



Belfast City Council

Report to:	Strategic Policy and Resources Committee
Subject:	Local Government Composite Recruitment Advertisement (Pilot)
Date:	18 March 2011
Reporting Officer:	Julie Thompson, Director of Finance and Resources
Contact Officers:	Jill Minne, Head of Human Resources Eamon Deeny, Head of Corporate Communications

1.	Background:
1.1.	Members are aware that a report on the Local Government Improvement Collaboration and Efficiency Programme (ICE) was discussed at the Strategic Policy and Resources Committee on 4 March 2011. It was agreed that individual ICE proposals would be submitted to the Committee for consideration at the relevant stage. This report deals with the potential for local government collaboration in Recruitment Advertising under the ICE programme.
1.2.	The most significant avenue for recruitment is now Council websites and other online services rather than newspaper advertising. Nonetheless, each of the 26 councils currently place job advertisements separately, with a collective annual spend of around £520,000 per annum. The HR Task and Finish Group of the ICE programme has proposed that efficiency gains could be achieved through a sector approach to council job advertisements and has proposed to pilot, for six months, a local government composite advertisement - ' <i>Local Government Jobs</i> '.

2.	Key Issues:
	Potential for savings and income generation:
2.1.	The lay-out of the composite advertisement would contain 'sign-posting' of jobs with call / click details on how to obtain further information. The black and white composite advertisement would be placed fortnightly by a central source, Belfast City Council, and jobs would appear in alphabetical council order - see Appendix 1. Members should note however that the council would retain the right to advertise separately for its most senior posts, as appropriate.
2.2.	
2.3.	Such an approach has the potential to result in sector wide savings of over £290,000 per annum, including estimated BCC savings of over £50,000 per annum.
2.4.	In addition to savings, there is potential for income generation as a result of Belfast's role as the central co-ordinator for the local government composite advertisement. While the detail of Belfast City Council's 'handling' fee is yet to be finalised and agreed as part of a service level agreement (SLA) with other councils, it is estimated that this income will be in excess of £15,000 per annum.
	Interest in the pilot :
	Twenty-one councils have expressed interest in participating in the pilot project, subject to

	their final management / council approvals. The views of the remaining councils are being followed up.
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3.	Resource implications:
3.1.	Existing staff resources from HR and Corporate Communications will absorb the additional workload associated with the pilot into existing work schedules.
3.2	Estimated savings and income of over £30k could be achieved for BCC in 2011/12 which have not been factored into the 2011/12 estimates. Should the pilot prove successful, the efficiencies and income could be factored into the 2012/13 efficiency programme.

4.	Recommendations:
4.1.	Given the estimated savings and income for BCC from this collaboration initiative, Members are asked to approve that: <p>(a) the council's publicly advertised jobs appear in a 'sign-posting' / click style advertisement with other jobs from other councils; and</p> <p>(b) the council be responsible for the co-ordination and management of public advertisements for other councils for an agreed charge on a pilot basis for a period of six months, subject to review.</p>

5.	Decision tracking:
5.1.	An evaluation report will be submitted to the Strategic Policy and Resources Committee following the six month pilot period.

6.	Equality and good relations implications:
6.1.	The Equality Commission for Northern Ireland is supportive of the pilot project. Further meetings will take place, if required, in terms of agreeing generic wording for any targeted welcoming statements for the councils who have affirmative action programmes in place.

7.	Documents attached:
7.1.	Appendix 1 – Sample 'Local Government Jobs' advertisements.

SAMPLES

Advertisements are printed actual size.

Local Government Jobs

The selection criteria for these jobs are set out in the employee specification in the application pack.

Ards Borough Council
Tourist Information Centre Supervisor Waste Management Officer
☎ Call - 028 1234 5678 👉 www.ards-council.gov.uk
Ballymena Borough Council
Town Development Manager
☎ Call - 028 1234 5678 👉 www.ballymena.gov.uk
Banbridge District Council
Qualified Sports Coaches and Fitness Instructors
☎ Call - 028 1234 5678 👉 www.banbridge.com
Belfast City Council
Research and Sales Support Executives Security Officer
☎ Call - 028 1234 5678 👉 www.belfastcity.gov.uk/recruitment
Derry City Council
Corporate Health and Safety Officer
☎ Call - 028 1234 5678 👉 www.derrycity.gov.uk

☎ Call or click for an application form.

Local government is committed to the fair and equal treatment of all those seeking employment



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Research and Sales Support Executives Security Officer
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