

## Yorkshire Forward

The Yorkshire & Humber area is enjoying an impressive rate of sustained growth. The region has recently recorded its fifth consecutive quarterly rise in profitability, testament to the booming business economy, while an average return on capital of 12.4% makes it the UK's most profitable region.



Yorkshire Forward is the Regional Development Agency for the Yorkshire and Humber area. According to Leeds Office Manager, Andy Tierney, the organisation could prove invaluable to many of Jonathan Lee Recruitment's clients in the region.

Yorkshire Forward provides strategic business support on areas as diverse as supply chain development, innovation, marketing skills and inward investment. The organisation also offers businesses access to a wide range of funding opportunities from R & D to venture capital.

Andy explains: "Yorkshire Forward has identified seven clusters in which they are actively investing to accelerate economic growth. One such cluster is 'advanced engineering and metals', which includes the aerospace, automotive, oil and gas, medical and metals industries. We believe it's important that our clients understand what organisations like Yorkshire Forward can offer them – in terms of both financial and general business support.

"Recognising when a client could benefit from the services available means we can refer them with confidence. I've recently spoken to one

client, about to make a significant capital investment, who was unaware of the grants available through Yorkshire Forward. I simply explained a little about the organisation and put them in touch. They were, naturally, delighted that financial assistance was available and were grateful for the information provided."

Almost five million people help make Yorkshire and Humber larger than 80 of the world's countries, including Singapore, Norway and New Zealand! This region boasts one of the UK's most powerful and diverse economies, growing consistently faster than the European average and ranking alongside the top third of the world's economies.

Andy summed up: "We often talk about the added value of working with a reputable recruitment partner like Jonathan Lee Recruitment. Being aware of organisations that provide businesses with advice, guidance and access to funding is just one way in which we can help our clients to succeed in an increasingly competitive world."

For further information contact [www.yorkshire-forward.com](http://www.yorkshire-forward.com)

## Continuous Professional Development

As part of the company's policy of ongoing professional development, the Directors of Jonathan Lee Recruitment are actively supporting the senior management team in taking the Institute of Directors (IoD) 'Diploma in Company Direction' programme.

Managing Director, David Hale, explains: "The importance of corporate governance in the running of a business, coupled with the high number of companies whose failure is attributed to poor management, led us to seek a qualification for our senior management team which would ensure they are aware of all the responsibilities involved in running a business."

He continued: "We feel the IoD's 'Diploma in Company Direction' programme provides exactly the framework we are looking for. The modules are excellently structured, delivered professionally and are highly relevant to a business that seeks to maintain high standards of probity and integrity, whilst competing in a commercially aggressive industry."

David concluded: "Our growth aspirations, coupled with continual

changes in legislation, will mean that sound corporate governance is a vital component of our business model. In my view the knowledge gained through the completion of the IoD's 'Diploma in Company Direction' programme will be pivotal in helping us both understand and rise to the challenges we are facing."

*Left to right: Sophie Jupp - Product Engineering Team Leader, Marc Sanchez - Basildon Office Manager, Chester Boothe - Team Leader, Jonathan Lee Contract Recruitment, David Hale - Managing Director and Tony Hewitt - Head of Infrastructure. All are participants in the IoD Diploma programme.*



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# Open For Business?

Walk in recruitment days can be a valuable tool for clients looking to fill multiple vacancies or for those seeking to provide support to staff facing redundancy. Product Engineering Team Leader Sophie Jupp explains the reasons clients might choose to run two very different types of event.

"Any kind of mass event has to be very carefully handled to make sure both clients' and candidates' time is not wasted. Understanding prevailing market conditions and a client's own particular business needs are both essential in knowing whether the client's objective can be achieved through such an event."

Structured Recruitment Days aim to invite candidates who are suitably qualified for specific positions to potentially meet with one or two named clients. Sophie explains: "These are best held where there are a number of people with the right skills within a close geographical area and where clients have several vacancies to fill in a relatively short space of time. Candidates make an appointment to see one of our Consultants for an initial assessment and those with the right attributes are immediately interviewed by the client(s)."

"The whole process is a condensed format of the full Jonathan Lee Recruitment service. We still screen candidates first and clients only interview those with genuine potential to fill the vacancy in question. It offers the very real benefit of meeting a large number of candidates face to face to get to know them better and to understand exactly what they want from their next career move. Even if they are not suited to these specific vacancies, we are in a much stronger position to help them find something else."



