



How Tribepad helped Malvern Hills & Wychavon District Councils

turn quantity
into quality



Public Sector
Case Study

Let's start with what we have achieved...



**Steady pipeline
of great talent: 77
offers and 100%
of roles filled**



**Time to offer
reduced 75%
from 16 weeks to
22 days**



**33% faster
onboarding and
references – now
completed within
one week**

“

The experience for candidates, hiring managers, and the recruitment team is fairer and faster, thanks to Tribepad, and hiring times have fallen a lot”.

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



RESULTS

Major uptick in application quality – and 100% increase in average applications per role

Made five offers to Civil Enforcement Officers who'd previously been practically impossible to hire

Time to offer reduced 75% from 16 weeks to 22 days

Steady pipeline of great talent: 77 offers and 100% of roles filled direct

More completed applications: 77% completion rate over 900+ applications

33% faster onboarding and references – now completed within one week

Heaps of compliments from happy candidates and “over the moon” managers

Skyrocketing efficiency: no more paperwork; seamless manager self-service, and lower readvertising costs

Local government recruitment is challenging enough, even with the right tools. So you can imagine how tough hiring gets when you're facing increasing demands, mountains of offline admin and challenging legacy recruitment software.

That's where Malvern Hills & Wychavon District Councils found themselves. They were often able to attract talent but the recruitment process was a real effort – offline; admin-heavy; and causing lots of additional work for managers, recruiters and candidates. Lots of roles were proving hard to fill.

Not any more...

“

With Tribepad we've been able to build a consistent, fair, inclusive process that's the same for everyone. Our recruitment is now a level playing field.”

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



Context

Malvern Hills District Council and Wychavon District Council share a Chief Executive and offer many shared services, supporting around 200,000 residents across both districts. With a shared recruitment team of two, Malvern Hills & Wychavon Councils work together to hire around 140 roles annually.

Malvern Hills & Wychavon are part of the WMTalent Acquisition shared service, which includes 16 public sector organisations.

During 2023/24, these organisations collaborated to procure and implement a new, more modern ATS, led by West Midlands Employers (WME).

WME are the Regional Employers organisation and specialist not-for-profit employment service provider for the public sector in the West Midlands.

Following an extensive procurement process, the team chose Tribepad as its Strategic Partner – and over an intense 6-month period, WME launched its revised service – WMTalent Acquisition – and onboarded 14 public sector organisations onto Tribepad’s recruitment software.

Malvern Hills & Wychavon District Councils were one of the first, implementing the system in a 10-week implementation project.

THEMES

Quality-of-hire

Time-to-hire

Automation and digitisation

Manager self-service

Candidate experience

Inclusive, fair recruitment

Recruitment reporting

Before

Until recently, WME had a longstanding relationship with a well-known legacy ATS provider. But as hiring continued to become more competitive and the bar for candidate experience rose ever higher, they’d noticed organisations were struggling to keep pace.

Among them, Malvern Hills & Wychavon District Councils. Despite the best efforts of their fantastic team, Malvern Hills & Wychavon were battling a heap of challenges that were holding back hiring, especially for stickler roles:

- Slow, cumbersome processes
- Endless paperwork
- Mountains of email
- Swarms of low-quality CVs
- Inconsistent candidate experience
- Clunky application process

For WME, it’s absolutely essential to provide their subscribers with the best-quality, best-value tools – to transform recruitment in the public sector.

They took the opportunity to revisit the recruitment software market, and the rest is history.

Tribepad’s expertise in the public sector; fast, flexible, intuitive tech; and switched-on, passionate team made us the obvious choice as WMEmployer’s strategic ATS partner. And the obvious choice to help Malvern Hills & Wychavon District Councils transform their hiring.

Now

Quality of hire through the roof.

Before Tribepad, Malvern Hills & Wychavon District Councils' recruitment software wasn't embedded into the organisation and was mainly used by the HR team to receive and process applications.

- Hiring manager activities and onboarding typically happened outside the system, so there was little central control or visibility – and far too much manual work.
- Applications came through lots of channels – many from WMJobs.co.uk plus third-party job boards like TotalJobs and Indeed – creating an inconsistent candidate experience.

Managers spent far too long sifting through generic CVs that often barely matched the role – and didn't give the right info to power good, fair hiring decisions.

The process wasn't sustainable or consistent and some roles were proving especially hard to fill.

The team needed recruitment software that would give greater visibility over their hiring process to all stakeholders, improve the candidate experience and reduce the time to offer. And that's exactly what they got with Tribepad.

- ✓ Recruitment is a level playing field, funnelling all candidates through the same fair, thoughtful application process.
- ✓ The team still get plenty of applications, but now from people who genuinely want to work with the councils.
- ✓ Managers have exactly the right info to consistently identify and hire great people. Without combing through endless generic CVs.

