

Growth and more growth

By **Ruella Crouch**, Managing Director

The optimistic outlook we all had for 2004 is now a reality and Ruella James Plc has experienced a very exciting and challenging first quarter as a result.

Overall, consultancies appear to have phenomenal growth plans and, in line with general projections, the vast majority of our clients are really moving their businesses forward this year. As a result we have a large number of interesting roles across all levels throughout the UK. Not surprisingly our regional teams covering the South and North are also incredibly busy.

So, if you are still thinking of making that next career move, now is the time to get in touch with us. Furthermore we have increased our referral bonus to £300* for the months of April, May and June. Refer a candidate to us and we will reward you with £300* once they are placed (*terms apply).

Just like our clients, we at Ruella James Plc are also expanding. In the second half of 2004 we will be looking to open our Manchester office and we now require a Manager and two Consultants to inherit the superb pipeline of business developed from London, which will guarantee immediate earning potential.

Finally, our London office continues to grow and we are now looking for a number of Trainee Consultants / Resourcers to network through our candidate database sourcing new candidates and placing them within our key accounts. We also seek a strong Account Manager with a minimum of 18 months recruitment experience for our Southern regional team, this desk is very warm and busy.

Why not call Dee Barclay-George to discuss these opportunities.



Head office of Ruella James Plc, London

Working together



Everyone has been aware of the fact that Recruitment-to-Recruitment has not been viewed in a favourable light these last few years. Some criticisms levelled against the specialism have been unfounded and have been the subject of unfair press speculation. On the other hand, there are always some bad apples and perhaps the poor perception some people have towards Recruitment-to-Recruitment is a result of a few agencies that have not always acted in a professional manner.

Recruitment-to-Recruitment, as a specific discipline or service, is still young. It has only really fully flourished in the last five years. It is however a great sign of maturity and dedication that it should now begin to look at itself from the point of view of raising standards and to improve its image within the recruitment industry as a whole.

This is why we at Ruella James Plc

are involved in the R2R Forum. Just as we strive as a company to deliver a dedicated and professional service to our clients and candidates alike, so we feel the specialism needs our support to help raise its general standing.

The forum meets on a bi-monthly basis and the chairperson is rotated accordingly. At the event, which many of the leading names now attend, issues are discussed which affect the industry as a whole and ideas are shared that will lead to the provision of best practice amongst members.

Although the forum will have some membership requirements, it is not an exclusive club and is not an attempt by some of the "big" players to collude or act together in restrictive practice. In fact it is quite the opposite.

We feel it is better that the leading players work towards a common goal with each other rather than operating in an underhand way towards each others business. This has been one of the reasons why Recruitment-to-Recruitment has been viewed unfavourably in the past. If improvements can be achieved then the clients and candidates will benefit from an even more professional service. And the Recruitment-to-Recruitment sector will have created a platform for its own future success.



Trainee and Experienced Recruiters

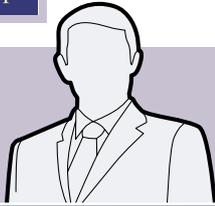
Ask your consultant for details of
 the Ruella James Plc
 "refer a friend" bonus



Investors in People - the business case

By **Fiona Lander**, Lander Associates

What our clients say...



Quality Focus

"Dedicated, passionate about recruitment, enthusiastic and professional. Great balance between contact and follow up. Good at building relationships."

Witan Jardine,
London

Professional

"Superb, a relief to work with a company who listens - exceedingly professional"

Nicholas Andrews,
Manchester

Results Driven

"They are a joy to deal with and are always willing to go that extra mile to get a good job done"

Badenoch and Clark,
London/UK Wide



Fiona Lander

Whether you are a multinational or a small recruitment business, your success in 2004 and beyond depends on you getting the best out of everyone in your team. There has never been a better time to invest in people for success and if, like Ruella James plc, you make the commitment to achieve the Investors in People Standard, you'll want to see a good return on your investment. The key is to have a 'champion' to help drive it through the organisation and, for a better return, run it alongside other crucial projects such as providing professional qualifications.

Hundreds of recruitment consultancies have found that improving their people is an effective way of improving their business. It improves their profitability, it keeps them flexible enough to keep up with the pace of change, it helps them retain talent, it helps them grow and it helps them look after their most precious resource – their people.

If you are providing an induction training

programme for your new staff, offering ongoing development opportunities for your existing team, regularly reviewing performance and above all communicating your business plans and vision to your people, then you are already a long way towards meeting the Standard.

Investors in People is a tool for developing your employees to meet your business objectives. Comparing the way you manage your business against the Standard highlights your weaknesses and opportunities for development. Working towards the Standard improves your business performance. Achieving the Standard demonstrates to customers and employees that you are striving to be the best and brings specific improvements.

Employees' motivation, skill levels, flexibility and ability to learn are increased, along with managers' communication, performance management and training skills. Improved working practices, quality and productivity lead to improved profitability and control of costs.

