



KPI NOW LAUNCHES TWO NEW DIVISIONS!



Frann Webb



Gemma Whittaker



SPRING 2024

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Living Wage Rise

How will your business react?

Star Sign

Crewe Alex Star Signs Up

Budget

Chancellor on the charm offensive?

Keeled over but not out:

10 years at KPI for Lady Callan

Plus much more...

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Frann Webb Heads Up Retail Division For KPI Recruiting

KPI Recruiting has continued its expansion with the appointment of Fran Webb to head up KPI Retail which will recruit and supply personnel at all levels for retailers, from Security Guards to Directors.

Fran's background includes nearly eighteen years in recruitment, many of those working within retail with some of the UK's biggest recruitment agencies. KPI's Retail division will focus on recruiting the best talent for the retail sector's many different requirements including Sales Assistants, Store Managers, Regional Managers, Designers, Department Heads, Brand Managers, E-Commerce Specialists, Buyers, Merchandisers and Supply Chain personnel.

Vision for Retail Recruitment

"KPI Retail is committed to shaking up the retail world," said Fran. "As a forward-thinking, paradigm-shifting, industry-disrupting kind of company, KPI's vision is to transform the retail market one placement at a time, ultimately aiming to build a brighter future for both businesses and employees."

To accomplish clients' goals, KPI deploy a never-fail strategy:

- We listen and drill down into the detail of what your business really needs from its people
- We provide solutions by innovating, challenging the norm and aiming for the best
- We provide a market-leading service which businesses can genuinely rely on



Welcome Lily-Mae Farrow From Resourcing to Recruiting

I am incredibly excited and grateful for the opportunity to take the next step in my career as a Trainee Retail Recruitment Consultant. The promotion from a Recruitment Resourcer to this role is a testament to my hard work, dedication, and skills. I am looking forward to using my knowledge and experience to excel in this new position and contribute to the success of the team.

I am confident that this promotion will bring new challenges and opportunities for growth, and I am eager to tackle them head-on with enthusiasm and determination.





GEMMA TAKES LEAD ROLE IN KPI FINANCE

KPI has recruited Senior Recruitment Executive Gemma Whittaker to head up their finance division which specialises in top-tier permanent recruitment solutions tailored specifically for the Finance sector.

Gemma joins KPI from a well-known recruitment agency and brings over a decade of recruiting experience to complement KPI's growing client base in the sector. Based in KPI Recruiting's Warrington office, with clients throughout the country, Gemma's role will be to further increase KPI's footprint in financial recruitment, service KPI's existing clients and focus on sourcing board-level and senior finance candidates.

“Financial recruitment is my forte.”

“I've been involved in recruitment either as a manager, business owner or a recruitment consultant for over ten years,” said Gemma. “Finance recruitment is my forte. Having run my own business, I know how important finance personnel are and how crucial recruiting trusted people with the right skills is to the success of a company.

KPI ON CUE TO SUPPORT PROFESSIONAL WOMEN'S POOL PLAYER LINDSEY ROBERTS IN FIRST YEAR AS A PRO



Lyndsey Roberts is aiming to beat off tough competition in this year's Women's Ultimate Pool Professional Series which sees the top 32 ranked women players from 2023 compete in the newly formed Pro section across 10 tournaments over 5 weekends during 2024.

Lyndsey, who owns Dishers Pool & Snooker Club in Crewe, has started the year ranked number seven in the Women's Pro Series and will be vying to overcome all the top seeds including close friend and roommate Amy Beauchamp (seed number 1).

Amy beat Lyndsey in the Final of the Grand Final of 2023 and Quarter Final of the first tournament in February 2024.

Lyndsey said, "The Ultimate Pro Series this year offers increased prize money and there's no doubt the competition has got tougher. It's thanks to support from sponsors like KPI that I'm able to compete in this Series. Finding time to put the hours in on the practice table is hard when you're running a business, but we've had a new table put in to allow me to focus on my preparation for each tournament."

