



How has early talent recruitment changed post Covid 19

July 2021



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Agenda

Introduction and welcome – James Austen, Cohesion

Covid's impact on 16 – 25 year olds – Becky Hopwood, UCAS

Samworth Brothers' approach to early talent recruitment during Covid – Victoria Curtis, Samworth Brothers

Online assessment centres – Tom Stroud, Tazio

How has early talent recruitment changed post Covid 19

Rebecca Hopwood
Head of Sales, UCAS



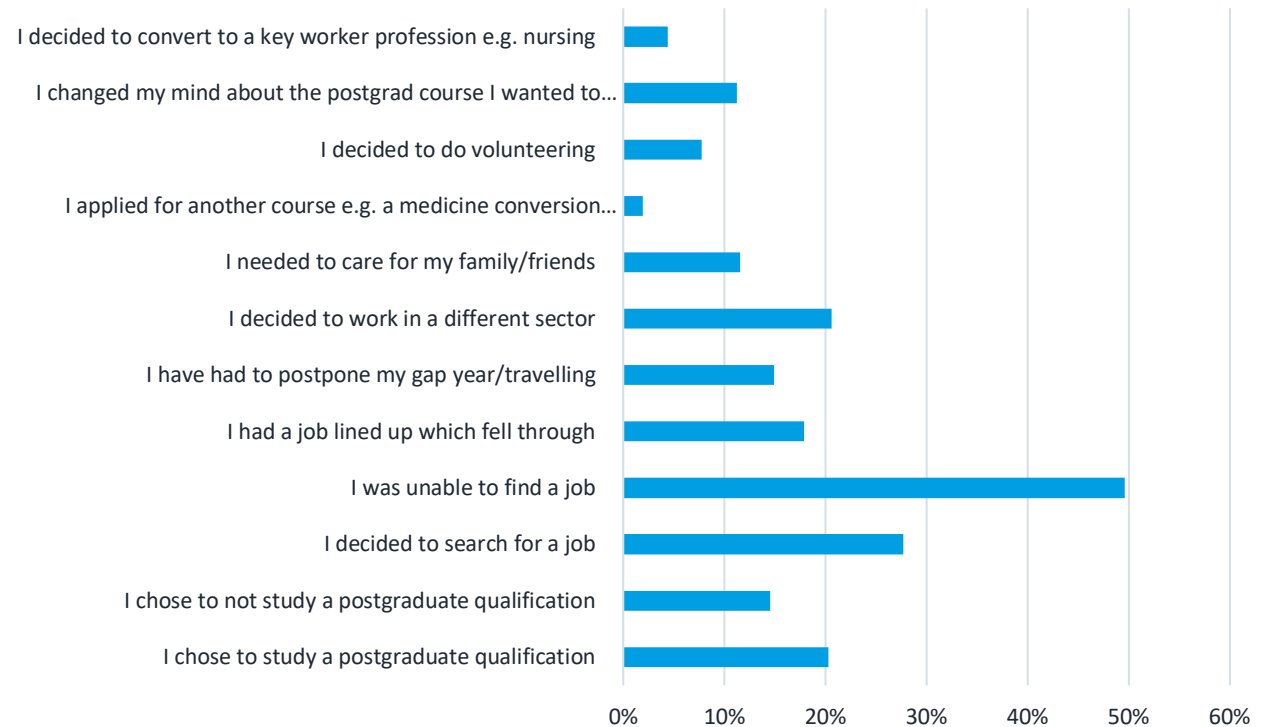
UCAS aims to be the go-to place for all post-secondary options and enable students to navigate apprenticeship opportunities side by side with undergraduate courses.