There are a number of support initiatives and funding available for Investors in People in 2004 depending on the size and location of your company. We recently helped a client gain the accreditation across three locations in a record four months working within the Small Firms Initiative for funding support.

For more information and advice contact **Lander Associates** on **01582 791838** www.landerassociates.co.uk or your local Learning & Skills Council or Business Link or visit the Investors in People UK website www.investorsinpeople.co.uk.

Industry Outlook Spring 2004

We all welcome low unemployment figures but this combined with skills shortages make the recruitment process even more difficult. Companies will have to develop some new and interesting strategies to attract talent to their organisations; undoubtedly this will be reflected in top class benefits and a commitment to staff through training and development.

Although the budget did not appear to produce any real surprises for the recruitment industry, the announcement to cut more than 40,000 public sector jobs causes some concern. This is further exacerbated by the fact that details of the cuts will not emerge until July and there may be a freeze on recruitment in the meantime.

There is concern however amongst the smaller recruitment businesses about changes to the way incorporated businesses are taxed; via the payment of dividends. Although the Chancellor believes many companies are using this as a way of avoiding tax, Gareth Osborne, Managing Director at the Recruitment and Employment Confederation, argues: "Many smaller businesses have only been able to develop as a result of this tax concession and it seems a strange move when the Government wants to encourage entrepreneurialism. However, our main concern, which the Chancellor has answered, is that there will be no surprises which will impede overall economic and employment growth."

Now running at 4.8 per cent, unemployment is the lowest since records began in 1984, with UK jobless standing at 1.44 million. Those claiming jobseekers benefits have dropped to the lowest since 1975. Employment is now running at a record high of 28.7 million. This is all good news but there are a few indicators that recruiters should be aware of.

Why use a Recruitment to Recruitment company?

By Sarah Hibbird, Ruella James Plc



Sarah Hibbird

Having been at Ruella James Plc since we started, I have seen the market change so much. Although competition has become fierce at times and no one wants to lose a good candidate we will not compromise the way in which we work and the service we offer, after all it's what we have built our reputation on!

We service a large number of companies across a wide range of different market sectors. We work either as a preferred supplier or on an on-going basis, and we have got to know our clients very well. As a result we can provide you with a variety of suitable options that match your specific criteria.

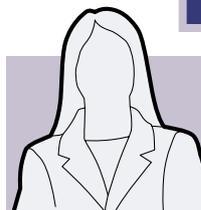
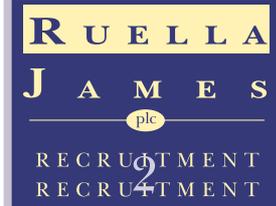
We never push you into an interview but simply discuss and then supply you with a short list of companies. You then decide which companies we should submit your CV to. More importantly, you have the choice to make an

informed decision at the end of the process.

We operate a thorough and detailed interview process for every candidate and, because we spend time getting to know you, we can help sell you much more effectively than just providing clients with your experience in the form of a CV. We can also cover any concerns that they have about your details and, because we will have spent time building a relationship with you, we can also express why we feel your personality would suit the role and / or a particular environment.

No matter how experienced you are in recruitment, we can all let ourselves down on interview. As well as being able to guide you effectively through the interview process, we can help you be well informed as to what to expect at each individual interview you attend. If you have not been to an interview for some time then we can help guide you through the interview framework.

Ruella James Plc stands out purely because we have a dedicated team of like-minded consultants/directors who work to extremely high standards, and aim to provide any candidate or client with an honest and high level of service. We are not in it for the short term, since we started we have looked to build long-term relationships and conduct ourselves in an ethical and professional manner. As a result we have gained a strong reputation and attracted a quality client base.



What our candidates say...

Service Levels

"The relevance and comprehension exhibited in our initial telephone interviews, enabled me to feel wholly confident that my application would be dealt with promptly and professionally."

Placed Candidate, Michael Page International, Reading

Exceeding Expectations

"I came to Ruella James plc on the recommendation of a former colleague, and I have to say that you more than lived up to my expectations."

Placed Candidate, Martin Ward Anderson, Windsor

Personalised Solutions

"I really appreciate the fact that you listened to me, understood what I needed and managed to line up a series of interviews on roles which all seemed to be along exactly the right lines."

Placed Candidate, Hudson Global Resources, London

Bank holiday fun

They are not that far away and because we are all so busy nowadays most of us have probably forgotten to make plans for the forthcoming bank holidays. Hopefully, this will help you make some decisions for a good time with family, friends or a loved one.

Why not check out Stoke Park Club, in Stoke Poges, Buckinghamshire and splash out on a nice long weekend break. The facilities are excellent and the club offers several restaurants as well as a health and racquet facility and, of course, golf. Two James Bond films have been made here, you may remember the infamous Oddjob from "Goldfinger" and what he did to one of Bond's balls! Golf balls that is. See

www.stokeparkclub.com or 01753 717171.

