![Tribepad + Milton Keynes City Council]

How Tribepad helped Milton Keynes City Council
put the joy back into recruitment.

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

Can evidence 47% ethnic hires with **brilliant reporting**

"Safer recruitment" according to Ofsted

Brilliant candidate experience

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> I'm so passionate about resourcing. I genuinely believe if you get recruitment right, you make such a difference to somebody's career. You're setting that bar high immediately, from the first engagement. **That's the experience we want to deliver; that's what Tribepad has helped us deliver."**

Workforce Policy & Projects Strategic Lead,
Milton Keynes City Council

Tribepad + **Milton Keynes City Council**

It's fair to say Milton Keynes City Council's recruitment team are kept busy.

Serving the almost 300,000-strong borough with all public services, their passionate, high-energy team are more than up to the challenge – but until Tribepad, they'd been fighting against the current. Although it kept them safe, their internally-built recruitment software made life much harder than it needed to be. For everyone.

Now, with Tribepad, they've got talent tech that still keeps them safe but with heaps of flexibility and a far lighter touch. So their fantastic team can get back to doing what they love: helping people find careers they love, contributing to a brilliant community.

THE RESULTS

Built a **slick, collaborative process** that works better for everyone

Can now **consistently showcase** their fab brand and voice

Evidenced **47% ethnic minority hires** with brill reporting

Stopped sleepless nights in their tracks by **making compliance easy**

Got **glowing feedback** from all quarters

Cut unnecessary faff for candidates with **tailored journeys**

Refined and **streamlined referencing**

Launched an **employee referrals programme**

Fully integrated DBS service

Can now **run LADO checks** for all children's services hires

In the words of Ofsted, the team have **safer recruitment 'Sewn Up'!**

Created an **exciting onboarding experience** (not just a compliant one)

Boosted everyone's confidence handling change

The Council's team **got the reins back over their recruitment**

THEMES

Complex recruitment

Centralised recruitment

Compliance

EVP and employer branding

Candidate experience

Manager experience

Onboarding

ED&I

Recruitment reporting

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Before, our recruitment policies were limited by what our system could achieve. With Tribepad it's the other way around. The system can now guide our policy to some extent, because we have the flexibility to do whatever we need.

I feel with Tribepad there's nothing we couldn't do. Even if the world completely changes again tomorrow."

Workforce Policy & Projects Strategic Lead,
Milton Keynes City Council

Context

Milton Keynes City Council are a unitary authority responsible for providing the full spectrum of public services to the nearly 300,000-strong borough of Milton Keynes. They have a workforce of 2400 people plus 600-odd relief staff working at any one time, and some 50+ agency workers and consultants on top.

MKCC's now-centralised recruitment team of 3 people are responsible for hiring between 400 and 600 people annually, including permanent staff, fixed-term contract staff, and both internal and external bank staff.

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> ## All I want to do is play on Tribepad"
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> Workforce Policy & Projects Strategic Lead, Milton Keynes City Council

Before

Milton Keynes City Council had *almost* all the ingredients for an awesome recruitment function that could do their fantastic organisation justice.

- **A modern, exciting employer brand?** Tick.

- **A high-energy, passionate team?** Tick.

- **A safe, legal recruitment system?** Tick.

But recruitment was still a major pain point. As the team realised: safe and legal are crucial priorities for local government – but they're the bare minimum.

There was an enormous amount of frustration with a system that, although it did a great job of accommodating their specific needs, was clunky, outmoded, inconsistent, and inflexible.

The candidate experience left a lot to be desired. The manager experience was equally challenging and worse, the recruitment team was struggling to maintain visibility and control to keep everyone safe. Holding the system together became one person's full-time job.

And because the system had been built in a now-defunct programming language, nobody in the organisation could make changes. So when something needed changing – often, given the speed of statutory change – the team had to add caveat upon caveat upon caveat, creating a labyrinth of outdated info.

In short, it was miserable. For everyone.

The Head of HR and Workforce Policy & Projects Strategic Lead knew they had to act, to invest into recruitment software that could power a professional resourcing function that would truly reflect the authority.