KPI's Managing Director Ryan Jardine said, "As a big supporter of local sports, sponsoring Lyndsey was an easy decision. Our relationship with Lyndsey and Dishers goes back a long way and it's not often we can say we have one of the best in the world on our doorstep. Lyndsey shows immense dedication to the sport every day."

Lyndsey will continue her campaign at Events 3 & 4 at the Grand Hotel in Blackpool in April. There are five weekend stops, with two Pro Series events taking place at each one.

The remaining dates are:

Events 3 & 4 | April 5-7

Events 5 & 6 | June 14-16

Events 7 & 8 | September 20-22

Events 9 & 10 | November 22-24

The winner of each event takes home £1,800 with the runner-up collecting £900, semi-finalists £500 and quarter-finalists £250.

You can find out more about the Ultimate Pool Women's Pro Series [here](#).

Follow Lyndsey's progress through this year's Women's Ultimate Pool Pro Series by following KPI on Facebook, X, LinkedIn and Instagram.



Budget Reaction: Final Punt from Mr Hunt?

UK Chancellor Jeremy Hunt has served the final Budget of the current governmental tenure. With the Conservatives looking unlikely to get in for another term, we may have expected him to throw some money around to woo consumers and businesses. Unfortunately for Mr Hunt, the cupboard is pretty bare. And after the tumultuous demise of his predecessor, the Chancellor probably (rightly) thought that gimmicks and flashy tax cuts were too much of a gamble.

Heartening news for employers

That said, there was good news for tax-payers with 2 pence deducted from National Insurance, which is also heartening news for employers, who will hopefully benefit from lower wage rises to cash-strapped workers and also see more people applying for lower-earning jobs as the deduction is designed to remove, as the Chancellor termed it, the “penalty on work.”

Other good news took a somewhat less exciting tone with freezes rather than reductions with fuel duty & alcohol duty the same for another year. The salary threshold at which child benefit is withdrawn has increased though from £50k to £60k which will relieve more pressure for the squeezed middle.

How does he pay for this?

Funding his £12.6bn a year of tax cuts, the Chancellor set about the people most politically expendable, i.e. Non-dom tax avoiders, energy companies and vapers.

These measures should raise nearly £7bn by the end of 2028 and included:

- reforming non-domiciled tax status
- extending the oil and gas windfall tax for an additional year
- adding a new tax on vaping
- increasing the levy on non-economy class air travel
- raising tax on furnished short-term home lets

KPI MD Ryan Jardine said, “The budget offered a bit less than we were hoping for in terms of help for businesses, although there is some welcome encouragement for workers and those looking to get into work. It’s doubtful that these somewhat conservative (with a small c) measures will change the trajectory for the economy or the election. Whilst KPI has enjoyed an encouraging start to the year, the new business we’ve won is more about our unique offering rather than a booming UK economy.”

COMMERCIAL RECRUITMENT

YOU WON'T BELIEVE THE TOP TRENDS WE'VE NOTICED IN 2024!!!



2024 has so far started well for KPI's commercial recruitment team with some record-breaking months. However, the business support industry evolves quickly and is hard to navigate at times with some fascinating new developments emerging already in 2024 that will challenge recruiters. The following changes are the ones we've noticed most so far this year:

****Amazing Shift in Remote Work and Flexible Arrangements:****

The COVID-19 pandemic accelerated the adoption of remote work. Many organisations are likely to continue offering a flexible working arrangements as it's clear that this influences candidate preferences and has a direct impact on how the recruitment process is conducted. However, so far this year, we have seen a remarkable shift from less WFH to a more office-based approach. Clients of a certain size often have the infrastructure and technology to sustain the WFH model, but SMEs are finding productivity has dipped in some industries, and therefore are reverting back to their previous ways of working.

