



# AUTUMN 2023

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# Counteroffers. Should we avoid them?

Counteroffers have become the norm in recent years as businesses react to an ever-decreasing pool of talent by trying to retain the employees they have. Whilst it is understandable to try to keep existing staff to mitigate the cost of recruiting new people, there are often more reasons to let people go than keep them.

- Over 40% of people who accept a counteroffer from an existing employer are back looking in the job market within two months.
- Offering someone more money isn't always the key reason for people wanting to leave and so you still have an unhappy colleague.
- Keeping the same people may reduce your recruitment costs, but it also reduces the flow of new ideas, new skills and new attitudes into your business.
- People talk. Once you have done it for one employee you are inspiring others to follow suit
- You often end up promoting staff that are not ready. Promoting someone above their level of competence is not only bad for your business, it's also counterproductive for the employee.

**Happiness is key to an employee's well-being, productivity and longevity in a job.**



**RYAN JARDINE**  
MANAGING  
DIRECTOR  
& FOUNDER

## MD's Memo

With the good times and tan lines now behind us, do we still have anything to look forward to? Well, all talk of recession has dampened, and we have even had a revised GDP showing it was not so gloomy after all. So maybe the good times are still to come?

We certainly felt the squeeze in the economy in the first half of the year, with many of our large users of temporary labour ordering a lesser headcount than in previous years. It would have been easy to adjust our own headcount or to have settled for a slower year, but we had a plan and have stuck to it. We have increased headcount, adding further skilled recruiters to our teams, entered new sectors less effected by the strength of the economy and increased the emphasis on the sourcing of skilled permanent staff for our clients.

There is no doubt that there is still a major skill shortage felt across almost every industry. Over 80% of our permanent placements are already in employment when we make them the offer. It's a tight market. One company's gain in headcount is usually another's loss.

The fight for skills is putting pressure on raising salaries and increasing the rate of counter offers to retain key people. The merry go round continues to restrict growth and increase costs for many companies with the time-consuming efforts of both recruitment and retention taking its toll on budgets.

One thing is for sure, the placement of an advert is no longer reaching the main audience... i.e., those in jobs not actively looking for another job. There has never been a time more suited to using a recruitment agency than now.

In contrast to the season, as we begin to head towards autumn there are plenty of green shoots of positivity and optimism from our clients about the final part of the year. Early increases in labour and talks of Christmas have begun and it feels as though the economy is out of the news for now with health and education taking the media's focus.

I don't believe we have felt the real impact of Brexit yet. A massive change that's affect has so far been hidden by the effects of Covid and a slow economy. The real challenges forming from Brexit are still ahead as the economy picks up and less people are available for the huge seasonal demands of Christmas.

My advice would be to engage early with your labour provider and form a strong strategy to ensure you are well positioned for what will be a fight with your neighbours for the best local talent. In a tight labour market, it's our time to shine.





## KPI RECRUITING LAUNCHES NEW STAND SPONSORSHIP WITH SURPRISE FOR CREWE ALEX FANS

Crewe Alexandra has marked the start of the EFL League Two season by strengthening its relationship with long term supporter KPI Recruiting. And not only has KPI increased its support for the club, they also had some surprise backing for fans in the Gresty Road stand, now sponsored by KPI.

Managing Director and lifelong Alex fan Ryan Jardine, began KPI Recruiting's affiliation with The Alex back in 2010 when the company started using pitch-side advertising boards. In 2020, KPI signed a deal to sponsor the scoreboard and the 23/24 season sees the local agency, listed as one of the fastest growing in the UK, sponsoring the Gresty Road stand as well.

The three-year partnership guarantees KPI's branding on the sides of the stand and extends other opportunities to the agency for further branding and job advertising opportunities in the concourses around the ground, at pitch-side and online on the Club's various social media platforms.

### Surprise gift to fans

To launch the enhanced partnership, KPI provided red & white balloons, free pints and scarves for fans in the new KPI Recruiting stand at the opening game against Mansfield which finished as an entertaining 2-2 draw. "We wanted a proper launch for our new stand sponsorship and to help create some additional buzz for the first game," said Ryan.

