

CASE STUDY: RANDSTAD CPE

BACKGROUND

Construction recruiter Randstad CPE is part of the world's the second largest recruitment firm; supplying permanent and temporary workers to the construction industry. Employing over 300 staff across 13 branches in the UK, they work with many of the School's Partners, including Morgan Sindall, Balfour Beatty, Skanska and Galliford Try, and have been registered with the School since 2015.

IMPACT

As a result of engaging in the School, Randstad CPE has:

- ✓ **Mandated the completion of specific School e-learning modules for all staff**, and incorporated the School's Fairness, Inclusion and Respect resources into staff inductions
- ✓ **Updated the company sustainability policy and strategy** to ensure they work across all three pillars of sustainability inclusively. For example, their sustainability strategy features research on the Age of Housebuilding and Women in Construction
- ✓ **Streamlined sustainability within the business as a whole** – CPE have adopted a cross company approach to sustainability, with policies no longer individual to business units. The business is instructed to "live and breathe" sustainability.
- ✓ **Set new sustainability targets, and reported against** these in line with the updated sustainability policy and strategy – they have identified that Randstad CPE places more women into construction roles (20%) than the industry average of 6%, and have also identified those that they have supported back to work from ill health and rehabilitated workers back into the community.
- ✓ **Built relationships with key main contractors** through active promotion of School membership, and attendance at School events.
- ✓ **Achieved Gold status within the School**



BENEFITS



Competitive Advantage – CPE believe that membership of the School is being taken very seriously as an industry and their commitment to the School provides the business with a competitive advantage when bidding for work.

Cost savings – Randstad CPE regularly attend events across the country and have, so far, benefited from over 120+ hours of training and networking in the past 12 months alone.

PR Opportunities – Increased knowledge and understanding around sustainability has helped the marketing and communications team drive a more consistent and concise message, resulting in increased PR opportunities and brand awareness

Insight into client priorities – Attendance at School events, use of the School's resources, and email updates from the School help ensure that Randstad CPE is aware of the latest issues in the industry and the implications for their client base

Clearer messaging internally and externally – An increased focus on Sustainability via the School has allowed Randstad CPE to better articulate their sustainability credentials to customers, stakeholders, and across the business

Innovation – The School has provided Randstad CPE with a platform to engage more deeply with the industry, helping it be more forward thinking, and ultimately more innovative.

360 Degree Approach – by engaging with all three pillars of sustainability, CPE can bring sustainability to life for all departments within their business and to involve the entire workforce in their commitment to developing and driving forward the company

“We are proud Gold members of the School, and our customers recognise our commitment to continuous improvement in sustainability through our engagement in the School. We believe the School provides us with competitive advantage, as well as significant cost savings in relation to the hundreds of CPD accredited resources available for free!”

Owen Goodhead, Randstad CPE