****Digital Transformation in Recruitment continues AT AN EVEN FASTER PACE.****

The use of technology, including artificial intelligence (AI) and automation, is expected to continue shaping the recruitment process in 2024. This includes AI-powered applicant tracking systems, chatbots for initial candidate interactions, data analytics for better decision-making & AI CV writing. As useful as some of these developments have been, there are still some grey areas and potential cons surrounding this. Losing personal communication throughout a recruitment procedure is proving a challenge to both candidates and clients: ultimately, the hiring process should be human. AI generated CVs are easy to spot and recruiters, hiring managers and candidates can tell the difference, so, if you are going to seek additional support, make sure you proof-read!

****Focus on Diversity, Equity, and Inclusion is a must:****

Companies are increasingly prioritising diversity and inclusion initiatives in their recruitment strategies. This involves implementing unbiased hiring processes, addressing pay gaps, and creating an inclusive workplace culture. Obviously, this is not new for 2024, but it's something that is very apparent in today's labour market and only becoming more important. Businesses are switching on to the fact that people with diverse backgrounds bring a change in perspective, approach and delivery. These new ways of thinking and problem-solving are bringing previously unimagined benefits and opening new markets and opportunities.

****Skills-Based Hiring is the New Kid**

Back on the Block:**

2023 saw a shift towards skills-based hiring rather than a credential-focused approach. Employers are placing more emphasis on assessing candidates' practical skills and abilities relevant to the job. Why? Because... time is money and margins have tightened over the last couple of year. Whilst we all want to recruit 'potential' it's cheaper in the long run to recruit people who can hit the ground running and do the job now, rather than train someone with 'potential' to do it. Plus, it's also down to talent shortages in key technical roles. Companies are starting to take less notice of experience, education and background to focus more on whether candidates possess the practical skills to perform specific tasks.

****Candidate Experience Enhancement:****

Employers are recognising the importance of providing a positive candidate experience. This includes streamlined application processes, effective communication, and a transparent recruitment journey to attract and retain top talent. Businesses need to 'sell' as much as they 'buy' in an interview and think about every aspect of the process when they first meet a candidate. This needs to include detail on things like: parking spaces, directions and meet/greet arrangements: just like your interviewee, you only have one chance to make a first impression. You should also spell out clearly at the start what the time-frame, structure and of the interview process will be, stick to it and communicate within your set timelines – even if it's to say the process has been delayed. Not keeping in touch is a surefire way to miss out on a potential new employee.

****Employee Well-being: Creates loyalty & productivity:****

Organisations are incorporating well-being initiatives into their recruitment strategies to attract and retain talent. This includes mental health support and benefits that contribute to overall employee wellness. It also includes 'listening' and 'connecting'. Switched on HR departments hold regular engagement days and 'open door' days which give employees the opportunity to get involved on a more emotional level with your business, which will strengthen bond and make staff retention easier. Plus, if staff has problems and you help resolve them, you have a happier, more productive workplace.

****Upskilling: The new route to better retention AND recruitment:****

With the rapid pace of technological change, companies are investing in upskilling and reskilling their employees adapt to evolving job requirements. Whilst this is positive news for staff retention, it can also benefit external recruitment strategies as well. Demonstrating your ability to develop employees is seen as a real plus-point for potential recruits: they are far more likely to join

****Social Media: Continues to be crucial to build your Employer Brand:****

Social media platforms continue to play a significant role in recruitment. Companies' recruitment campaigns should leverage existing favourites like LinkedIn and Facebook, but also try newer platforms such as... Tik Tok (which is beginning to produce remarkable results for some sectors) for employer branding, talent sourcing and engagement. Whilst Google, TrustPilot & Facebook are ideal portals for customers feedback, they also provide insight for potential employees and there are plenty of employee-specific feedback sites now such as Glassdoor, Go Work and Indeed. Although it's highly unlikely that a company will always enjoy 5-star reviews across the board, it's also imperative that businesses monitor and measure their online reviews as an employer and give a measured response wherever possible.

**Businesses
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APPRENTICESHIPS

AT KPI : THE NEW ROUTE TO A CAREER IN RECRUITMENT

Apprenticeships are providing a successful route into careers in Recruitment at KPI. Four apprentices we enrolled last year are progressing well and are on course to complete their qualification later this year.

