

deNovo Associates—Recruitment Specialists

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2009 Reported to be a Positive Year for the Majority of HR Professionals

The leading provider of data driven and interactive resources for targeted sales, marketing and research solutions today announced new findings from its ORC International division that show despite the recession, 67% of senior Human Resource professionals in the UK considered 2009 to be a 'very successful' or 'successful' year for their organization.

More than half of the professionals polled (54%) also believe that their organization started 2010 in better shape than they were in at this time last year, with 62% of private sector and 47% of public sector organizations reporting these encouraging findings. It seems that despite going through a tumultuous year, the majority of organizations have managed to weather the storm and are starting the new year in a positive way.

The survey, HR Reflections, was conducted by leading employee engagement consultants ORC International, an Infogroup Company, and canvassed the opinions of over 200 senior HR, employee engagement and internal communications managers from private and public sector organizations across the UK.

Matt Roddan, Associate Director of Employee Research, said,

"these findings show that, despite all of the negative press of the last year, a considerable number of UK organisations had a good year in 2009."

When asked what the main focus for their organizations will be in 2010 – survival, recovery, stability or growth – stability and growth were the most likely responses. There was a marked difference between the results from the private and public sector regarding the focus for the year ahead, with the private sector mainly focusing on growth (55% of private sector organizations) whereas in the public sector, 70% of organizations will be focusing on stability.

Roddan concluded,

"The results suggest that the green shoots are starting to show for private sector organizations, but in the public sector the rough ride may be only just beginning."

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Employers upbeat about growth in UK jobs

The latest JobsOutlook survey from the Recruitment & Employment Confederation (REC) has again demonstrated that confidence is returning amongst employers.

According to the latest survey, a total of 94 per cent of employers expect either to maintain or grow their permanent workforces in the next 12 months. The survey also shows that one in four employers are planning to increase their temporary workforce in the next year which highlights the important flexibility that contract and temporary work provides to employers and job-seekers looking to get back into the jobs market.

The latest JobsOutlook also shines the light on the specific attributes that employers are looking for from new recruits as they start to lift their recruitment freezes with communication and interpersonal skills topping in the list.

Commenting on the survey findings, Roger Tweedy, the RECs Director of Research says:

Increasing employer confidence is looking like resulting in more hiring over the coming year. Businesses are naturally cautious about the economic recovery which is why the provision of temporary and contract work will continue to provide a useful outlet.

Looking ahead, the REC is seeking Government action to remove the barriers to growth and job creation such as increased business taxation and employment regulations. It is still a long road back to full employment in the UK and we are concerned that the squeeze on public expenditure could negate some of the upside we are seeing from private sector employers.

Client Testimonial

After using a number of recruitment companies I found it refreshing to work with deNovo. They took the time to understand my requirements and delivered a number of excellent candidates of which I employed one. They are now my first point of contact for my recruitment needs"

Neil James—Commercial Director

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