



HOTPROSPECTS CASE STUDY

Background

HotProspects is an *emda* funded graduate recruitment service. Its aim is to simplify the recruitment process for businesses (with a specific emphasis on SMEs) in the East Midlands who are seeking high quality graduate employees.

HotProspects is designed to boost business in the East Midlands by offering benefits to both employers and graduates. The main aim of the project is to increase the demand from businesses to recruit graduates by offering a simplified process and subsidising the cost involved in recruitment. Local graduates are able to apply through HotProspects for these jobs in the region.

Following a year long project trial, it is hoped that HotProspects will be able to sustain itself commercially. However, recruitment fees will remain low, thanks to its unique approach of online matching, with help from personnel only at key points to ensure quality levels.

Meeting esp Priorities

The HotProspects campaign directly addresses the objectives of the esp by providing an innovative approach to graduate recruitment. The East Midlands currently has the lowest graduate retention rate of any region in the UK. HotProspects matches the esp priority of improving the infrastructure and responsiveness of skill supply and the co-ordination of provision by helping to retain skilled personnel in the region. By accessing the higher level skills of graduates, this will lead to an increase in knowledge based companies and graduate level employment in the region.

The HotProspects service educates and informs businesses of the potential offered by graduates, raises awareness amongst graduates of opportunities in the region and also prepares them for entry into the commercial world. By meeting its own objectives, HotProspects supports the *esp* and *emda* in bringing about regional change and developing skilled employment. More demand-led services, such as induction & career progression and graduate assessment centres, are currently being developed. Details can be found at www.hotprospects.org.uk.

Partners

Support from *emda* has meant that HotProspects is available with 100% grant funding to small and medium sized enterprises operating in the region. Larger corporate organisations, including Rolls Royce, have also been attracted by the extent and range of the growing graduate pool, recognizing the mutual benefits of partnership working. HotProspects also works closely with the region's universities to ensure that graduates have access to information about opportunities throughout the East Midlands.

Case Study – Digital Paint

Website design consultancy, Digital Paint, based in Northampton, recruited its latest Junior Web Designer using the HotProspects service. In fact, it was so impressed with HotProspects, it approached them again to source another graduate to join the business.

Sales and Marketing Director, Wayde Rathbone, said: "We were specifically looking to take on a graduate with a relevant degree as we knew that they would be equipped with the essential skills needed to do the job well. HotProspects gave us the opportunity to target these people directly and significantly increase our chances of finding the best match for the position."

New recruit, Rachel Robinson studied Computing at De Montfort University in Leicester. Originally from Corby, Northamptonshire, Rachel was looking for a job close to her hometown, and one that would also suit both her interests and qualifications.

"I signed up to other recruitment services after leaving university, but found myself still looking for something better, as they just weren't proving to be particularly effective.

I came across HotProspects whilst searching on the internet, and the account team contacted me almost immediately after I'd registered my CV. They talked me through their matchmaking process and made sure that I was fully aware of what was happening at every stage of the recruitment process. I would certainly recommend it to other graduates".



web design with a difference

Digital Paint is a Northampton based web site design and consultancy business, specialising in creating Web sites that are stylish and functional.

Benefits to Businesses

HotProspects is a specialist provider focusing on the East Midlands graduate market. The account management team vets all candidates and co-ordinates the selection process. It offers all registered graduates help in writing CV's, presentation skills and interview techniques, ensuring clients see well-prepared candidates.

The process is highly automated to ensure efficiency and quick turnaround, but experienced consultants do intervene to add value. The approach is that clients have the level of support they require, whether web based, telephone or face to face. As progress can be tracked and managed online, complete clarity is offered to both graduates and clients.

By tapping into the higher-level skills of recent graduates, companies in the region are able to absorb the knowledge from the graduates and this enables them to become more innovative and therefore increase their productivity.