Clare Marchant, UCAS Chief Executive



Covid has impacted availability and opportunity

58% of graduates said Covid impacted what they chose to do after graduation



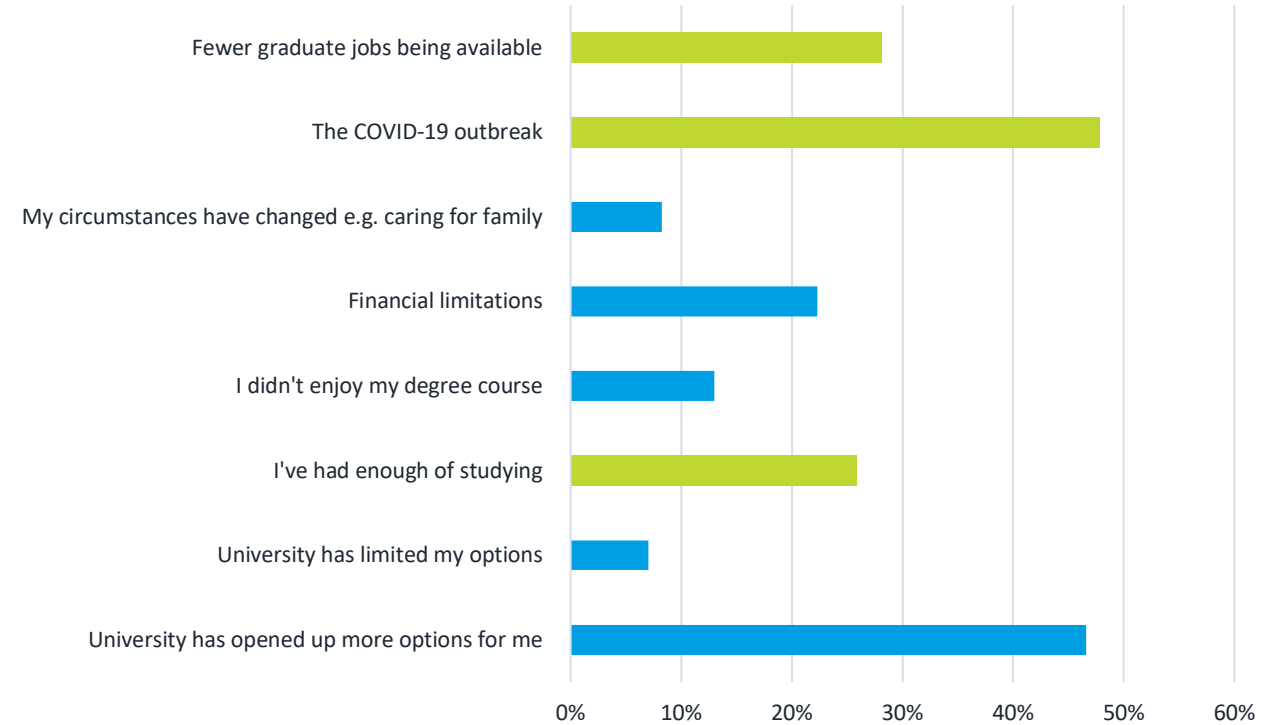
Graduates cited lack of roles as the primary reason

'Graduate schemes and internships I was going to apply for were no longer running'

'It made finding graduate jobs harder, so I am still working part time and am putting plans to move into industry on hold for the year'

'I was unable to secure any internships and unable to go travelling'

48% of final year students
told us it has caused their plans to
change



What caused their plans to change?

'Didn't enjoy online learning during COVID, put me off doing my LPC so unlikely to persue [sic] a career in law'