Both permanent and contract roles have been successfully filled through a series of Structured Recruitment Days held for clients during 2005.

Employers may choose to stage Outsourcing Events to provide practical help to staff being made redundant. This kind of outplacement support is especially useful for clients seeking to reduce their headcount whilst maintaining morale amongst the staff that remain. Sophie again: "We are there to give professional advice on the whole job search process - from practical guidance on how to put together a CV and where to look for suitable positions right through to the best way to apply for a job and tips on how to handle an interview. We work closely with the Integrated HR team to deliver outsourcing days for clients."

Anyone interested in finding out if a walk-in day could help them meet their staffing needs should get in touch with Sophie and her team who can be contacted on **01384 446128** or check out the Product Engineering pages of the Jonathan Lee Recruitment website at [www.jonlee.co.uk/productengineering](http://www.jonlee.co.uk/productengineering) and [www.integratedhr.co.uk](http://www.integratedhr.co.uk)

# CIPD Success

Simon Roberts (Team Leader) and Jon Blaze (Consultant) from the Manufacturing team have recently completed their Post Graduate Diplomas (PgDip) in Personnel Management. Both have gained graduate membership of the CIPD and are actively pursuing full membership.

Simon, who completed his course on a part time basis through Coventry University, explained his reasons for undertaking this course: "It's very relevant to my day to day work and has really helped me to understand more about how HR professionals operate. It has also given me a professional qualification to back up the practical management and recruitment experience I have gained at Jonathan Lee. I always knew that recruitment was just a small part of the HR remit, but now I genuinely appreciate the implications of this on how they handle recruitment and how we can provide them with a much more appropriate service."

Jon Blaze intends to continue his studies at Coventry to gain his Masters qualification and explains that he couldn't have completed the course without the full support given by the Company. "I couldn't have achieved this without the backing of the management who have funded the course and enabled me to take time out of the office to attend lectures. I have met other HR professionals on the course who are now using our services and I'd certainly recommend it to others."



Simon Roberts and Jon Blaze

Kevin Harris (Consultant in Contracts) and Carolina Salinas (Consultant in the Commercial Team) are both currently studying for their Diplomas at Solihull and Wolverhampton respectively.

Chairman Jonathan Lee added: "We are always keen to support our staff in their ongoing professional development. Our congratulations go to Simon and Jon who both put in a great deal of time and effort to complete their studies successfully."

# ISO9001 2000

According to the British Standards Institute, customers are becoming more sophisticated, better informed and their expectations are growing. The organisation believes that the only way to keep up is to offer a commitment to quality. Jonathan Lee Recruitment agrees absolutely and for that reason the company is aiming for ISO9001/2000 certification in March 2006.



The certification is specifically focused on customer satisfaction and not only requires the implementation of a quality management system, but also the ongoing improvement of that system.

Dave Powers, who is working on this project, sees the certification as a development of the way Jonathan Lee Recruitment already operates and believes customers will certainly benefit: "By implementing processes to measure customer satisfaction levels and continually improve these processes, we will be able to respond more quickly in developing the services our customers genuinely need."

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# Age Matters

New age discrimination legislation - due to be introduced in October 2006 - will impact on all employers and should not be taken lightly, according to Commercial Team Consultant, Jill Stokes. "Whilst Jonathan Lee Recruitment is a truly non-ageist organisation - with employees spanning four decades - not all employers are so egalitarian."

The proposed legislation seeks to ensure parity between all employees - regardless of age - in all areas of business, including recruitment, promotion, training and a great deal more besides. Whilst the legislation is broadly welcomed, some aspects have inevitably caused concern, not least the timing of its introduction, which some believe does not allow sufficient time for companies to implement the changes in a structured and cost effective way.

SME's in particular need to be made aware that, under the new regulations, the onus will be on employers to give written notification to employees at least six months in advance of their intended retirement date.

Jill concluded: "I welcomed the chance to discuss the new legislation through the Women in Business group. Such dialogue is essential if businesses are to have a genuine chance of successfully implementing the legislation. We will be monitoring the situation closely and will certainly be communicating with our own clients further on the matter in the months ahead."

