

Nigel Wright offers temp and interim solutions with a difference

The number of temporary and contract placements in the UK reached a five-month high in November 2016. The buoyancy of the temp market will not abate either, with UK employers indicating they will maintain or increase the number of temporary workers hired next year. >>



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This is all part of a wider global workforce trend towards the 'gig economy', where temporary talent solutions become a strategic asset for businesses of all sizes. Nigel Wright Regional Director, Sue Ormerod, explained that two connected factors are at play. "There is an impending need for businesses to capitalise on positive market conditions and increase their capability by hiring more people. Yet, a sustained lack of workers with the necessary skills to enable firms to achieve long-term growth means they have to turn to interim staff to achieve short-term wins."

Most businesses today retain a stable core team, which they complement with temporary resources to fill short term talent requirements. Ormerod highlighted how temporary employees make an immediate impact with little or no intervention. "Companies can generally expect higher standards of experience as well as the right qualifications and motivation, being that a temp or contractor will work for every hour." Operating at a senior level, interim managers and specialist contractors are adept at assimilating into new environments, driving change, turning projects around and communicating with key stakeholders without

fear of raising sensitive issues. Ormerod added, "Hiring a temporary worker also involves less risk, with many businesses using it as an opportunity to assess the suitability of a candidate before hiring someone on a permanent basis."

Nigel Wright believes that companies using temporary resource should always get excellent value for money, as Ormerod noted, "Planning for the use of a temporary resource if managed correctly, can reduce cost in the long term. Hiring a temporary candidate can also allow a business to afford someone that they wouldn't necessarily be able to hire permanently." Yet, with the current high demand for temporary workers, there has been a tendency for companies to overpay to ensure they get the best resource available. This, in Ormerod's view, is one of the reasons why recruiters operating in the temporary market often get poor reputations. "Companies will pay recruiters high fees in the hope of securing great candidates, yet often end up disappointed with both the candidates and the service." The problem lies with those providers who value short term wins, over long term relationships.



Ormerod explains. "The temporary recruitment market is fast paced. Company's seeking temporary staff usually want to make quick hires, which leads to the creation of transactional delivery models. Recruiters operating in this environment will bombard companies with CVs, hoping that one will match the client's need and generate a fee. Most assignments are contingent and competition between two or three agencies is common. Bad practices ensue such as sending CVs of unregistered workers; consultants also rarely make themselves available to answer enquiries and provide project updates, and there is no consistency in service due to high employee turnover." She added how firms will often bypass recruiters and instead use specialist temp recruitment portals. Ormerod noted, though, that as recruiting from portals doesn't involve meeting with and screening candidates, it could also generate poor results.

Nigel Wright's approach to temporary and interim recruitment

Nigel Wright's North East Division place temps, contractors and interim managers specialising in a variety of different disciplines and sectors. Interim appointments usually include CEOs, General Managers and Directors of SMEs; temporary placements consist of HR and Sales & Marketing professionals whereas Nigel Wright contractors tend to work in IT, Finance and Operations roles, across all levels. The business has been active in the temporary recruitment market for over fifteen years and services volume accounts, as well making senior interim board appointments. Ormerod, who joined Nigel Wright in 2002 to establishing its temporary recruitment division states that "We've always had a different approach to the market than other suppliers. While still providing a fast turnaround to temporary recruitment projects, we also offer a consultative service."



Partnership delivery models aren't common within temporary recruitment, but, as Ormerod explained, Nigel Wright believes their system is the only way to guarantee that clients get the candidates they need, the first time. "We meet with our clients and spend time understanding their business. This includes visiting the sites we are recruiting for and getting a sense of the culture as well as the personalities in the different teams. When assessing CVs, we're able to be discerning with whom to recommend for opportunities. Before we inform clients of our selection, we meet our preferred candidates first and qualify them in person. We want customers to see our candidate supply as special."

At the same time, Nigel Wright believes it's important that candidates feel appreciated too. A standard part of the service is for consultants to visit temporary placements while they're fulfilling a contract. In Ormerod's words, "They enjoy our interaction and look forward to it because it's different to their usual experience. We bring gifts like a tray of doughnuts, for example, which makes them feel extra special." Spending time with

candidates also means Nigel Wright gets to know them better, enabling them to make confident recommendations to clients. Ormerod continued, "Having these personal relationships gives us a distinct advantage, and elevates us above our competition."

At the senior end of the market, as well as relying on existing networks for interim professionals, Nigel Wright consultants liaise with colleagues dealing with permanent positions who inform them of candidates recently out of work, who may consider interim contracts while they consider their next permanent position. Ormerod noted how consultants spend a great deal of their time persuading people to try interim work. "Our temp consultants have extensive networks and are constantly talking to candidates. This enables them to know, quickly, those available or those who may consider a temporary contract. In persuading 'top talent' into interim positions, we have made some great appointments over the years. Many candidates have subsequently been hired permanently."



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