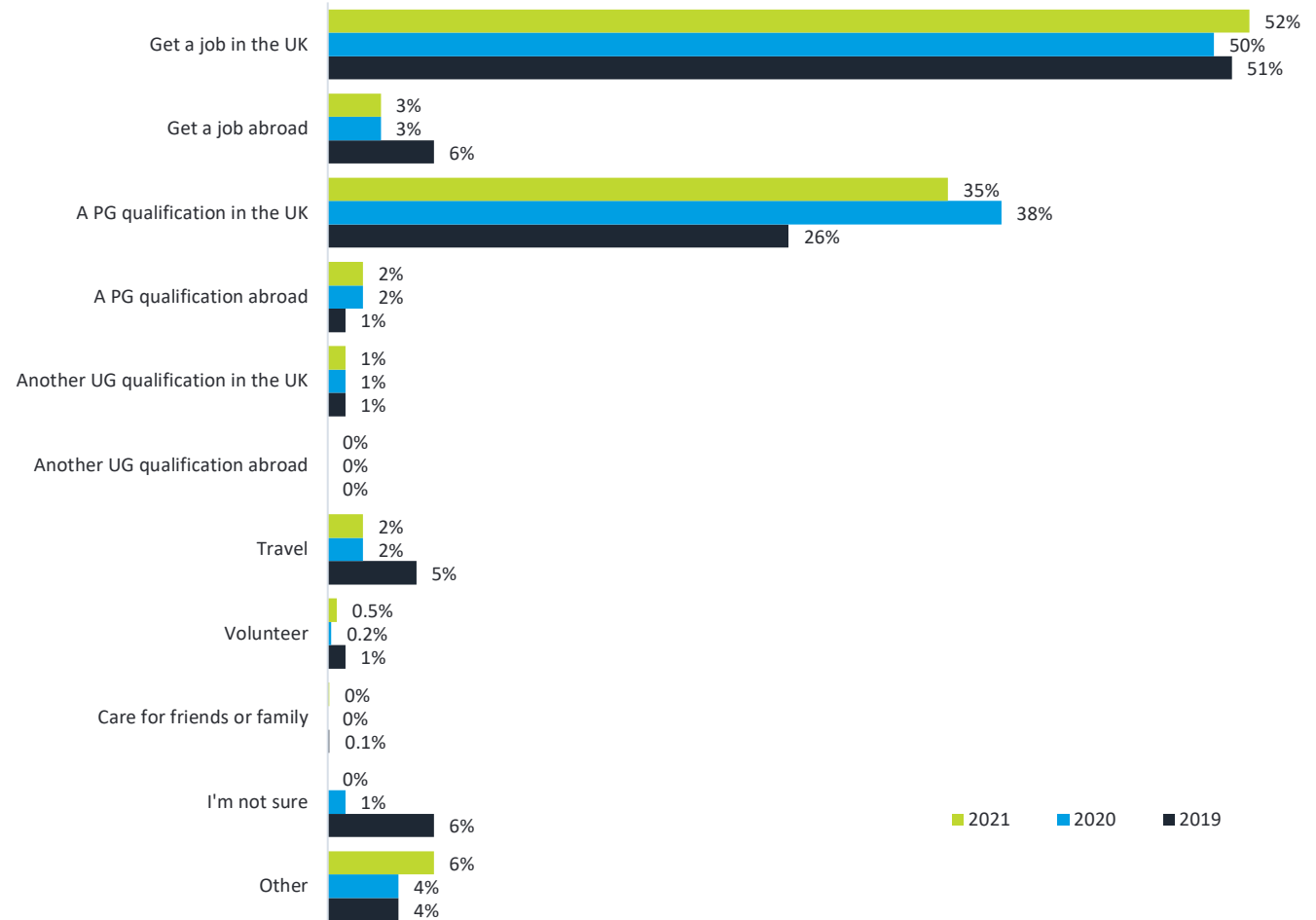
'The Covid 19 pandemic has currently decimated the industry I would like to go into'

'COVID has meant that more industries are looking to work remotely, which potentially opens up more possibilities'

'My plan was to do a master's degree but due to the Covid-19 pandemic I am now forced to get a job to combat financial issues'

