

GRAD/FOCUS

ISSUE ONE
AUTUMN 2003

WELCOME

to the first edition of our newsletter GRAD/FOCUS designed to introduce GradWeb to new customers and keep existing clients up to date with all our company news.

Since we launched GradWeb in 2000 the company has grown from strength to strength but our mission has not changed: To do such a good job for our clients that they don't want to go away.

Our client retention rate is something of which we are all very proud. Our team is committed to delivering a quality service through industry best practices so that we become part of your graduate process.

This is what we believe differentiates GradWeb from our competitors as well as the fact that our highly experienced team understands the needs of both clients and graduates.

We hope you enjoy reading our first newsletter and we look forward to receiving your comments and feedback.

Pictured below are GradWeb directors, Katrina Rostrup and Jonathan Butler



GradWeb on the move

Long term growth plan prompts move to larger offices

GradWeb is moving to new larger premises in Newbury Berkshire at the end of August 2003 as the company plans for long term growth.

New 2500 square feet office at Mill Reef House, Newbury

With a number of new clients coming on board we decided that it was time to look for new larger premises that would enable us to scale up and support our customers not only now but in the long term as well.

The new 2500 square foot office at Mill Reef House, Newbury is almost a third larger than the old premises in Park Way and will house the existing team but will allow plenty of room for expansion.

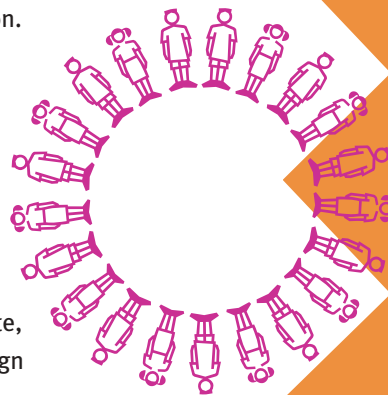
For those of you who are not currently working with us and are therefore unfamiliar with what we do, GradWeb was founded in 2000 in direct response to the growing demand from graduate recruiters for solutions to manage their recruitment campaigns. ➔



Mill Reef House

We enable organisations to recruit the graduates required through cost effective tailored solutions, managing the whole process from the initial applications to final selection. Services include integrated online application and candidate management systems, website design, response handling and administration, application screening, interviewing via telephone or at the client site, and assessment centre design and delivery. GradWeb also provides strategic advice on the overall recruitment programme for the client and guidance on best practice.

The team has considerable experience of developing and delivering a whole range of successful graduate recruitment solutions for companies recruiting any number of graduates; from 5 to 500, for all disciplines and across all industry sectors.



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GradWeb retained by ngdp

Thames Water retains GradWeb for Fourth Year

Number of graduates to be recruited into local government doubles in 2004

The GradWeb office telephone numbers remain the same but the new address as of August 27, 2003 is:

**Mill Reef House
Cheap Street
Newbury
Berkshire RG14 5DD**

**Telephone: 01635 584130 • Facsimile: 01635 584131
enquiry@gradweb.co.uk • www.gradweb.co.uk**

GRADWEB
GRAD/RECRUITMENT COVERED



“We are absolutely thrilled to continue our association with the ngdp for the 2004 campaign.” Katrina Rostrup

GradWeb retained by national graduate development programme for local government

Number of graduates to be recruited into local government doubles in 2004



Malcolm Craig

“We have a very strong partnership with the GradWeb team and feel completely confident in their knowledge of this market and their ability to effectively implement and develop this pioneering recruitment programme.”

GradWeb have been retained for a third successive year by the Employers’ Organisation to undertake the recruitment of 100 high calibre graduates on to the National Graduate Development Programme for local government (ngdp); the first graduate recruitment programme to be undertaken on a national scale within local government.

Launched in March 2002, the ngdp is aimed at recruiting talented graduates into local government – the biggest employer in the UK - and developing these candidates by providing them with the skills and experience necessary for a long-term management career.

GradWeb was appointed in January 2002 to identify 50 graduates for the programme, advise on the development of a selection process and develop and manage the campaign when it went live in March 2002. GradWeb undertook to handle all applications, sift completed forms, arrange interviews and assessment centres; and deal with all candidate email and telephone enquiries. 50 graduates were successfully recruited from this first campaign. The campaign has been repeated this year, when a further 50 graduates will commence work in September. ➔

Katrina Rostrup, Director of GradWeb, said: *“We are absolutely thrilled to continue our association with the ngdp for the 2004 campaign. We have been involved from the start and have grown the programme from just the simple recruitment process outlined in the original brief, into a successful and sophisticated programme with value add and extra services.”*

GradWeb was appointed in January 2002 to identify 50 graduates for the programme

Malcolm Craig, ngdp Programme Manager explained: *“We have a very strong partnership with the GradWeb team and feel completely confident in their knowledge of this market and their ability to effectively implement and develop this pioneering recruitment programme.”* ➔

The graduates who join the two-year programme are given the chance to be part of a nation wide network of new recruits, placed within a number of local authorities within England and Wales.