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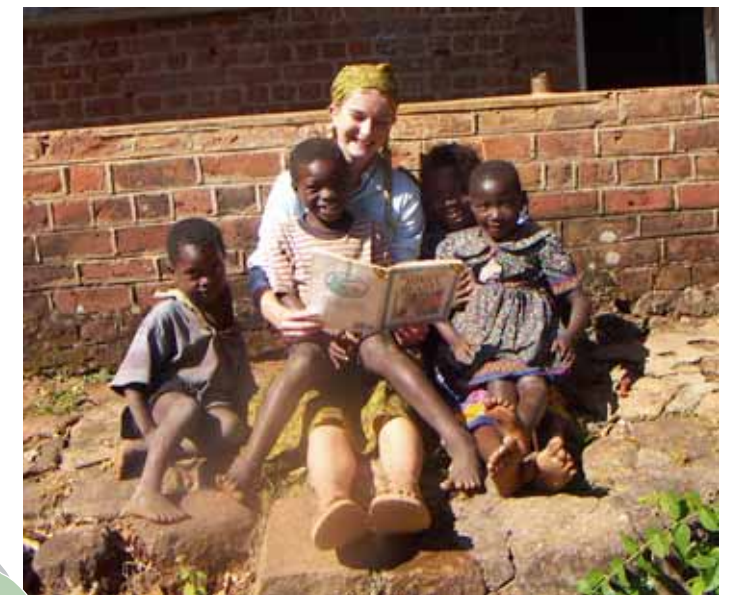
# Malawi Adventure

18-year-old Caroline Rance has recently returned from a life-changing experience to a remote village in the South of Malawi where she spent five months teaching GCSE-level Sciences to students up to the age of 21. Jonathan Lee Recruitment contributed to the sponsorship for Caroline's gap year experience with AV Venture.

Caroline has now started her five-year course in medicine at Southampton University and recalls her experience with mixed emotions.



monkeys on the roof and a very infrequent supply of electricity and water!! I washed in the nearby stream and ate lots of Nsima,



"My house was shared with three British girls and bats, mice, rats and frogs," laughs Caroline. "I used to wake up at five in the morning with

which is a kind of porridge made from maize. The locals eat little else three times a day.

"Whilst we were there, our Malawi neighbour, Mrs Chilumba, caught shingles in her eye and couldn't afford to pay for the drugs; we clubbed together and funded her treatment, building a special bond between us."

Caroline believes she has returned with a much greater appreciation of just how lucky she is to live in the UK having seen first hand the hardships suffered by people living in a 3rd world country. "It was tough at times to see the poverty people lived with, day in and day out, but overall it was a fantastic experience. I'm really grateful to Jonathan Lee Recruitment for helping me to realise my ambition and experience life in Africa".

# On-Line Psychometrics

Few doubt the efficacy of psychometric testing as part of a structured recruitment programme; it has been well documented how the results support selection decisions and in particular identify the behavioural characteristics of a person, thus helping to identify the most suitable individuals for a specific role. However, some organisations find it hard to justify the initial outlay to carry out such tests.

On-line psychometric testing is a new and cost-effective option available through Integrated HR. Candidates can complete the tests in their own home or office (or indeed anywhere they can gain Internet access) at any time - 24 hours a day, seven days a week. Results are scored and integrated automatically, saving test administrators considerable time and delivering reliable results to clients more quickly.

Tests are available in many European languages making them very valuable when recruiting internationally where they bring fairness and equality to the process. In addition, the service means large numbers of candidates can be assessed very effectively.

Lorraine McCracken, Consultant with Integrated HR said: "These on-line tests are ideally suited for testing candidates prior to additional assessment activities - including structured interviews, presentations and group exercises."

In a recent case, a local international company approached Integrated HR to recruit a specialist Senior Manager. Using the on-line psychometric tests in their local language, candidates from across Europe were assessed in an objective and consistent way. A successful placement was subsequently made.

Lorraine added: "Psychometric instruments are becoming increasingly accessible and so long as they are professionally administered by trained and experienced specialists, they can provide invaluable data to any company looking to develop current employees, or recruit new talent.

For more information on the on-line tests or any HR issue, please call **01384 446161** or visit the IHR website at [www.integratedhr.co.uk](http://www.integratedhr.co.uk).

# Supply In Demand

According to the Manufacturing Research Centre's 2005 Logistics & Supply Chain survey, three-quarters of firms now have Board Level responsibility for supply issues. This compares with 71% in 2004 and 69% in 2003. The survey stated that globalisation has increased the significance of procurement and raised its profile (Supply Management 8/9/05).



