

Case Study

SEC Recruitment (a brand of RDL Corporation Ltd) provides specialist and creative recruitment solutions to European blue-chip companies and business intelligence and pharmaceutical businesses, from start ups to FTSE 100 companies.

With offices located in London's West End, the company has a £15 million annual turnover, has 43 employees and 11 apprentices. The apprentices are pursuing Apprenticeships in customer service. SEC Recruitment works with Hawk Training, a private training provider that helps with the recruitment and training of the apprentices.

Since taking on his first apprentices in January 2010, Stuart Britton has been an advocate of Apprenticeships because he has seen the practical results and the competitive advantage they bring to the recruitment industry. SEC won the APSCo Innovator of the Year 2011 Award in recognition for its realisation of the opportunity offered by Apprenticeships, combining corporate social responsibility values with a real bottom line benefit to the organisation.

“Our apprentices have contributed to £900,000 worth of business in two years – I’m very pleased! Our Apprenticeship programme is going from strength to strength and we have plans to grow it further.”

Stuart Britton Chief Executive

Return on investment

The apprentices were involved in the core business from a very early stage and as a result the company's income has increased by a total of £900,000 since beginning the Apprenticeship programme in 2010.

Recruitment

Working with the training provider, SEC was able to shortlist and interview the candidates to achieve a quality intake of 18 to 23 year olds which brought a new dynamic to a workforce which had little turnover. Apprentices are totally flexible and have no pre-conceived ideas, which provides a better option than experienced consultants for their IT recruitment division.

Building a solid, knowledgeable workforce

Through their Apprenticeships, the apprentices have received a sound grounding and knowledge of the recruitment industry. Many of the apprentices have already been promoted to full lifecycle recruiters.

More loyal and motivated staff

The company has seen their investment in their people rewarded by a more highly motivated and a loyal team. On promotion, apprentices are given a reward bonus and a pay rise with targets set for further reviews on performance and pay.

Company values

SEC Recruitment is proud to be helping young people to build valuable careers in sales, careers that they may not have had the opportunity to access without the opportunity that Apprenticeships offer.

Before becoming an apprentice, I was attending university on an accounting course but decided it was not for me. This role suits me as I am



Andrew Stickland
Junior Consultant

naturally very competitive and adaptive. The training has allowed me to develop sales and listening skills. The emphasis has been on our group effort which has been very beneficial.”