We asked our four apprentices:
What do you enjoy most about
working at KPI?



Oliver Garner – working with our Industrial Team in our Stoke Office.

“The thing I enjoy most is having an amazing team and them pointing me in the right direction regarding my apprenticeship journey so far; this is shown directly through them winning Branch of the Year and being shown the appreciation they well and truly deserve.”



Lauren John-Lewis – working with our Driving Team in our Crewe office.

“My experience at KPI so far has been brilliant! I enjoy the vibe, and the Driving Division team I’m working with drive me in the right direction to further my career.

The feeling of matching candidates to the best and most suitable job for them is unbelievable.



Ellie Clarke – working with our Commercial Team in our Stoke Office.

“The people that I work with! Spirits are always high in the Stoke Head Office & I love the balance between having a laugh and getting along with the team whilst also getting our heads down, working hard and getting the job done.”

KPI will be recruiting even more apprentices in 2024 across our network of offices in Crewe, Glasgow, Manchester, Sutton, Stoke, Telford, Warrington and Wigan. We are looking for people to join our teams working in Commercial, Driving, Hospitality and Industrial recruitment as well as Accounts. Know anyone who may be interested?

Contact HR@kpir.co.uk or call Jessie or Sarah on 01782 712230.



Millie Johnson-Clarke – working with our Commercial Team in our Crewe office.

“From the beginning, my Apprenticeship experience at KPI Recruiting has been incredible. I cannot even begin to thank all of the amazing people here who have helped me to become the person I am today. From the start of my recruitment journey, there was a huge amount of support and encouragement from everyone, including Consultants and Directors.

I owe a very special thank you to Ryan Jardine for offering me this opportunity, as well as paying for 20 of my driving lessons... which led me to pass first time!

Another great big thank you goes to Charlotte Carr, my Commercial Manager, who has motivated me to make great choices and guided me to become successful in the recruitment world. KPI Recruiting plays a massive part in my life and has taught me how to become a hard-working adult. I wouldn't be the person I am today without them.”



TACKLING THE TEACHER SHORTAGE IN ENGLAND

Introduction

As everyone talks about the economy, recession, inflation, the government, etc. let's talk about something that we believe at KPI Education is the real burning issue of current times: the shortage of teachers in England. It's a challenge we're passionate about tackling head-on, and we've been diving deep into the issue. A recent report from the House of Commons Library titled "Teacher Recruitment and Retention in England" has shed light on the situation, and we're here to explore how KPI Education is making a difference.

Understanding the Situation

As more students enter schools, there's a growing gap between the number of teachers needed and those available. Classrooms are getting overcrowded, and schools are struggling to find qualified educators to fill teaching positions. Compounding this challenge is the issue of teacher retention – many experienced educators are leaving the profession due to factors like workload, lack of support, and burnout. This exacerbates the recruitment issues, as schools not only need to find new teachers but also retain the ones they already have.

In a recent report from the CIPD, of all the sectors in the UK economy, Education had the highest percentage of vacancies that were defined as 'hard-to-fill' (52%). Every one of those vacancies that remains unfilled creates a problem for our children now and in the future. It's a problem that's putting pressure on our education system and our economy further ahead, and we're committed to finding solutions.

Expanding on Solutions

At KPI Education, we're all about nurturing talent and building a pipeline of skilled professionals ready to make a difference in education. We work closely with the best graduates, providing support and guidance as they embark on a rewarding career in teaching. Our goal is to make the teaching profession more appealing and accessible, ensuring that schools have access to the skilled educators they need to thrive.

