

## **Case study: Nigel Wright helps BEL Valves improve employment brand to attract engineers**

### **About the client**

BEL Valves is a leading manufacturing company involved in the supply of high integrity valves and actuators for critical oil and gas applications. Based in the north east, it now has an established global network of sales contacts. BEL Valves is part of the British Engines Group, founded in 1922 in Newcastle upon Tyne.

### **The challenge**

Due to competitive market conditions for engineering talent in the North East, BEL Valves has found it increasingly difficult to attract engineering and manufacturing talent into the business. BEL Valves hasn't focused on raising its profile in the local market and the market hasn't recognised and understood the magnitude of its success and growth, during recent years. Consequently, candidates have typically been attracted to other high profile oil and gas businesses, seen as 'employers of choice' in the sector. Furthermore, BEL Valves utilises an automated transactional model for recruitment. It posts job descriptions through its online careers portal, which are then picked up and registered by multiple different recruitment agencies. With no formal agreement in place, these agencies don't proactively or strategically attempt to fill roles. Due to the sheer growth of the business, BEL Valves also struggles to provide timely feedback to candidates following applications, resulting in candidates being easily lost to competitors with more efficient recruitment processes in place. All of these elements combined, has created a challenging perception of BEL Valves as an employers, in the 'candidates driven; marketplace.

### **Nigel Wright Solution – since April 2014**

Following an initial review meeting highlighting issues, salary comparisons, recruitment process, business profile and future business/recruitment plans, Nigel Wright created a bespoke recruitment plan to support BEL Valves and help it to raise its 'employer' profile. Nigel Wright nominated an overall account manager to develop and regularly review its service, and organised face to face meetings with hiring managers, to get properly briefed on all current (historic and new) vacant roles. Once Nigel Wright had an in-depth understanding of BEL Valves' business strategy and requirements, it utilised internal marketing resources to write and design on and offline materials, specifically targeted at design and production engineers, aimed at improving the BEL Valves employer brand, making the company an attractive option for candidates in the market. Nigel Wright further advised BEL Valves to rationalise its recruitment suppliers to two preferred suppliers, including Nigel Wright.

### **Client testimonial**

*Nigel Wright believes in working in partnership with its clients and we found this approach very effective. Based on the advice we received from Nigel Wright, we completely transformed our recruitment programme, moving away from a transactional approach to a consultative one, giving Nigel Wright direct access to the highest levels of our business, to ensure it fully understood our needs and could act accordingly, to help us solve our talent issues. The results, so far, have been excellent. HR Manager, BEL Valves.*