> **"There's just so much to celebrate here now.** Our resourcing function makes me so happy and so proud."

Workforce Policy & Projects Strategic Lead, Milton Keynes City Council

Before Tribepad, one of Milton Keynes City Council's biggest issues was that the resourcing team, aka the hiring experts, weren't the ones in control. It was the department managers who were unnecessarily shouldering all the responsibility. It's not their job to know how to write a job advert. Or how to keep everyone safe and compliant. It just meant extra work for everyone involved.

The legacy in-house system they'd built was a valiant attempt to solve the problem – but it was far too complicated, outdated, and time-consuming.
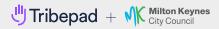
Managers struggled with it.

Candidates struggled with it.

The recruitment team struggled with it.

Holding it together became one person's full-time job.

What they got with Tribepad was a system that put the joy back into recruitment.

Now

True collaboration that keeps everyone safe

Tribepad created a centralised hub for recruitment that matched the collaborative way Milton Keynes City Council wanted to work but had never been able to.

It's the perfect balance, allowing everyone the space to do what they do best. Now the team spend their time working alongside managers to put the council's best foot forward, together.

There are no more sleepless nights panicking about compliance, and the feedback from all quarters has been glowing.

"

We thought there might be some challenges getting managers onboard, but there's been nothing but positive feedback. Everybody has been delighted. There weren't any issues because it's just so… obvious. So intuitive.

And now we've got such a collaborative recruitment process, it's excellent. It's exactly what we wanted."

Workforce Policy & Projects Strategic Lead, Milton Keynes City Council

The joy of **freedom**
and flexibility

> **One thing we really love about Tribepad is the joy of having control. Having come from a system that nobody could touch, now we can constantly optimise our processes and make changes on the fly.**
>
> **With Tribepad, we're not stuck waiting for IT or provider support. There are no delays. We just do it."**

Workforce Policy
& Projects Strategic
Lead, Milton Keynes
City Council

As a unitary authority, Milton Keynes City Council oversee all public services across the wider Milton Keynes population, from planning to care to education to social work.

That means there's all sorts of different recruitment happening: graduate to super senior; high-volume to hard-to-fill. And all the different challenges, nuances, terms and conditions, and statutory requirements that come with that.

When your team's hunting for a Head of Planning in one breath and juggling 200 applications for a customer liaison officer in another, life can get complicated fast.

Now, with Tribepad, MKCC can now handle all their different recruitment fast, easily, and safely from one simple platform.

"Recruiting has become a joy, not the nightmare I'd previously experienced"

- Head of ICT and Print, Milton Keynes City Council

The team can easily configure different recruitment journeys, application processes, internal workflows, contracts, onboarding packs, and regulatory conditions for each role. Plus template everything and set approvals, so managers are totally safe and can't expose the organisation to risk.

And even better, the recruitment team can make changes themselves in real time whenever they want.

Changes have now become possible that they'd never have imagined, creating a slick, streamlined experience that's still totally safe. For instance, the team have:

- Refined and **streamlined the referencing process**
- Launched an **employee referrals programme**
- Integrated to **DBS services**
- Gained the **visibility to run LADO checks** for all children's services hires
- **Overhauled onboarding,** adding fantastic videos to engage new starters

A candidate experience
that does MKCC justice

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> **We're local government – of course we're going to ask candidates lots of questions.**
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> Our processes are so slick now, but we're still completely and utterly safe. We still do all the checks and balances we need, but in a way that doesn't feel so heavy handed; that doesn't feel so local authority; doesn't feel so painful. We're really developing the engagement."

Workforce Policy & Projects Strategic Lead, Milton Keynes City Council

A career in the public sector has an enormous amount to offer – and Milton Keynes City Council is up there as one of the most exciting, modern authorities. But thanks to their clunky and slow legacy tech, the team couldn't showcase that effectively.

Facing nationwide skills shortages, attracting candidates to the public sector can be enough of a challenge. Let alone when your recruitment software makes life harder by sucking applicants into a never-ending rabbit warren.