Lisa Osborne, Consultant in the Commercial Team explains: "As businesses continue to realise that procurement can add real value to the bottom line, high calibre purchasing specialists are in great demand. Not only this but they are now required to demonstrate both

management and business skills. Negotiation, outsourcing and cost control - the traditional skills of a purchasing professional - are no longer adequate. Senior purchasing professionals need to be conversant with a broader business language and must have good organisational and people management skills in order to succeed."

As reported in CIPS/Croner Reward survey in June 2005, senior purchasing professionals' average remuneration is now higher than that within such fields as HR

and Sales & Marketing, reflecting the discipline's growing importance within business.

Historically at Jonathan Lee Recruitment, the bulk of purchasing & supply chain opportunities have been within the manufacturing sector. However, over the past three years, we have seen these opportunities increasing within service-driven sectors as procurement continues to gain more strategic focus.

Lisa summed up: "Purchasing professionals must have the ability to focus not only on procurement, but also on managing ever more complex supply chains and understanding the risks and challenges they present."

Anyone interested in finding out more about purchasing and supply chain opportunities and services through Jonathan Lee Recruitment should check out the website at [www.jonlee.co.uk/supplychain](http://www.jonlee.co.uk/supplychain) or call Lisa on **01384 446112**.



## Commando Carolyn

**Carolyn Davies, Recruiter in the Contracts Team, recently completed a Royal Marines' seven-mile commando assault course raising £85 for charity in the process. Here she recounts how her day went!**

After a safety briefing, our team - Milo's Marauders - set off on the tough three mile run (mostly uphill) into the actual assault course. Here we saw some of the early starters, running towards us on their home straight. "Would I really get that muddy", I asked myself. I was soon to learn that the mud gets everywhere, even between your teeth.

The first obstacle, a 20m tunnel, was followed by a 40m-wade pool, an underwater tunnel and more mud in the black bog, where marines shouted "get your face in it"! The delight of the sheep dip and the smartie tunnel came soon after, where we had to crawl along a tunnel of dirty water, bricks, stones and sand, before running on scree paths, ascending an eight foot mud shelf and finally tackling a further water hazard.

With legs seizing up from the cold and our wet clothes, the team completed the three mile run home and we all crossed the line holding hands. Although we were relieved it was over, we then faced the horror of the showers! First decontamination in tepid water, followed by a freezing shower - care of the local fire brigade - none of which seemed to get me properly clean!

Carolyn said the course was tough but incredibly exhilarating and offered her thanks to all who sponsored her.

"Email me if you're up for the challenge next year. Don't all rush at once!"

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# Salinas In Sales And Marketing's Spanish Success

Since joining Jonathan Lee Recruitment 18 months ago, Spanish born Carolina Salinas has placed a number of individuals in multi-lingual Sales & Marketing roles, both in Europe and Internationally.



"The ability to chat generally in a language is one thing; being able to converse confidently about technical matters is quite another," according to 31 year old Carolina. "I can assess a candidate's ability to speak Spanish at a technical level before deciding whether they are capable of taking on the role in question."

Carolina has placed candidates in positions as diverse as Business Development Manager and Customer Services for international automotive suppliers, a packaging company and a

blue chip supplier to the DIY market in Europe. She also assisted in placing a Spanish speaking Plant Manager.



Senior Consultant Cathy Richardson said: "The world market is changing and there is a growing demand for candidates with language skills, especially in the Sales and Marketing functions where communication is key. Carolina's Spanish language skills have proved to be very useful in providing an additional service in this area to both clients and candidates."

The Sales and Marketing team can be contacted on **01384 446130** or visit their website at [www.jonlee.co.uk/sales](http://www.jonlee.co.uk/sales).

## Celebrity Sellers Top Poll

In a recent survey carried out on behalf of [Salestarget.co.uk](http://Salestarget.co.uk), Davina McCall tops the list of celebrities as the person most women would like to buy from whilst men favoured Richard Branson. Despite his success in managing the country's economy, few people voted for Gordon Brown!

Cathy Richardson shares the view of [Salestarget.co.uk](http://Salestarget.co.uk) who believe that the stereotypical view of sales people as brash and pushy is well out of date. She explains: "I think sales people have suffered a bad press. In the Sales & Marketing team we recruit a lot of experienced engineers into sales roles. These are intelligent, articulate individuals who simply want greater flexibility and a more customer-focused role."

Cathy added: "Sales roles vary enormously and require very different skills, depending on the product or service in question. Our skill lies in recognising this diversity and identifying individuals with the right personality profile, skills and experience to fit each unique situation."

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