

Your mission: should you choose to accept it...



Regional businesses rise to the challenge

The challenge is on for Worcestershire businesses to help raise £30,000 through the Worcestershire Women of the Year event for a specialist nurse for St Richard's Hospice.

The Worcestershire Women of the Year luncheon, dedicated to St Richard's Hospice in Worcester promises to be a splendid occasion, and is being held at the Malvern Festival Theatre in October 2003. Louise Hewett, in her role as the current Worcestershire Business Woman of the Year, was moved by the work of St Richard's Hospice to take on the challenge of motivating the regional business community and beyond to assist her in raising the target set for that deadline.

Louise explains: "St Richard's Hospice has a vital role to play in our community, serving some 1,000 ill individuals and their families. The Worcestershire Women of the Year luncheon is recognition of the fact that business and the community are intrinsically linked, and how we as business people can put something back into the community by helping St Richard's Hospice. Let's really go for it and raise this figure!!"

Mission **very** possible

Support for this project is already growing, with Louise forging links and developing opportunities to reach the target £30,000. Regional radio station Wyvern FM has developed a CD to promote the fundraising. The Herefordshire & Worcestershire Business Festival 2003, organised by the Chamber of Commerce and Business Link will be holding an appeal at its Gala Awards Dinner. Committed support is coming from Worcester's Piggiesdiningclub.co.uk (Worcestershire accountants and solicitors), Wyvern FM and Worcester Breakfast Club, members of which have already helped kick start the fundraising, including a very generous individual £500 donation following Louise's appeal at a recent Club meeting.

This is a wonderful opportunity for client companies and candidates wanting to get involved with this key local charity and the fundraising. Please contact Gloria Hodgkins at the Hewett Recruitment Kidderminster office.



Marian Turner - Day Hospice Sister (centre) with patients (l-r) Joyce Haynes & Kathy Taylor-Wright

There are several ways in which we can meet our fundraising mission! Please consider giving in one of three ways, through straightforward donations, sponsorship packages at the Woman of the Year lunch, or as a team building exercise fundraising within your organisation.

In addition, nominations are invited for the Worcestershire Women of the Year, for the categories of 'Business Award', 'Achievement Award' and 'Voluntary Award'. Again, please contact Gloria Hodgkins at Hewett Recruitment for details on how to nominate.

St Richard's Hospice

Established in 1984, St Richard's Hospice, Rose Hill, Worcester, is one of over 200 hospices caring for patients with cancer and other life threatening illnesses all over the country. This is a local, independent Worcestershire charity patronised by Patricia Routledge.

St Richard's Hospice cares for patients in south Worcestershire, working closely with general practitioners, district nurses, hospital doctors and nurses to help patients make the best of their lives despite the effects of their disease. Over the past year alone St Richard's Hospice has supported 1000 patients and their families across south Worcestershire through its extensive programme of services. All care of patients is provided free of charge and all money raised for St Richard's is kept within Worcestershire.

Look what they're saying

At Hewett Recruitment we value every positive piece of feedback we receive. Here are just a few recent client comments.

"Having used your agency for many years in the areas of recruitment, outplacement advice, candidate assessment tests and other specialist services, we have found your services second to none."

E Bradbury
Head of Human Resources
Brintons Carpets

"The qualities which local employers invariably mention [in connection with Hewett Recruitment] are professionalism, competent staff, excellent client management, strong understanding of business needs, quality of client base, strong people focus, aftercare and of course reputation."

Alan Curless OBE Executive Director,
Learning & Skills Council Herefordshire &
Worcestershire

"The quality of Hewett Recruitment staff is an essential ingredient in your success, and there is no doubt whatsoever that local businesses perceive Hewett Recruitment as the premier recruitment agency."

Michael Hardiman
Chief Executive
The Carpet Foundation

"In my view Hewett Recruitment is widely recognised amongst the local community as 'Worcestershire's leading recruitment professionals.'"

Rhian Garbett-Edwards,
GWR Group plc

"You have always managed to get the right character to fit within our sporting environment. Hewett Recruitment has changed my mind on the value of a recruitment agency."

Kathy Leather
Commercial Manager
Worcester Rugby Club

Commitment to role wins national award



Joanne Watkins (second from left) with other winners

Hewett Recruitment Worcester branch manager, Joanne Watkins has been presented a national recruitment award for Best Continuous Development 2002.