Applicants had to trawl through screens of endless questions, and lack of flexibility within the system meant the team had to apply unnecessarily stringent regulatory policies to every role.

Job adverts looked old fashioned, and often didn't correspond correctly to the job on offer. Milton Keynes City Council had worked hard to build a plain, simple, human tone of voice but due to individual managers writing job descriptions, it looked like each one was written by a different brand.

MKCC have always walked the walk – but they weren't talking the talk. Now, with Tribepad, they can.

- Smart, streamlined, **mobile-friendly candidate interface**

- Workflows, questionnaires, and **checks for different roles**

- **Policies that are as lightweight as possible** while being totally, reliably safe

- **Multi-media job adverts** co-created with managers to represent their team

- **On-brand comms** that sound like a real person

Since implementing Tribepad, the team has had buckets of positive feedback from every quarter – including their new Business Engagement Officer. They had joined MKCC since the team had implemented Tribepad but had actually applied before and abandoned their application because they couldn't face the recruitment process.

Now, their new Business Engagement Officer says:

"I wanted to let you know how great the new recruitment website is. Personally I see it as a great investment on the Council's part, and much needed. The new site looks fresh and welcoming and for the end user, the interface is extremely user friendly".

Not bad for local government, hey?

Game-changing business insights

> "Tribepad Insights is a massive win for local government. It's phenomenal to have a system that can give business insights at this level; it's given us visibility and accountability. There's nothing it can't tell you; it's such a powerful tool."

Workforce Policy & Projects Strategic Lead, Milton Keynes City Council

With their old system, it was all MKCC's recruitment team could do to stay on top of fundamental recruitment tasks. Let alone take a step back and improve. They wouldn't have had any idea where to start, because they wouldn't have had the data.

Tribepad changed that. Now the team have great reporting giving them a bird's eye view across their recruitment. They can see where and why they might lose candidates, take steps to optimise, and feed data into workforce planning.

They've also got the stats at their fingertips to evidence the fantastic impact the team's having.

One huge win leaps out: the team can now prove they recruit **47% of hires overall from ethnic communities**. This puts them on a par not only with the working-age population of Milton Keynes, which is about 27% ethnic communities, but with the future of the city: around 44% of children born here are in the ethnic community.

Across the authority, from employees and managers to the executives and senior leaders, **everyone is extremely proud to be building an organisation that truly represents and serves Milton Keynes.**

Passionate and transparent partners.
Always.

One thing we say a lot here at Tribepad: we're not software people, we're people people. We're here because we love what we do, and we believe we're making a difference.

That passion is something we're proud to hear shone through so strongly for the team at MKCC, from our super transparent documentation and pricing, through to every single time our teams collaborate.

We can't banish the lengthy compulsive competitive tender process (wishful thinking…) but we can make your life easier as you're trawling through thousands of suppliers on G-Cloud, bombarding you with reams of same-same information, empty promises, and hidden "competitive" pricing.

MKCC use the analogy of a blue car:

"We've been burned before with tech providers, where you ask for a blue car and you don't realise that you're going to send me home with red doors, red wing mirrors, and a red boot because I didn't specify that I needed it blue all over. With Tribepad, I asked for a blue car, you told me you could deliver a blue car, and I've got a blue car. I love that."

Not one we've heard before, but we'll take it.

> **Right from the outset, what I loved about Tribepad is that you're as passionate about your product as we are about being public servants. Everyone I met at Tribepad was utterly invested and really genuinely believe in what they're doing.**
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> I love the mutual feed of energy and enthusiasm between us. I genuinely believe collaboration is the heart of success. This has just been such a wonderful project. A learning curve too, and so much fun."

Workforce Policy & Projects Strategic Lead,
Milton Keynes City Council

Tribepad + Milton Keynes City Council

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 public sector organisations like the NHS, BBC and numerous local authorities including Staffordshire County Council, Coventry City Council, Surrey County Council, and Kent County Council, 25 million people in 16 languages use Tribepad.

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