Club scarves were given to the first fifty supporters under the age of 18, along with a free pint of Carlsberg, Wainwrights or Somersby to the first one hundred adult fans to claim them in the KPI Recruiting stand.

### Community is key to KPI's sales & marketing strategy

Ryan shared his thoughts on the synergy between the club and KPI. "Crewe Alexandra is a key pillar of our marketing strategy. The club is an important gateway to network with local businesses and a brilliant way to achieve some greater above-the-line awareness across the country as a sponsor of a well-loved EFL team. It's also a brilliant way to promote our vacancies across industrial, driving, commercial, engineering, rail, hospitality, education and care sectors to local candidates."

Unfortunately, the free pints and scarves weren't the only surprises for the fans with Mansfield scoring early goals to race into a two-nil lead. However, The Railwaymen rallied, and a spirited fightback saw a remarkable turnaround, with goals from Mickey Demetriou and Rio Adebisi, resulting in an exciting 2-2 draw.

## KPI sums add-up as they launch additional division for Education

KPI Recruiting is delighted to announce the launch of a new division: KPI Education. Headed by Ryan Holtby and driven by Phil Holden and Tom Roberts, who have over 40 years of expertise in education recruitment between them, this division will focus on recruiting and placing high quality teaching professionals and the best graduates permanent roles in Primary and Secondary schools and SEN establishments.

Our senior education recruitment specialists have over forty years combined experience providing outstanding teachers and support staff for schools and educational settings all over the UK.

After a couple of years of home schooling and online lessons there has never been such an important time to ensure our children's education is delivered by the most engaging and enthusiastic teachers to make education an exciting experience.

At KPI, our aim is to source passionate individuals and provide consistent talent pipelines, reducing the 'Supply Teacher' culture that will future proof your school.

We are excited to launch into Education, it fits perfectly within our strategy and enables us to work closely with the communities we already support. Over the coming months we will further extend our geographical reach as we look to offer a UK wide service.



# Your Education Recruitment Specialists.

A good education is a foundation for a better future.





## KPI sponsor Colour Rush again to help raise money for St Luke's Hospice

KPI Recruiting are delighted to be sponsoring St Luke's Colour Rush on Sunday 24 September at Dorfold Hall in Nantwich. This vibrant event will raise funds for the amazing work St Luke's Hospice does for people living with life limiting illnesses in mid and south Cheshire.

At this year's Colour Rush, entrants are invited to walk, run, jog or hop the 5k course whilst sponsors, KPI (Red) and AO (Green) cover them with coloured powder.

The event includes music, dancing, fab food and drink (including a Gin Bar) promising a fabulous day out for all. The KPI Team are hoping to make some wonderful memories and create some stunning photo opportunities.

KPI Operations Director Estelle Raybon said, "We just had to be involved. This event not only brings the community together, but it's also fantastic fun. Most importantly, it's a chance to raise vital funds to continue St Luke's end of life care for those who need it the most. Let's paint the town RED!"

The Colour Rush event village and registration will open at 11.00am at Dorfold Hall on Chester Road, Nantwich CW5 8LD.



## Increase in fines for employing illegal immigrants

This week the Home Secretary announced that fines are to be more than tripled for employers who allow illegal migrants to work for them, in the biggest shake up of civil penalties since 2014.

The civil penalty for employers, will be raised to up to £45,000 per illegal worker for a first breach from £15,000, and up to £60,000 for repeat breaches from £20,000.

"This is a considerable increase which is there to deter unscrupulous employers who disregard the regulations," says KPI's Operations Director Estelle Raybon.

"Compliance in all aspects of recruitment has been significantly increased over recent years, and rightly so. It's up to businesses to make sure they are keeping to the rules and avoiding cutting corners. As experts in Industrial Recruitment, KPI can help clients stay on the right side of the law."

**WE ARE  
HAPPY TO  
WELCOME**



**Terry McCormick**  
Industrial Director

KPI Recruiting has appointed Terry McCormick as Industrial Director in what is seen as a massive coup for the business. Terry's new role will see him head up KPI's Industrial operations across all its UK branches, which stretch from Glasgow to South London.