Supporting Our Educators

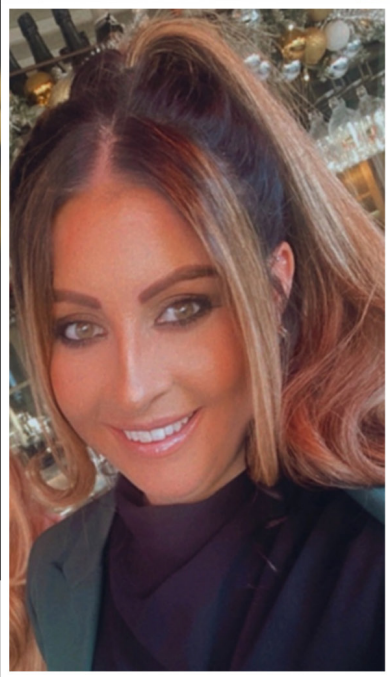
Teaching is demanding work, and we understand the challenges that educators face. That's why we're dedicated to providing ongoing support and resources to our teachers. From mentorship programs to professional development opportunities, we're here to help our educators succeed and grow in their careers.

Coming Together

But we know that it will take a collaborative partnership with schools, policymakers, and communities to address the teacher shortage crisis. By working together, we can develop innovative solutions and create a brighter future for education in England.

Wrapping Up

So, that's where we stand on teacher shortages in England. It's a complex issue, but at KPI Education, we're committed to being part of the solution. By nurturing the next generation of talent and working together with our partners, we can make a real difference in education and ensure that every student has access to quality teaching. Let's keep the momentum going and build a better future for education in England, together.



10 YEARS OF GREAT SERVICE

Keeley Callan

How long have you been in recruitment?

13 years – an unlucky number for some!

How long have you been at KPI?

10 whole years I've now spent at KPI! In dog years it must be way over 100 by now.

What's the best thing about working at KPI?

Just the general madness of this place! I don't think this environment could be replicated elsewhere! The random ideas, crazy events we hold, the people and the flexibility we have to be so agile and change direction as we need to, based on the economic market. No two days are ever the same which I absolutely love.

Describe working in Recruitment in 5 words

- Ever changing
- Exciting
- Stressful!
- Challenging
- Extremely rewarding (when all goes to plan)

What does your average day look like at KPI?

I split my time between our Commercial teams in Crewe and Stoke. Candidate attraction, resourcing extraordinaire, new business sales, client meetings and mentoring our wonderful consultants are all aspects of my daily role. I like to keep myself involved in the day to day duties of a billing recruiter and still love the buzz of filling a juicy role with the reward of a big fee! I should probably also say the joy and appreciation you get from your candidates once they are placed is a great feeling. I still have clients who I placed or worked with 13 years ago!

What made you join KPI and has the role lived up to your expectations?

I was excited by the prospect of joining an independent agency who wanted to grow and expand on their commercial offering. At the time their Stoke office was relatively new to the area and I wanted to go on the journey with them. Liz was also a big deciding factor for

me – a beautiful and strongly assertive business woman who I felt I would love to work for. Joining KPI, growing my career and being part of this company's ever-growing success, has been the best decision I've ever made.

How is KPI different to your previous job?

This place is utterly unique to say the least! I love the flexibility and freedom I have to make decisions for my business sector, to lead from the front and adapt and change as we need to. I also get the opportunity to work with my wonderful best friend Lily James every day!

How do you think your colleagues would describe you?

Probably competitive, a perfectionist, a tad bossy and a tiny bit mad! I'd like to think they know it all comes from a good place as I want them all to do incredibly well and push themselves to achieve more and more with their careers. So, I'm going to say inspiring, motivational and supportive.

What is your biggest challenge at the moment at work?

People! From the perspective of internal staff recruitment – where are all the salesy, customer focused, go getters?! (If you know any... please let me know).

Also from a client and candidate perspective; it's not always easy matching up a client's expectations as well as a candidate's. The market is super competitive and candidates are here today, gone tomorrow. We need to ensure that we stay ahead of our competition, build strong client relationships and build our candidate pipelines continuously.

Outside of KPI, what are your interests?

I'd say I'm a social butterfly so anything involving going out with friends and family to nice bars and restaurants, I'm into! Most of my weekends are jam packed with socialising! My little boy Asa is the light of my life, so I also have the less glamorous responsibilities of "football mom" in the week for training and weekends for matches. I thought I was destined to be a wag, so I'm hoping he can make me some money one day!