Instead of unfilled roles and offline spreadsheets Malvern Hills & Wychavon now have a steady pipeline of great talent. Even for their hardest-of-hard roles.

The proof?

From April to September 2024, the councils saw a 100% increase in average applications per role, made 77 offers, and filled 100% of roles directly.





One big win

The councils used to struggle to hire Civil Enforcement Officers, facing almost zero applications and even fewer interviews. But as soon as they migrated to Tribepad, they filled five vacancies in quick succession. A huge win for the team. As one manager put it:

“ We’re absolutely over the moon with the outcome.”

“

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. Where before, we wouldn’t even have been getting the applications from those people.”

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



Taking hiring into the fast lane

Ask Malvern Hills & Wychavon's team what their recruitment used to look like and there's a clear consensus: clunky, cumbersome, manual, and slow.

- There was paperwork flying everywhere – the office printer was having a field day.
- The team handled offers and contacts manually, laboriously copying data over bit-by-bit.
- Managers had to wait until vacancies closed to shortlist, so good candidates were often already interviewing elsewhere.

Facing an increasingly competitive recruitment market, Malvern Hills & Wychavon Councils knew they needed to speed up, to keep up in the ongoing race to find and onboard the best talent.

That's what Tribepad helped them do, digitising and automating everything and empowering manager self-service through one simple portal.

- **Reduced admin**
- **Reduced offline reliance**
- **No more printing**
- **No more chasing**

Just lots of super swift appointments. Overall, Malvern Hills & Wychavon have reduced time to offer by 75% from 16 weeks to 22 days – and accelerated onboarding and references by a third too.

The team have even hired someone within a single day (!!), which couldn't even have been a pipedream in the days before Tribepad.

Now, Malvern Hills & Wychavon have the technology to give them breathing space to start imagining proactive future initiatives they'd never have had scope for before.

“

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

~~Dinosaur~~ **Dynamic** candidate experiences

Before Tribepad, Wychavon & Malvern Hills' candidate experience wasn't quite where the team wanted:

- Slow and time-consuming: candidates took upwards of 15-minutes to register and even reach an application page.
- Static and dated: the process didn't stack up well against other processes candidates were engaging with.
- Disjointed and incoherent: candidates often didn't even know which role or organisation they'd applied for.
- Manual and inconsistent: onboarding and contracts usually happened outside their recruitment software, so it wasn't easy to track. Or keep on track.

Candidate experience was a heavy focus for Malvern Hills & Wychavon, to keep candidates informed and engaged. The team wanted to build an application journey that did their organisation justice, making candidates' lives easier while gathering the right info to make great hiring decisions.

That's what Tribepad delivered, with:

- Responsive interface for applications on any device
- Clean, clever, modern design that makes application feel speedy
- Automated candidate comms and notifications
- Self-service portal for candidates to check progress
- Heaps of sensible automation to speed-up processes
- Joined-up branded recruitment process from end-to-end
- Easy-to-track onboarding and contracts included in the system

The team's candidates are now much more engaged from the moment they apply. The result? From April to September 2024 they achieved a 77% completed application rate across 900+ applications.

**More completed applications;
more happy candidates. Done and done.**

“ Our previous system was no longer suitable; our candidates were getting lost in the process.

If you look now, our candidates are engaged from the time they've submitted their application through to the close date, and if they're successful, from interview until they're hired. The candidate experience is so much better now.”

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

Clearing the fog

One of Malvern Hills & Wychavon's biggest issues was poor clarity and visibility over the recruitment process. Now, Tribepad has provided structure – so the team know what they're doing daily, weekly, monthly, and quarterly.

With exceptional in-built reports and unlimited custom reports, Malvern Hills & Wychavon now have visibility over their people and processes. So they can:

- Identify benchmarks for critical hiring metrics and set KPIs
- Spot anomalies and understand where to focus to improve
- Understand how managers behave, to offer the right support

Armed with data, the team are now better able to adapt to the changing jobs market, to react faster to the challenges of hiring for local government. A recipe for success, even when hiring's hard.

“

Tribepad has very good reports already written that you can generate almost instantly and schedule to send wherever you need them. That saves us a lot of time, sheds light into our processes, and helps us support our managers.”

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



Meet your biggest recruitment allies

Tribepad is the trusted tech ally to smart(er) recruiters everywhere. Combining ATS, CRM, Video Interviewing, and Onboarding, our talent acquisition software is a springboard for faster, fairer, better recruitment for everyone.

Trusted by heaps of major county and city councils across the UK, 25-million people in 16 languages use Tribepad.

Book a 30-minute chat
to see how Tribepad can help
you better serve your community.