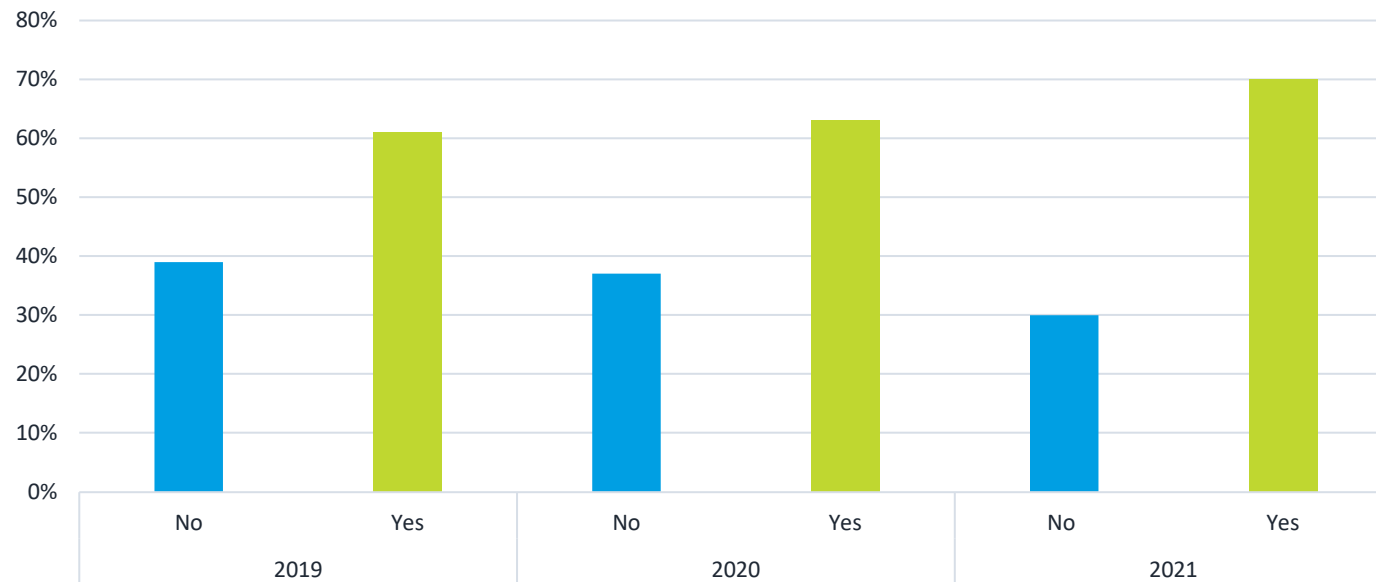
'I would've liked to have started working after my undergraduate degree, but due to limitations caused by COVID-19 it was best to do a masters'

It hasn't impacted their intentions as much as it could have



And they've been resolute throughout

Are your plans the same after graduating as they were before you started uni?



