



TRAFNIDIAETH CYMRU
TRANSPORT FOR WALES

GROWING THE WORKFORCE OF A NEWLY-CREATED ORGANISATION

Recruitment Process Outsourcing (RPO) for specialist Engineering, Transportation, Project Management and Support Function roles

Transport for Wales (TfW) were keen to engage a single recruitment partner who could provide a technology solution, expert resourcing services and expertise to help them not only go to market but engage and leverage their brand, while they built from a small entity to larger organisation with a plan to hire roles from apprentices and graduates to Directors with every level in between.

We've worked in partnership with TfW as their sole RPO supplier to build the workforce up from just nine employees to over 140 and growing, most of which are permanent with some temporary staff and contractors.

SOLUTION HIGHLIGHTS

- FLEXIBLE AND SCALABLE RPO SUPPORT.
- EXPERIENCED RESOURCING BUSINESS PARTNER ON SITE AND DEDICATED OFFSITE TEAM.
- CREATING BRAND AWARENESS IN A COMPETITIVE MARKETPLACE.
- LANDING PAGE, ATS SOLUTION AND REGISTER YOUR INTEREST PORTAL, WITH KEEP WARM STRATEGY.
- PROVIDING RECRUITERS WHO SPEAK BOTH ENGLISH AND WELSH.



SCOPE AND SCALE

Transport for Wales (TfW) was created to drive forward the Welsh Government's vision for a high quality, safe, integrated, affordable and accessible transport network that the people of Wales would be proud of. As a new rail franchise operator, their initial focus was to grow at speed, recruiting 100 or more key staff within challenging timescales, in preparation for a rail franchise switch over.

SITUATION

As a newly-created organisation, Transport for Wales had no recruitment expertise or technology to support their ambitious resourcing plans for roles at all levels. Our on-site Resourcing Business Partner helped shape the Transport for Wales solution and strategy.

The immediate challenge was to identify and hire to key senior positions, starting with the Directors, and working with them to build their teams from the top down in order to deliver on their goals.

Another key requirement was an RPO provider who could work in both English and Welsh.

SOLUTION

A UNIQUE SERVICE MODEL

TMP consulted TfW and using a nimble yet disciplined approach created a strategy and process to swiftly start recruiting key hires. We are client-first not process first and a unique service model was created providing an on-site senior recruiter, with expertise and industry experience who could consult and provide solutions to market challenges and engage with hiring communities and other key stakeholders. We are focused on delivery and so alongside this, we provided regular updates and insights.

BEST-IN-CLASS SERVICE

Our off-site dedicated recruiting team provided full sourcing to onboarding services, making sure that candidates received a best-in-class service right through to their first day and beyond.

ATTRACTING A WIDER DIVERSITY OF TALENT

As an RPO provider with a creative flair and history of expertise, we were able to help TfW move away from more traditional marketing style to something which attracted a wider diversity of talent. As recognised leaders in employer brand and candidate experience this extended into a go-to-market broadcasting strategy that encompassed social solutions, community management and talent pooling. It also maximised the TfW brand and story, and reduced pressure on budgets.



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RESULTS

- 95% offer fulfilment across all levels of roles
- Rapid identification and hiring of specialist roles
- 92% of candidates who are delighted with their hiring experience
- Reduction in time on recruitment by hiring managers
- Talent pools created for future hiring
- A developed and refined future-proof recruitment strategy

"PeopleScout have been excellent in the delivery of the recruitment services into Transport for Wales. They are transparent, hardworking and qualitatively focused. All the team have been dedicated to our growth ambition and have represented our brand well to external candidates. I am delighted to work with the whole team as we share our continued success with our partners."

Lisa Yates, Director of People and Organisational Development – Transport for Wales