"We have huge growth plans for 2024 and Terry's ability to inspire our teams has already had a significant impact" said Ryan Jardine, KPI's Managing Director. "His leadership qualities and vast experience will be crucial for us as we embark on our next period of growth."

Terry's knowledge stretches back over ten years at the sharp end of industrial recruitment. "I'm delighted to be making the transition to Director," said Terry. "The growth potential at KPI is tremendously exciting and I'm looking forward to guiding the team to new heights."

Terry will ensure consistency of service across our branches as well as masterminding the strategic approach to delivering volume recruitment campaigns with our key partners. With a successful record of delivering cost effective service delivery, we look forward to Terry spearheading our low attrition/high performance volume labour solution.



## KPI v AO Ashes: KPI exact revenge with high-powered run chase.

The latest sporting clash between KPI Recruiting and AO saw KPI win a thrilling cricket match with a high-powered run chase to avenge the defeat on penalties in their football match earlier this year.

Staff from the annual football match agreed to change the sport and gathered at Betley Cricket Club on Bank holiday Monday 28 August to fight out a Twenty20 cricket contest.

The format saw five batting pairs from each side face 4 overs each, with runs being accumulated as normal but a deduction of four runs for each wicket conceded, with KPI running out winners by 36 runs. KPI's On-Site Manager Nick Mooney said, "We're delighted to be on the winning side again."

**If your company thinks they have what it takes to beat our sporty recruiters... Email 'WE CHALLENGE YOU' to HR@kpir.co.uk**

**We Hope To See You Soon!**



# Recruiter FAST 50

## RAPID RISE OF KPI RECRUITING CONTINUES AS AGENCY MOVES UP IN RECRUITER'S FAST50

Recruiter Magazine's FAST50, comprising the quickest growing privately held agencies in the UK, once again includes Staffordshire-Headquartered KPI Recruiting. The multi-sector agency continues to experience the remarkable growth seen in the last few years.

All UK-based recruitment agencies which are privately owned or backed, and which are not subsidiaries, can be listed in Recruiter's FAST50 – a total of 27,700 agencies. KPI beat off some strong competition to move up from 39th last year to 28th position this year, putting them in touching distance of the top tenth of a percent.

As this is the third year KPI have been listed in Recruiter Magazine's FAST50, we asked Managing Director Ryan Jardine what strategies have helped KPI grow as an agency over the last few years.

"It's the ability to adapt and innovate to solve the ever-changing challenges the recruitment industry faces. We have seen some of the largest changes and most varied challenges in recent years and this has enabled us to maximise growth with our key strengths".

### WHAT IS YOUR STRATEGY FOR GROWTH THIS YEAR?

"Having anticipated a slowdown in the economy, reducing the requirement for some of the volume in unskilled manufacturing and logistics settings we targeted growth in the placement of skilled workers in permanent positions. Whilst our diversification was always planned, to some extent it was governed by our clients needs.

We now have experienced and specialist recruiters in a broad range of sectors meaning we can provide a wraparound service for our clients, whether that be volume recruitment, one of niche sourcing or a senior executive placement.

The second phase of growth was to enter non-related sectors. Away from our core sectors and less effected by the strength of the economy. By diversifying our service delivery, we have a more robust business, stretching our peak seasons and increasing our client base.

The final part of our strategy is to compliment the organic growth we have relied upon over the last 15 years with our first acquisition. We are quietly working away in the background speaking to a number of other recruitment businesses to merge their service offering expanding our geographical reach and enhancing our ability to support our clients"