Healthcare one of most popular sectors of interest

2021



2020

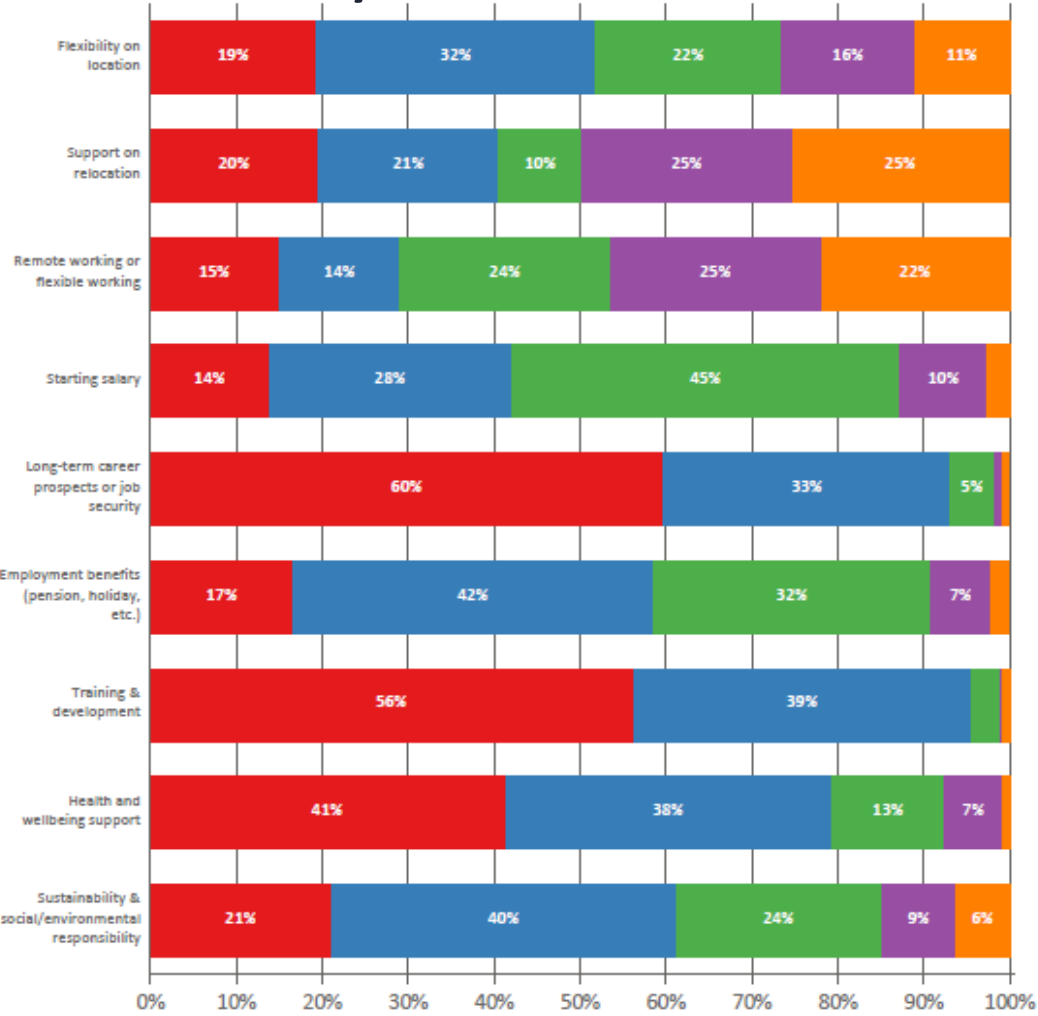




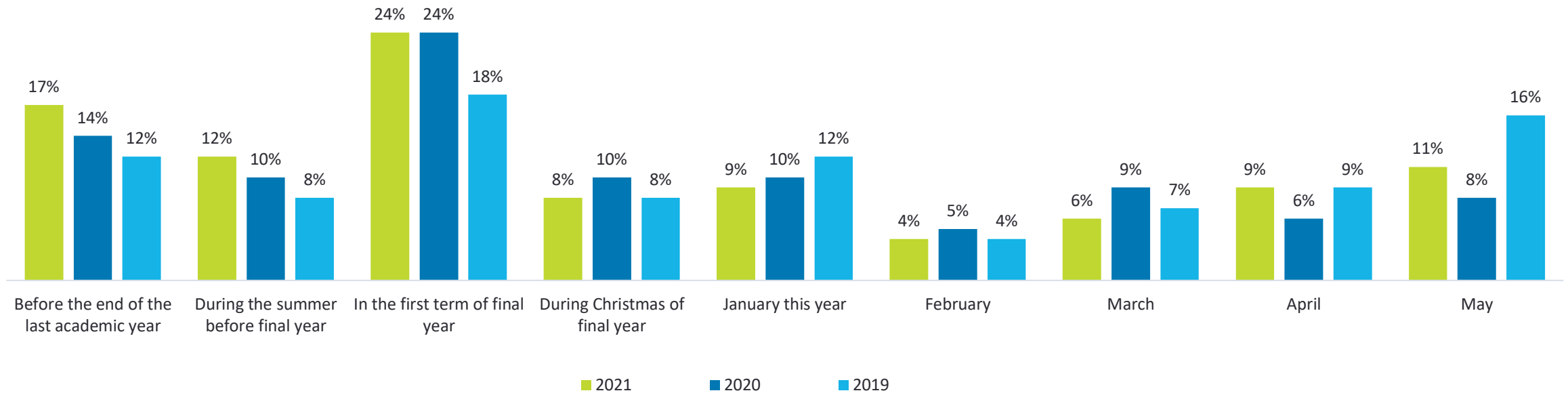
Graduates Final year

Training & development and long term career prospects/job security are most important

