



Samworth Brothers began as a family business founded by George Samworth in 1896. Since that time the company has evolved to be a fourth-generation family business, employing around 9,000 people, with a range of well-known brands, such as Ginsters and Soreen. They truly believe in quality ingredients for their products and quality processes, training and work environments for their people, operating from modern food manufacturing and retail sites across the UK.

## **The Objectives**

With an excellent training and development programme already in place, and very successful brands, it's no surprise that the Early Talent campaigns at Samworth Brothers attract large volumes of applications. However, the HR team were looking for support to bolster their candidate experience as they wanted to improve the recruitment journey that applicants experienced.

In order to achieve the very best candidate engagement, recruitment delivery and to be able to offer a personalised and bespoke approach on a large scale, Samworth appointed Cohesion to design and manage their Early Talent Campaign for their 2020 intake.

## **The relationship between Samworth Brothers and Cohesion**

Cohesion spent time speaking with key stakeholders in the Samworth Brothers business, to understand more about the roles and culture within each team.

We spoke to existing employees on the Early Talent scheme, to really understand what it means to be on the programme and what the challenges as well as rewards are. Having that knowledge, relationship and real business insight is key to creating a bespoke recruitment message, that helps to prepare potential employees by painting a realistic job preview.

Cohesion created processes and assessments designed to compliment the Samworth Brothers ethos and values, and ensured the latest best practice techniques were in place to speed up and enhance the candidate journey, with the ultimate aim to deliver the very best candidate experience possible whilst recruiting the very best talent.

## **Solution**

Cohesion managed both the 12 month Industrial Placement, and Graduate campaigns. The campaigns not only included an end to end recruitment process encompassing online application, video interview, online testing, and assessment centre management, but also included:

- Market research and salary benchmarking
- Bespoke Early Talent attraction channels
- Management of brand message and engagement with target universities
- Individual feedback for each candidate at every stage
- Candidate surveys after each part of the process
- Bespoke pre-boarding campaign
- Full Management Information reporting to track each stage and see where interventions in the recruitment process were necessary

## **Results**

Both the IP and Graduate campaigns were delivered within quick timescales (average time to hire only 6 weeks) and were finished off perfectly by the delivery of a successful pre-boarding module and a detailed end of campaign report.

Samworth Brothers along with their new hires were delighted with the results and Cohesion very much look forward to working with them again in the near future.

- 100% candidate attendance
- 100% offer acceptance
- 0 post-offer reneges
- Additional candidates considered for additional roles due to outstanding calibre
- Successful pre-boarding campaign delivered
- Fantastic candidate feedback received

## **What did the candidates say?**

“Even though there were so many candidates, the team at Samworth Brothers made me feel like I was the only one. I hadn’t realised quite how big the scheme was because everything was so personalised, from calls, emails and even the good luck texts. This is the one company that has really stood out to me, out of all of my other applications.”

“Everything moved so quickly, and I was always updated. Every time I completed something I had a clear instruction of what to do next. I really liked that I got texts too, that’s so useful when you don’t always get time to check your emails.”

## **What did the HR team say?**

“The relationship between Samworth Brothers and Cohesion has been very much a partnership. We have had a very successful campaign with both our placements and graduates, which will hopefully be the first of many. From candidate feedback, it is fair to say that the experience and engagement was truly excellent, and candidates have continued

to feel very supported through the pre-boarding module that Cohesion have designed and delivered.

Despite being in a global pandemic, Cohesion managed to fill all roles, with 100% acceptance rate and have continued to go above and beyond with additional communications to ensure candidates remain informed and reassured during an unsettling time”.

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