Keeley Callan - Commercial Director



KPI Recruiting Sponsor The 2024 Staffordshire Chambers Business Awards

Staffordshire's business community gathers once again to celebrate the successes, diligence and innovation of the county's top business achievers. This memorable annual celebration highlights the special accomplishments and triumphs of companies throughout Staffordshire over the last year and beyond and recognises the county's contribution in the wider UK economy.

A total of fifteen category awards are available to enter this year, and KPI is proud to sponsor the Hospitality award which celebrates businesses which embody excellence many different aspects of the hospitality sector such as customer experience, service innovation and setting industry standards.

Staffordshire's leading recruitment agency

KPI Operations Director Estelle Raybon said, "As the county's leading recruitment agency, a vibrant, diverse and growing Staffordshire economy is important to KPI, which is why we're delighted to sponsor these awards again. And with our burgeoning KPI Hospitality division, which supplies staff to some of the UK's favourite venues, it made sense for us to align ourselves to the Hospitality, Leisure & Tourism Award."

This year's gala awards ceremony will be held on 4 July at Doubletree by Hilton on Festival Park, Stoke-on-Trent. Applications are fast, free, and can be made via the Chambers' website, here.

Chris Plant, Deputy CEO of Staffordshire Chambers, said: "The prestigious Staffordshire Chambers Business Awards honour the accomplishments of local businesses that have showcased remarkable growth, innovation, and impact on the Staffordshire economy during the past year.

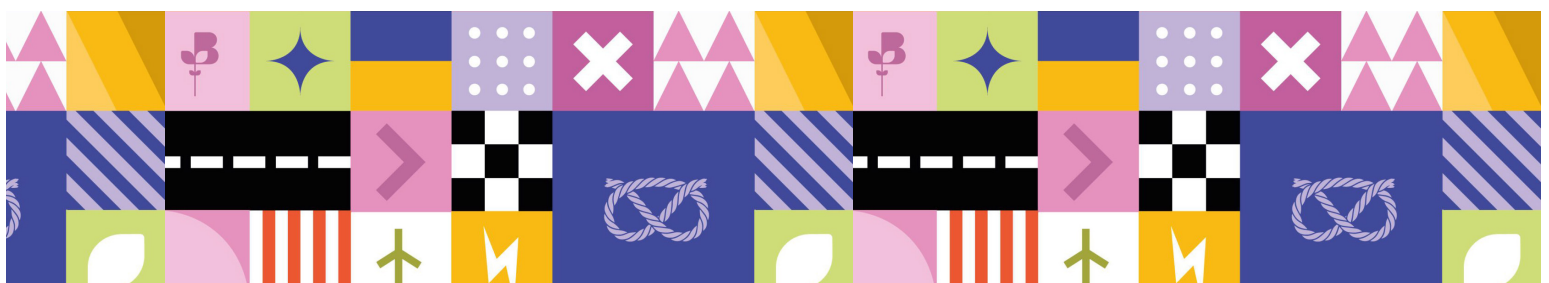
"I'd like to thank KPI for their invaluable support as sponsors of the Staffordshire Chambers Business Awards. Their expertise and profile contribute immeasurably to the event, helping to make it the biggest and best celebration of business success in Staffordshire."

Full list of Staffordshire Chamber Business Awards and sponsors:

- Small Business of the Year** – sponsored by Sempar
- Medium/Large Business of the Year** – sponsored by Dains Accountants
- Entrepreneur of the Year** – sponsored by Staffordshire University
- Employer of the Year** – sponsored by West Midland Reserve Forces & Cadets Association
- The Learning & Development Award** – sponsored by Genr8 Developments
- Professional Services of the Year** – sponsored by Newcastle & Stafford Colleges Group
- Employee of the Year** – sponsored by Ornuo Foods
- Sustainability & Environment Award** – sponsored by GivEnergy
- Responsible Business of the Year** – sponsored by Rydale Roofing
- Digital Award** – sponsored by Synetics Solutions
- International Trade Award** – sponsored by **International Trade Centre for Staffordshire**
- Manufacturer of the Year** – sponsored by Lexus Stoke
- Hospitality, Leisure & Tourism Award** – sponsored by KPI Recruiting
- Start-Up and Step-Up Business Award** – sponsored by Staffordshire County Council
- Innovation, Science & Technology Award** – sponsored by NET-WORTH Ntwrk
- Staffordshire Ambassador of the Year** - sponsored by We Are Staffordshire