- Extremely important
- Important
- Slightly important
- Not very important
- Not at all important



Research is starting earlier



What else we have learnt from our surveys

Interest in apprenticeships is increasing, but opportunities have been declining

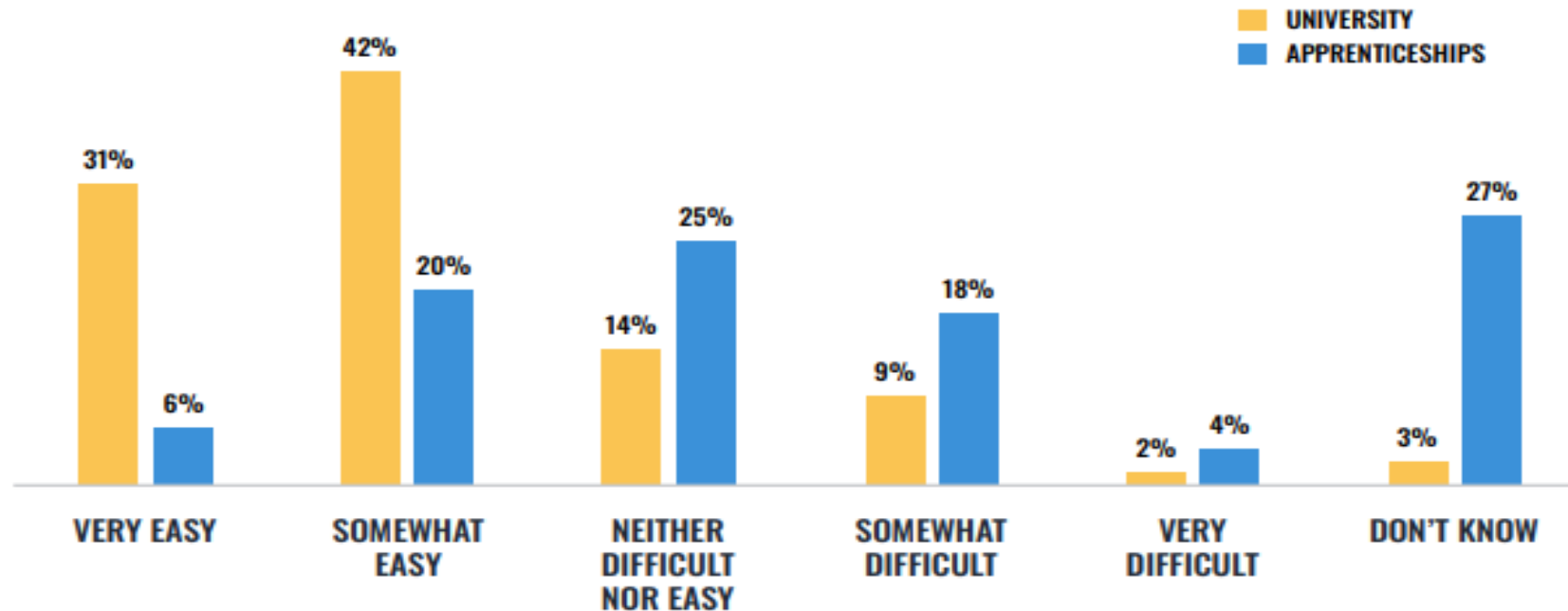
Over ½ of students interested in applying for uni in 2022 also registered an interest in apprenticeships

In Sept 2020, **54%** of SMEs (and **46%** of large employers) felt unable to commit to apprenticeships in the immediate future

In 2019/20, the number of apprenticeship starts **fell** in **every** enterprise size band compared to 2018/19

And it's hard to get information

HOW EASY OR DIFFICULT DO YOU FIND ACCESSING INFORMATION FOR APPLYING FOR THE FOLLOWING?