Joanne, who was selected over candidates from all over the United Kingdom was presented with her award in November at the Royal Institute of British Architects in London. Commenting on her award, Joanne said: "I have been undertaking regular, ongoing training on behalf of Hewett Recruitment since I joined the company in 1997."

"Each stage of the training has been specific to my requirements at different stages of my role, at both senior and managerial levels, and has also included one on one training sessions at the college in London. This has provided a superb support and development mechanism for me, particularly as all the

training I have received has been tailored so specifically to my individual requirements, to enable me to meet the objectives set for me within Hewett Recruitment."



Joanne receives her award from Fiona Lander

Fiona Lander of Lander Associates, responsible for Hewett Recruitment's staff training and development programmes is delighted with Joanne's success. "The reason we gave Jo this award is because since 1997 she has continually shown an incredible long term commitment to personal growth, and to successfully applying everything she has learned on a day to day basis. Joanne is dedicated and hard working, and is always striving to move forward in her role, and for that we wanted to recognise her."

Congratulations to Joanne from Louise and everyone at Hewett Recruitment.

Recruitment 'Counsel'

A close working relationship with Worcestershire County Council has led to the development of a joint training / advice initiative.

Hewett Recruitment, together with the Council has held a seminar entitled 'Getting the Best out of your Recruitment Agency' to all its staff responsible for the recruitment of personnel throughout the body.

The seminar included a Question and Answer session for Council staff, as well as the opportunity to discuss recruitment issues from a client's as well as the agency's perspective.

The seminar was held at County Hall on 5 February 2003, with all relevant details available on the Council intranet.



worcestershire
county council

Your views matter to us

Feedback from clients matters to us! Here at Hewett Recruitment, we aim to offer the best possible service at all times to client companies, and as part of that, in the early part of 2003, a client survey will be on its way to you.

Your views and opinions are important to everyone at Hewett Recruitment, so we hope you will take 10 minutes to feedback, but as an added incentive, a magnum of champagne is on offer to the first completed survey 'pulled out of the hat' after the closing date. All details will be sent with the surveys – we look forward to hearing from you.

The Red Carpet treatment for companies



Michael Hardiman pictured at Victoria Carpets in Kidderminster who are one of the members of the Carpet Federation

"Hewett Recruitment is not just a 'normal' recruitment company. It really sets itself apart from the rest." So says Michael Hardiman, Chief Executive of The Carpet Foundation in Kidderminster, one of the

companies for which Hewett Recruitment recruits personnel. According to Mr Hardiman, one of the key benefits Hewett Recruitment offers is its focus on understanding not just the client company's individual job specification but also the company's broader commercial needs, its key issues and its place in the business world.

"This really represents the red carpet treatment for organisations such as The Carpet Foundation," continues Mr Hardiman who has worked with Hewett Recruitment for over 20 years.

'understanding what makes my business different'

"When it comes to recruiting, I don't want a 'quick fix' solution. Hewett Recruitment's approach is to understand what makes my business different from everyone else's."

With nine current members of staff, The Carpet Foundation works to promote the generic benefits of carpet to consumers. Mike Hardiman heads a small team of

marketing, technical and administration personnel at different levels, six of whom were placed by Hewett Recruitment to best work as part of the team to help meet The Carpet Foundation's objectives.

'second to none'

"Recruitment is such a central business issue," continues Mr Hardiman. "We are small and cannot afford to take chances – we need the right people. To this end, we often work with Hewett Recruitment employing staff on a temp to perm basis which works extremely well for us. Hewett Recruitment's staff's understanding of our business, together with their reliable, flexible and honest approach means I get a second to none service at all times.

The Carpet Foundation in Kidderminster was established in 1999 to promote the generic benefits of carpets to consumers. It is funded by the top 13 UK carpet manufacturers, who make 60 per cent of carpet manufactured in Britain, with a combined 1,000 years of experience behind them.

Not 'one size fits all' in Europe!

Following the Summer issue of HR Profile and the lead story on the new EU Legislation – Agency Workers Directive or Atypical Workers Directive – the Europe-wide legislation for temporary work agencies, Louise Hewett has continued her active involvement in influencing the direction of the Directive and the issues surrounding it.

Here, we look at some views of a selection of involved people, developed through a series of meetings with and letters to Louise Hewett.