**Staffordshire
Chambers of
Commerce.**



LIVING WAGE RISE: HOW WILL YOUR BUSINESS REACT?

The UK Government announced that the minimum wage, also known as National Living Wage, **will increase to £11.44 per hour for workers over 21 from April 2024.** The minimum wage is currently set at £10.42 per hour for workers over 23, and to £10.18 per hour for workers aged 21-22. When the new rate takes place in April, this will **represent an increase of 9.8% for over 23s, and of 12.4% for over 21s.** This is the biggest ever increase in the National Living Wage. The pay boost, worth £1,800 a year for a full-time worker, **will benefit 2.7 million workers,** according to an estimate from the Department for Business and Trade (DBT).

Chancellor of the Exchequer Jeremy Hunt commented: "On 1st April all full-time workers on the National Living Wage will get a pay rise of over £1,800 a year. That will end low pay in this country, delivering on our manifesto promise."

KPI Sales Director Joe Jardine said, "With the cost of employing two people full time on a 40-hour week now in the region of £50,000 a year, businesses need to plan their recruitment meticulously to ensure they get the most value from their human resources. Candidate attraction, recruiting, training and retention will be absolutely key to the profitability of departments, depots and companies as a whole."

KPI's Operations Director Estelle Raybon said, "The challenge for businesses is whether to absorb or pass on the cost, or try a blend of both. It also raises questions of whether to increase other employee's pay by the same percentage as the minimum wage or not. Either way, businesses will need to become more careful about their recruitment as employment costs rise out of sync with other prices. Increased focus on lowering attrition, maintaining attendance and improving productivity will be even more important than before."



Telford branch to re-locate as business booms!

KPI Recruiting in Telford continues to go from strength to strength providing industrial recruitment services to some of Shropshire's, and the UK's, biggest companies. And after 2 years of spectacular growth, KPI is moving to new offices from their original premises in Wellington which opened in October 2021.

Headed by Ali Christmas, KPI Telford has grown from its start up in 2021 to become a key provider in warehouse, driving, production and office staff for businesses throughout Shropshire, the midlands and beyond.

The new offices, based in Padmore House on Hall Park Way, Overdale, Telford offers KPI more exposure to local business and the space to fulfil the potential.

Branch Manager Ali said, "The old premises served us well, but we're looking to take the Telford branch to the next level. Our lovely new offices will be a real boost for the team and will give us the space to recruit the people we need as the branch continues to take on more business. We'll be in easy reach of lots of potential new clients."

KPI Telford continues to be highly popular with candidates and clients, boasting a Google rating of 4.8 and a Facebook rating of 4.9 from over 200 online reviews.



Unit 1, Padmore House Hall Court,
Hall Park Way, Overdale, Telford, TF3 4LX

4.8 ★★★★★ 128 reviews



ORGANIC VISITS & SOCIAL TRAFFIC DRIVES KPI WEBSITE SUCCESS

Powered by a significant rise in organic traffic and social click-throughs, KPI Recruiting's new website has received over 60,000 visits since its re-launch on 22 August last year, with organic visits rising by seventy percent alone year on year.

And with most visitors searching for jobs, KPI's clients are feeling the benefit of their jobs being in front of more eyeballs with over 10,000 hits on the KPI website each month.

Marketing director Chris Furness said, "The new website looks amazing and includes a flexible job search tool, but the real success story is the number of visitors we're attracting. Our organic traffic is up 70% compared to 2023 and 150% against 2022 figures whilst direct traffic is also up nearly 69%."