2 in 5 students believe they would have made better choices with more I&A



60% of these students want the advice pre-GCSE/ National 5



Students who want more I&A are **three times more likely** to have a 'door closed'



More likely to affect **disadvantaged** students

Reputation continues to be an issue for apprenticeships

Only **8%** of students surveyed associated apprenticeships with leading to a good job

And only **4%** of students associate the word 'prestigious' with apprenticeships compared with **76%** for a traditional university degree

Career Finder: careerfinder.ucas.com



Career Finder offer gets 70k users per month, with over **50,000 registered ‘apprenticeship seekers’** who have signed up to alerts

Currently, Career Finder has over 600 registered employers who can post their available apprenticeships
We have strategic relationships with the NHS and Amazing Apprenticeships that provide an API feed into our existing Career Finder service.

What does this mean for employers?

What students want from employers

Practical vs emotional needs at play

Facts

- Role: starting salary, detailed job description, typical day/tasks, specific skills gained etc
- Process: application process and timelines
- Requirements: qualifications/experience/skills/employer expectations

Benefits

- Future prospects and progression
- Examples of previous successful apprentices

'Do i need qualifications?
What qualifications?
What will be expected of
me? Skills that may be
useful Salary Perks How
to contact them'

'For me seeing what they
can offer in terms of
benefits for employees is
important as well as the
chance to progress further
into the company'

What students want from employers

Practical vs emotional needs at play

Connections

- Social aspects of apprenticeships
- Making friends
- Experiences

Overall they are hungry for detail and reassurance

'Any coronavirus restrictions. the average age of an apprentice in their organisation, to allow you to see if you would fit in with the dynamic'

'How many people they're taking on, and whether you would be working with other people your age or you'd be the only apprentice they're taking on.'

Earlier, broader and more personalised

- Almost **1 in 3** applicants receive no information about apprenticeships but **over 50%** are considering alongside University applications
- Learners want more information and advice that reflects all pathways but they expect personalisation
- Potential candidates want more reassurance and information on pastoral support, social and cultural aspects



Thank You

Rebecca Hopwood

Head of Sales, UCAS

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Early Careers post Covid-19

7th July 2021

Samworth Brothers

QUALITY FOODS

Samworth Brothers Overview



Est. 1896

Founded by George Samworth with origins in the meat industry



Family Owned

4th generation family business



14

Bakeries and kitchens with a vast array of capabilities



10,000+

Colleagues across our business

Group Business

Categories



Food to Go
4 Bakeries



Sausage & Deli
2 Kitchens



Prepared Meals
2 Kitchens



Savoury Pastry
3 Bakeries



Plant Based
1 Kitchen

Brands



Enablers



Samworth Brothers
Supply Chain



Samworth Brothers Values

Samworth Brothers

QUALITY FOODS



We are a family

We provide opportunities for all of our people to grow, improve their prospects and reach their full potential.



We take pride

in our work and quality is our way of life. Our business is a force for good and we all play our part in doing things right.



We make things happen

There are no limits to what we can achieve together. We make profit to reinvest in a better future.

Early Careers

	Operations	Commercial	Food Technical
Graduate Scheme		3	3
Placement Year	3	3	4

Challenges



Food Industry
Career Paths



Employer
Brand

candidate
uncertainty

going virtual

candidate
priorities

effective
onboarding

Impact of Covid-19

2020

- **264 applications**
- **88% attendance**
- **13 offers accepted, 2 rejected**
- **all started**
- **On-site Recruitment Day**

2021

- **300 applications (12% increase)**
- **100% attendance**
- **19 offers accepted, 2 rejected**
- **3 retracted (replaced)**
- **Virtual Recruitment Day**

Recruitment

2020

- **Bakery tour**
- **Assessor Brief on criteria, etc**
- **Lunch with current Grads / IP's**
- **Identified first reserves**

2021

- **'Inside the Factory' screening**
- **Assessor Brief on engagement, etc**
- **Virtual lunch / concierge room**
- **Identified all reserves**

How we found it...