"I agree there is a genuine need for protection of agency workers and our Government has already achieved that protection with recent UK legislation such as the Working Time Directive; Fixed Term Employees (prevention of less favourable treatment) Regulations 2002 and continuing revision of Employment Agency Act regulations etc.

Unlike our European partners, here in the UK we are in the excellent position of low unemployment. Flexibility of temporary staff offers UK business the ability to respond to market forces and employment agencies have played a significant role in contributing to the success of the UK economy by providing that flexibility.

If the Directive were to be finalised in its current form, the repercussions for business

and especially more vulnerable individuals would be extremely damaging.

The key issue here is the proposed six week period after which, under the proposed Directive, temporary workers will have exactly the same rights and benefits as permanent staff, who may have been with an organisation for many years.

Strangling the temping market with red tape could have exactly the opposite effect to that which the Directive is purporting to achieve. Some employers may be tempted to employ people 'cash in hand' and this is where real exploitation could occur and all the rights the UK Government has put in place for temps will be made a nonsense.

My question is – British business, the CBI and the Labour Government are against the Directive in its current form – so why won't Labour Euro MP's listen to their UK counterparts on this issue?



Louise Hewett,
Hewett Recruitment

"The UK Government is not opposed in principle to a directive on temporary agency work, but we are seeking to introduce further flexibilities into the text to make it more compatible with the UK labour market. The Government believes that the six week period in the current draft should be significantly extended."

Alan Johnson,
Minister of State for Employment Relations,
Industry and the Regions.



"The problem with this legislation is that it presents an atypical solution to a problem which is not typical. The recruitment industry is not the same all over Europe.

A Directive which presents a 'one size fits all' philosophy, creating a standard for all recruitment agencies across all the different individual European countries, cannot be supported. The Government agrees with this approach, but unfortunately their own MEPs do not. I urge people to write to Tony Blair expressing their views on this as forcibly as they can."

Philip Bushill-Matthews, MEP

"On a point of principle, I am not opposed to the Directive and I welcome the aim of protecting agency workers, but do believe that the Directive must work in practice in the UK and not hinder our aim of delivering full employment. I am not sure the Directive does this. The qualifying period of six weeks



is too short, with a period of around 12 to 18 months being more appropriate."

Michael Foster MP,
Labour Member of Parliament
for Worcester

Your views...

Where do you stand? What are your thoughts on the Directive and the six week qualifying period? On this vital and contentious subject, Louise would welcome your views. Please give Louise Hewett a call or email louise@hewett-recruitment.co.uk



Rewarding Business

With the Herefordshire & Worcestershire Business Festival organised by the regional Chamber of Commerce & Business Link now forming a key date in the business year, Hewett Recruitment is delighted to be taking part in the 2003 Festival on 13 March.

As last year, Hewett Recruitment is again sponsoring a category at the prestigious Gala Awards and Dinner. The prize of 'Best Service Company' is being sponsored by Hewett Recruitment at the 2003 Visit www.businessfestival.co.uk or see local press to find out more.



Winners from last year's Business Festival awards



Shay McConnon

Worthwhile - in every sense

Look out for details soon from Hewett Recruitment of a very worthwhile business motivation seminar. Leading international business speaker Shay McConnon will be at Worcester Rugby Club on 7th April. Shay is a graduate in psychology and an authority in the field of inter-personal skills. He has developed a unique blend of magic, humour and common sense in his keynote presentations.

Hewett Recruitment seminars are usually free of charge, however, for this event ticket prices will be £20.00 with all proceeds going towards St Richard's Hospice, towards the funding for a Specialist Nurse (see page one).

Going swimmingly

June Smith in Hewett Recruitment's accounts department is justifiably very proud of her 15 year old daughter. Since reporting on Amy's success in a recent issue of HR Profile, June's daughter has swum from strength to strength. Amongst her aqua achievements include swimming in the finals of the Luxemburg Open, the Commonwealth Trials, coming 5th (50m freestyle) and 8th (100m freestyle) in the Youth National Championship. Well done to Amy for competing against names such as Karen Pickering and Alison Sheppard in the semi finals of the British Short Course in Cambridge. Closer to home, Amy has smashed the junior 50m freestyle Worcester County record three times in 2002.

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Oh baby!

Congratulations to Joanne and Gary Watkins on their impending new addition to the family. Jo and Gary who married in 2001 are expecting their first child at the end of April this year.



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