KPI's social click-throughs have also increased 58% year on year, fuelled by a rise in social followers which now total well over 100,000. "Our social media reach continues to rise," said Chris. "We have social media profiles for each of our branches and sectors across Facebook, LinkedIn, Instagram, X and TikTok which provide groups of relevant followers to advertise specifically targeted jobs adverts to. KPI has social groups with over 70,000 members, giving our clients a huge potential audience for their vacancies."

As website traffic rises there is often a drop off in the quality of traffic, but www.kpir.co.uk is maintaining an engagement rate of 64% so far in 2024 which is 1.2% higher than 2023.

A MARKETING MYRIAD!

KPI GLASGOW TEAM EXPANDS TO INCLUDE DRIVING & HOSPITALITY RECRUITMENT SPECIALISTS

KPI Recruiting's presence in Glasgow continues to expand with another new team member starting in March.



**Peter McGarty, Driving
Recruitment Consultant**

Peter McGarty joins with several years' experience in recruitment, sales and customer service. "I've had a few different types of job in the past before finding my calling in recruitment," said Peter, a sports fan who enjoys football, fives and gym visits. "My specialism is logistics, and with 3 years background in the sector and plenty of connections, I feel I'm well placed to help KPI's current customers and also help build our client base."



**Gary Evans, Industrial
Recruitment Consultant**

Gary Evans, who joined KPI in 2023 with experience in sales, specialises in industrial recruitment filling jobs such as warehouse workers, production operatives and parcel sorters. "Finding people jobs and making clients happy is what I love about recruitment: it gives me a buzz to go out there and make things happen."



**Mick Hayes, Hospitality
Recruitment Consultant**

Mick Hayes is KPI's Hospitality specialist with 5 years' experience working with head chefs, chefs de partie, cooks, kitchen assistants, waiters and bar staff. "I love working with people and food," said Mick, "and as the saying goes, never trust a skinny cook. My specialist areas are contract catering and care homes, but we're recruiting for roles with all sorts of businesses."



Rosie Seery, Branch Manager

Peter joins the team headed by Rosie Seery who started with KPI in April 2021 and has over eight years' experience in recruitment with agencies of all sizes covering the driving and industrial sectors. "It's great to see the team growing at our Glasgow office and demand is growing as word spreads about the brilliant service we provide for client," said Rosie. "Our core client base is Glasgow Lanarkshire and Edinburgh, but we've picked up business from places as far away as Ayrshire and Dundee,"

KPI's growth in Scotland looks set to continue with another recent client win, brought on by Peter which the team are hoping will lead to further bookings and business.

Our Glasgow office is based at 21A Barrachnie Road, Glasgow, G69 6HB. 0141 732 9522. Glasgow@kpir.co.uk

Location: KPI Crewe

MICKEY DEMETRIOU SIGNS UP AT KPI RECRUITING

Crewe Alexandra Centre Half Mickey Demetriou visited the KPI Recruiting office in Crewe to sign up – but happily for Alex fans it was only to sign the wall art featuring him scoring in the first round FA Cup tie against Derby.

The wall art was created by KPI's Graphic Designer, Husam Ahmed, who was challenged by MD Ryan Jardine to design something striking for the breakout area at the recruitment agency's new office on Fourth Avenue in Crewe.

Mickey, who brought his two boys Alfie & Theo into see the design said, "The wall art looks fantastic – and it celebrates one of my favourite moments this season."

Designer Husam said, "I chose this photo of Mickey because he's one of Crewe's top players and it captures his emotion perfectly after scoring the goal against Derby. It was a real pleasure to meet Mickey and his family."

Mickey will be spearheading what fans hope will be The Alex's promotion push in the final months of the season.



Having the pleasure of meeting Mickey was unreal, especially because I had only seen him on the internet! I was super proud with this artwork as well due to the reaction he and his family had when seeing it.
- Husam Ahmed (Graphic Designer)