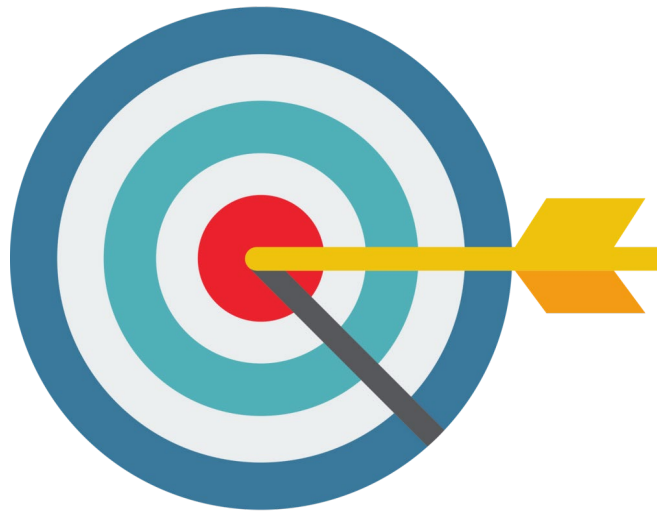
Wins

- Time / cost efficient Recruitment Days
- Less paper and travel – happier planet
- Geography advantage
- Cohesion!

Drawbacks

- Compromise on connection
- Lots more communication and preparation
- Nail-biting!

For the future



- **Opportunity to make a difference**
- **Enrich our programmes**
- **All-round support**

- **Virtual or not...???**



*“OVERCOMING THE
CHALLENGES OF MOVING
YOUR CLASSROOM-BASED
ASSESSMENTS ONLINE”*

TOM STROUD, CEO

WHO IS TAZIO?



Over 10 years of experience



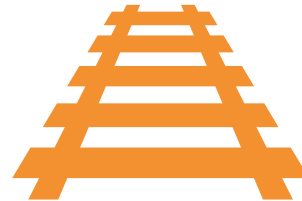
One of the first to launch a video interviewing platform



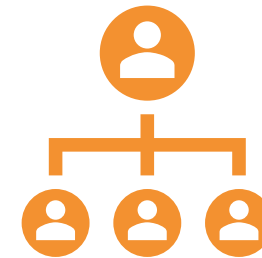
Expanded to offer an AC scoring solution



Developed one of the very first virtual AC platforms



Roadmap: 360s and the future of work with skills ontologies



Our ultimate goal is to help people unleash their potential

ADVANTAGES OF VIRTUAL ASSESSMENT CENTRES



Assess
anytime,
anywhere



More at
ease at
home



Reduced
costs



Secure
documents



Less time
required



Fair and
consistent
process



Automated
scheduling



Automated
feedback
reports



Integrate
with other
platforms



Enviro
-ntally
friendly

PERCEIVED DISADVANTAGES - PLEASE SHARE ANY OF YOUR OWN CONCERNS...



Requires specialist tech



Harder to score social interaction



It's impersonal



Quieter candidates will be overlooked



Concerns over D&I bias



It's expensive



Can't offer physical tests



Assessors not digitally ready

HOW DO WE OVERCOME THEM?

Specialist tech



99% of 16-44-year-olds have relevant access

Score social interaction



Use immersive, fun exercises

Impersonal



Use lots of videos to convey culture

Quieter candidates overlooked



Provide familiarity and confidence

D&I concerns



It's a fair and consistent process

Expensive



It's more cost effective than classrooms

No physical tests



Can video themselves

Assessors not digitally ready



Full training and hand-holding should be offered

WHICH
EXERCISES
BEST
TRANSLATE
INTO A VIRTUAL
AC?

SJT's

Virtual
desktop

Escape the
room

Group role
play

Group
presentation

121
interviews

Panel
interviews

Psychometric
tests

Aptitude
tests

Combine exercises to add pressure

HOW ELSE ARE THEY ADAPTING IN THE VIRTUAL SPACE?



The logo consists of the word "tazio" in a white, lowercase, sans-serif font, centered within a solid orange square. The background of the slide features a light gray geometric design with overlapping shapes and thin lines.

tazio

THANK YOU

Questions