No doubt you will be required to give a present or two at Easter and may have left it to the last minute. Why not visit

www.giftinspiration.com for a range of ideas that caters for men, women, children and even babies. Not surprisingly there is a vast amount of chocolate available!

Talking of eating, it's bound to be on the agenda as the weather improves, a trip to a restaurant may be required. Why not look at this excellent site **www.restaurants.co.uk**. You can search for any restaurant in the UK by area and type of cuisine, from Britain to Japan. There is a review of restaurants and an extensive list of wines to consider as well.



Want to do something different? If you want to get away from the family and just be on your own re charging those batteries, visit

www.hfholidays.co.uk and get your hiking boots out of the loft and go walking. The site helps you choose from a range of places in the UK and helps you organise accommodation as well. You don't have to be a radical Rambler, as the company operates at any level.

Forthcoming events



Some of the major and interesting forthcoming events take place in the next three months. These are all worth a visit and are useful for industry professionals at all levels and across all sectors.

21 April 2004

The Recruitment Conference

"The Forum for the UK Staffing Industry"

Venue: Landmark Hotel - Marylebone, Central London.

A one-day conference brought to you by the publishers of The Recruitment Consultant. The event will feature key industry speakers and will include an interactive HR forum. Costs are £200 (10% discount for REC Members).

For further details call 01923 897900 or visit www.therecruitmentconsultant.co.uk

20 – 22 April 2004

HRD Week

"Learning Matter. Training Matters"

Venue: Olympia, London

HRD 2004 is the premier annual event for those professionals working in the area of learning, training and development. The event regularly attracts 2,000 conference delegates and over 7,000 exhibition visitors.

For further details call 020 8263 3434 or visit www.cipd.co.uk/hrd/main

20 – 22 April 2004

Incentive World 2004

"Attract customers, drive sales, reward employees"

Venue: Earls Court 2, London.

Incentive World is one of the largest

promotional, marketing, incentive and motivation events in the UK. The exhibition is also set during National Incentive and Motivation Week. As well as increasing the awareness of incentives the event also highlights the benefits of successfully targeted promotional campaigns.

For further details call 020 7736 4022 or visit www.incentive-world.co.uk

11 – 13 May 2004

The Times Crème

"The UK's only event dedicated to the busy working lives of PAs and secretaries"

Venue: Olympia, London.

The Times Crème exhibitions bear testimony to the ever-changing role of PAs and secretaries, who have become project managers, researchers, event organisers, human resource specialists and skilled users of IT. The Crème events support PAs with training seminars, free advice and hundreds of products and services.

For further details call 020 8332 0044 or visit www.thetimescreme.co.uk

14 -15 May 2004

National Engineering Recruitment Exhibition

Venue: Hall 3, Wembley, London

NER is the leading engineering recruitment event in the UK, offering visitors the opportunity to research career opportunities, meet with recruiters face to face, apply for jobs and even attend interviews on-site. Admission is free.

For further details call 020 8394 5237 or visit www.engineerjobs.co.uk

25 – 26 May 2004

Learning Solutions 2004

Venue: Business Design Centre, Islington London.

The world class conference programme will focus on the practicalities of implementing integrated solutions and highlight best practice as well as any pitfalls to avoid. Peer group learning and networking sessions will also be key features of the event, adding value to the experience for visitors and delegates.

For further details call 020 8394 5131 or visit www.learnevents.com



Ruella James plc Reader Competition

With the promising economic outlook and more vacancies becoming available, now is the time to start considering your next career move. The fact that we currently find ourselves in a candidate driven market, presents you with a great many more opportunities than you would usually expect to find. As we have a vast range of opportunities available, we are in a perfect position to help you find that next job.

Why not register with us and, on top of the excellent service, we will enter your name into a draw and the lucky winners will receive a meal for two to the value of £150 at "Hush Ground".

Owned by Roger Moore's son Geoffrey, this ultra swish brasserie has already carved a reputation as one of the hottest venues in town. Discreetly tucked away from the hustle and bustle of Bond Street in a tiny little courtyard where you can sit outside in the summer and serving up a wide variety of tasty delicacies from around the world, it has proved a big hit with celebrities and general bon viveurs alike.

The menu is based on Mediterranean cuisine, but with elements of Eastern/Pacific Rim cookery thrown in as well. Dishes include Champagne risotto with white Alba truffles, Confit of Duck with pak choi, chillies, garlic, ginger and a sesame seed dressing and Light chocolate mousse with caramelised mandarins.

You are guaranteed to have a fun evening with excellent food and wine in one of London's most delightful areas.

We will run this competition during April and again during May. Contact us on 020 7290 6555 and register now. Provide us with your CV and quote TRC/RJ/Hush. Let us help your career as well as giving you a great night out!

Email: mail@ruellajames.com



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