



City of Westminster



HOW WE REDUCED RECRUITMENT MARKETING SPEND BY 40% WITH A NEW EMPLOYER BRAND

In a tumultuous recruitment market, Westminster City Council turned to PeopleScout and their internal talent advisory agency, TMP Worldwide, for talent advisory consulting and an exciting new employer brand to help them challenge misperceptions and compete for top talent.

SOLUTION HIGHLIGHTS

- **40% REDUCTION IN RECRUITMENT MARKETING SPEND**
- **OVER HALF (55%) OF ALL OFFERS FOR SENIOR LEVEL POSITIONS WENT TO WOMEN**
- **B.A.M.E CANDIDATES FOR SENIOR ROLES INCREASED BY 7% YEAR-OVER-YEAR**
- **INCREASED INTERNAL MOBILITY FOR EXISTING EMPLOYEES**
- **PROCURED VIA THE LGRP LOT 4 FRAMEWORK USING THE DIRECT AWARD OPTION—A QUICK AND COMPLIANT PROCESS**

Case Study: Employer Branding

CASE STUDY: EMPLOYER BRAND

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SITUATION

CHALLENGING PERCEPTIONS

Westminster City Council faced a perception challenge. Westminster is a place that conjures images of affluence. Home to the likes of Buckingham Palace and the Houses of Parliament, it has a reputation as a tourist hub and a playground for the rich. In reality, Westminster is a London borough with a vibrant community and complex social issues which are magnified by the area being more high-profile than other parts of the city.

GIVING VOICE TO A DIVERSE COMMUNITY

Another barrier to recruiting new talent was the unfair reputation that local authorities are slow, bureaucratic and lack innovative thinking—especially when compared to connotations of the private sector. We needed to develop an impactful brand and a unique voice to connect with potential candidates. And we needed to create a recognisable and memorable advertising strategy that would cut through the noise and establish the council as not only a leading employer, but also a welcoming and accepting environment for people from diverse backgrounds.

SOLUTION

WADING INTO THE CULTURE

Our employer branding experts performed in-depth focus groups and interviewed stakeholders across the council to understand the lived experience of the people who made the organisation and borough tick. What we found was story after story of outstanding people making decisions, creating initiatives and developing ideas that made a far-reaching impact on the lives of people who called Westminster home. The stories we heard were incredibly impactful, so we decided to amplify these voices and allow them to shape the council's image.

BURSTING WITH PERSONALITY

We settled on a theme, The Extraordinary Story of...

The campaign focused on the personal stories of Westminster City Council employees, each one bursting with personality, hardship and triumph. We wanted our headlines and films to stand out not because they are eye-opening, but because they are a real part of Westminster City Council's culture and history. The stories that we collected are raw, brave, and powerful, and every one of them deserves to be told.

BRINGING AUTHENTIC STORIES TO LIFE

We spoke to, filmed and photographed City Council employees and Westminster residents. Authenticity is an easy thing to strive for but a hard thing to pull off, so we used a simple, paired-back photojournalistic style to let these stories speak for themselves.



→ DAPHNE'S STORY



→ SHOFA'S STORY



→ STEVE'S STORY



→ JON'S STORY



→ COREEN & CLAUDIA'S STORY



→ SERENA'S STORY

We matched the stories to each job type and leveraged the videos in job adverts, in recruitment marketing materials, on social media and on their careers portal. The goal was for candidates to see Westminster City Council as a place that would welcome and support them. We wanted to position the Council as an extension of Westminster and as an organisation that works with and for the community it serves.

RESULTS

With a new unified brand based on three fundamental pillars—authenticity, honesty and compassion—we produced some impressive results for Westminster City Council:

- With the new campaign, vacancies were being filled after just one round of ads. Advertising costs dropped by more than 40% due to the reduction in repeat advertising.
- For senior level positions, over half (55%) of all offers were made to female candidates.
- B.A.M.E candidates for senior roles increased by 7% year-over-year.

The employer brand materials we created are also being used internally, raising awareness of the opportunities available to employees and increasing internal mobility with on-going positive results.