

# Case study



## Malvern Hills and Wychavon Councils: Transforming recruitment through collaboration

Malvern Hills and Wychavon District Councils, serving a combined population of 200,000, share a Chief Executive and several services, including HR and recruitment managing around 140 hires annually. Despite the team's dedication, outdated processes created significant challenges:

- › Manual, time-consuming workflows
- › Overwhelming paperwork and email chains
- › Inconsistent candidate experiences
- › Difficulty filtering high volumes of CVs

For years, the councils, like many others, used a well-established ATS through their membership in the WMTalent Acquisition shared service, which unites 16 public sector organisations. While the system had served its purpose in the past, changing recruitment needs and rising candidate expectations provided an opportunity to review the technology landscape.

Recognising the need to modernise, West Midlands Employers (WME) led a collaborative review of the recruitment technology market in 2023/24. After an extensive procurement process, Tribepad was selected as the new strategic ATS partner. Its public sector expertise, user-friendly technology, and proactive support made it the ideal solution to meet the evolving needs of WMTalent Acquisition subscribers.

In just six months, WMTalent Acquisition onboarded 14 organisations onto Tribepad's platform. Malvern Hills and Wychavon were among the first to implement the system, completing their transition in just 10 weeks. This marked a significant shift for the councils, as they delivered a successful implementation of Tribepad's platform which is helping to streamline recruitment, reduce inefficiencies, and enhance the candidate journey.

## WMTalent Acquisition: Elevating recruitment for better outcomes

Previously, recruitment at Malvern Hills and Wychavon Councils was fragmented. Applications came from multiple sources, creating inconsistency for candidates and inefficiencies for hiring managers. Onboarding and decision-making often took place outside of a centralised system.

Recognising the opportunity for more than just a new system, Malvern Hills and Wychavon Councils via the WMTalent Acquisition service focused on creating a streamlined approach that connected people, processes, and technology. By embedding Tribepad at the core of recruitment and managing it as a shared service, the team transformed hiring into a structured, efficient, and collaborative process.

### Key improvements delivered:

#### Empowering hiring managers:

WMTalent Acquisition worked closely with managers, providing training and tools to simplify tasks and ensure confident, fair hiring decisions.

#### Streamlined candidate experience:

Centralising applications created a consistent, professional journey, enhancing the councils' reputation as employers of choice.

#### Greater visibility and control:

With all recruitment activities housed in one system, HR gained oversight, enabling strategic management of recruitment while reducing manual workload.

The impact on time to hire has been significant. Managers now spend less time sifting through unsuitable CVs, candidates enjoy a better experience, and the quality of hires has soared. WMTalent Acquisition's collaborative approach has proven that great recruitment isn't just about filling roles - it's about building a future workforce with purpose and precision.

## The Tribepad Advantage

Tribepad's user-friendly system revolutionised the councils' recruitment process, offering:

- > **A responsive, mobile-friendly interface**
- > **Automated updates to keep candidates informed**
- > **A seamless, branded journey from application to onboarding**

From April to September 2024, 77% of over 900 applications were completed, significantly improving engagement and ensuring candidates felt valued throughout the process.

"Our previous system simply wasn't effective - candidates were slipping through the cracks. Now, the experience has transformed. From application submission to the hiring decision, candidates stay engaged every step of the way. If successful, the process flows seamlessly from interview to onboarding. The difference in the candidate experience is remarkable."

Jill Moore, HR Systems and Recruitment Manager, Malvern Hills & Wychavon District Councils

Through the shared service model powered by WMTalent Acquisition, Malvern Hills and Wychavon DC's digitised and automated much of the process, giving managers self service tools that drastically reduced administrative time.

### Key achievements:

- > **Reduced time to offer by 75%:** From 16 weeks to just 22 days, streamlining the hiring process dramatically.
- > **Consistent pipeline of top talent:** Ensuring high-quality candidates, even for the most challenging roles.
- > **Accelerated hiring capability:** Enabled hiring decisions to be made within a single day.

This collaboration demonstrates how shared services, empowered by Tribepad's platform, can deliver efficiency, enhance the candidate experience, and ensure better outcomes for both hiring teams and candidates.

"We're not doing all that manual work now. Tribepad has saved us a huge amount of time. Everything is so much easier than before."

Peter Davies, Recruitment Advisor, Malvern Hills & Wychavon District Councils

## Real results for the Councils

The transformation has been significant. From April to September 2024, Malvern Hills and Wychavon saw:

A 100% increase in average applications per role

75% reduction in time to offer

A standout achievement: filling five Civil Enforcement Officer roles quickly, a feat previously thought to be challenging.

"There's been a huge increase in application quality. We're getting the people now who actually want the job and are willing to invest some effort."

It's hard to shortlist sometimes because the applications are so good! It's very unusual now that interviews aren't successful. We often have managers saying they interviewed three people and would hire all three if they could. Whereas, we wouldn't even have been getting the applications from those people."

Jill Moore, HR Systems and Recruitment Manager, Malvern Hills & Wychavon District Councils

## Delivering success through collaboration

WMTalent Acquisition's support played a crucial role in this success. By choosing Tribepad as their strategic ATS partner, the councils received a solution that met their needs while ensuring seamless service delivery.

This transformation shows how collaboration and modern technology can streamline recruitment, improving outcomes for both organisations and candidates.

**Be part of something bigger - join the WMTribe today!?**

Are you a public sector organisation in the West Midlands? The WM Talent Acquisition Service offers a collaborative, shared approach to attracting and hiring top-quality talent.

If you'd like to learn more about how our service can support your recruitment needs, contact us at [wtribe@wmemployers.org.uk](mailto:wtribe@wmemployers.org.uk)