# Say Hello To Our New Talent...



Husam Ahmed  
Graphic Designer  
Stoke-On-Trent



Charlotte Carr  
Commercial Team Manager  
Stoke-On-Trent



Sabina Buzac  
Recruitment Consultant  
Warrington



Chloe Webb  
Trainee Recruitment Consultant  
Telford



Archie Vincent  
Junior Recruitment Consultant  
Sutton



Leanne Moores  
Business Development Manager  
Leeds



Callum Brooke  
Trainee Recruitment Consultant  
Stoke-On-Trent



Vanessa Nistrova  
Recruitment Consultant  
Telford



Michelle Marshall  
Branch Manager  
Crewe



Grace Talbot  
Trainee Recruitment Consultant  
Stoke-On-Trent



## KPI launches new website to accommodate all divisions and a more powerful job search

KPI Recruiting has launched a brand-new single website to replace the five previous sites which the FAST50 agency previously had. The new site features a job search engine which can cross-search all sectors covered by KPI which now include care, commercial, driving, education, executive, hospitality, industrial, rail and infrastructure, and technical.

Marketing Director Chris Furness said, "The new website incorporates all our divisions, giving candidates the power to search more potential jobs across numerous sectors with a single search."

The new site offers job hunters the ability to search positions based on type of vacancy, location and pay, so they can find the most suitable jobs for them out of the hundreds we have online at any one time.

"As well as good news for candidates, the new website is great news for KPI's clients, with more searches and more eyes on their vacancies than ever before," added Chris. "The new site also features specific landing pages for each of our specialist divisions, which better communicates our strength and experience across the sectors we serve."

VISIT THE  
KPI RECRUITING  
WEBSITE:  
[WWW.KPIR.CO.UK](http://WWW.KPIR.CO.UK)



## Facilitiesline & Social Value Accreditation For KPI Rail

KPI Rail and Infrastructure is celebrating accreditation which verifies it has met the pre-qualification standards required to be an approved supplier on the Facilitiesline and Constructionline platforms.

Facilitiesline makes it faster and easier for buyers on major infrastructure projects to locate and engage with responsible businesses who represent low risk and high-quality results for the buyer. KPI Rail Director Graham Piggott said, "This accreditation allows us to forge stronger relationships with the people who need our services and it gives them the opportunity to see our fantastic track record. It's a key building block for KPI to have in place as we expand the business on the back of some great feedback from our current customers."

*"I'm just sending you an Email to thank you for your company's assistance on the Nexus project, ref. late changes on a weekly basis, which are beyond my control. I would just like to add, the track staff you have sent for these works...are an absolute credit to your company, hard-working individuals, carrying out the work to a very high standard, which in turn makes my work life so much easier. If you could pass this on and give them the credit they duly deserve, I would very much appreciate it."*

Shaun Kennedy  
Works Manager  
Keltbray



# KPI BACK TO SCHOOL



No School Today



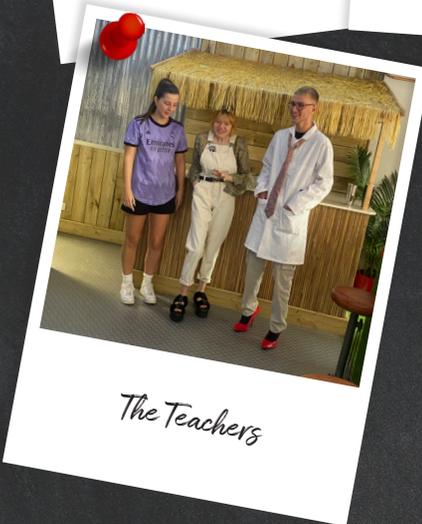
The Naughty Kids



The Swats



The Netball Team



The Teachers

KPI Recruiting embarked on an exhilarating Schoolies day, where the entire team participated in a wide array of engaging activities. The objective was to put our dedicated recruiters' prowess to the test across various subjects, ultimately determining which office would emerge as the victor.

## COOL OUTFITS, AWESOME ACTIVITIES & SPECTACULAR PRIZES!

### 2000 PALLET Spaces Available!

Core Fulfilment, who specialise in warehousing, order picking and despatch for e-commerce businesses, have 2,000 pallet spaces available in Crewe. Their premises on Orrian Business Park offer a 10pm cut-off time for fulfilment of orders and next-day delivery.

Enquiries should go to:  
[Paul@corefulfilment.com](mailto:Paul@corefulfilment.com)

**NEED SPACE?**

