** to contact our London office. Leeds numbers remain unchanged.

## Welcome to Aimee and Ben

Newcomers to Catch 22, Aimee Walker and Ben Flemington are settling in nicely.

Ben has joined us from media recruitment and is now getting to grips with the slightly less glamorous world of industrial temp control. He is an avid sportsman, a keen Liverpool supporter and the son of parents who both used to work for Catch 22 - all the right credentials for a successful career. Aimee has joined our

Leeds Branch as Administrator, supporting a range of head office and finance functions. She was previously with Arla Foods for 7 years in Customer Services and bulk cream planning. Aimee is a fan of family and friends time, likes a cocktail and is a keen amateur photographer, which she studied at college.

We wish Aimee and Ben a long and successful time with the company.

## C22 News Snippets

It's going to be a long winter of pounding the pavements in the dark for London Branch Manager Nick Moore. Nick has been selected to run in the 2016 London Marathon, representing The Lord's Taverners charity. He says his regime has already commenced and he is looking to finish in under 4 hours - good luck Nick!

Catch 22 Director, Simon Aspinall, has recently stepped down as Chair of the BIFM's People Management Special Interest Group committee.

Simon was a founder member of the SIG back in 2009 and has been Chair of the North East branch of the Institute. No doubt he will now be looking for his next challenge.

And finally, Catch 22's Don Searle has been invited to the BIFM Awards Dinner at the Grosvenor House in October as a guest of the Institute. Don says he is 'honoured and delighted to accept the invitation' even though he doesn't know why he was selected. Hopefully, all will be made clear on the night!



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Compiled and Edited by Don Searle © Catch 22 September 2015

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