They have the opportunity to work in a number of departments, as well as share information and best practices learnt from working in their host authority. They also follow a postgraduate management course tailored to local government at Warwick University.

Jassa Scott, a graduate recruited in the 2002 campaign and based at The Vale of Glamorgan authority in South Wales, said: *“One year ago I was working in a totally different sector and then the ngdp caught my eye. My expectations of the programme have been exceeded. I am enjoying being part of something new and helping shape the future of local government.”*



Jassa Scott



Network Rail Graduate Recruitment Programme Flourishes

Corporate restructure is no barrier to success

GradWeb has been retained by Network Rail - for the third year running - to run its graduate recruitment programme.

After having been appointed in 2001, GradWeb's original brief was to handle applications for the company under the guise of Railtrack via telephone, online and post throughout October 2001 to April 2002. But just months into the contract Railtrack went into administration and this caused a lot of uncertainty in the marketplace, especially amongst candidates.

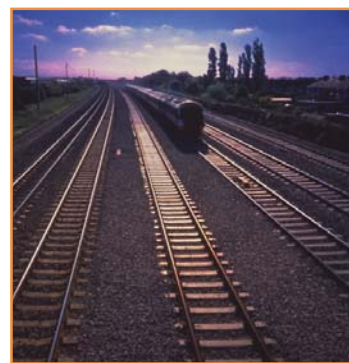
Katrina Rostrup, GradWeb Director, commented: *"One of the key factors was to maintain a very positive attitude in all correspondence with candidates, to ensure that the project's success was not impacted in any way."*

Linsey Perry, Head of Graduate Recruitment, Network Rail & Vice Chair of the Association of Graduate Recruiters (AGR), commented: *"GradWeb became an extension of my team and took on the hallmark of our recruitment process, whilst advising on how to tailor and improve the process as we moved through the stages."*

Despite such turbulent times, still over 1000 applications were received and 35 offers were made in the 2001/2002 recruitment drive. During the second year, marketing activity began in September 2002 ➔

under the banner of 'Engineer the Future.' The new company Network Rail was then formed in the October.

The 2002/3 recruitment programme delivered the same high quality of candidates as in the previous year. The company received 1200 applications and 41 offers were made. Moving into 2004, the programme is set to expand and the number of graduate recruits is due to significantly increase. ➔



Katrina said: *"We are delighted to be working with Network Rail for the third year running. We are committed to delivering a high quality of service and industry best practices as well as exceeding our customer expectations."*

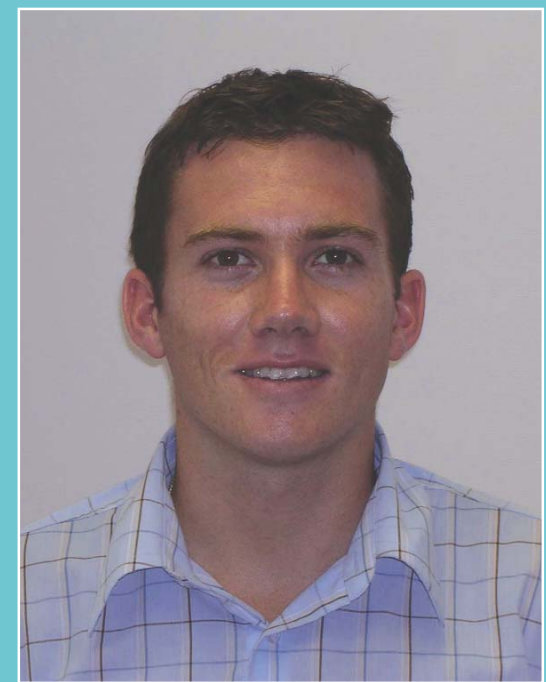


GRADWEB TECHNICAL TEAM E-X-P-A-N-D-S

PICTURED below is Tony Crosby (24) who has just joined the GradWeb technical team and will assist in the development of online application systems.

Tony graduated from Griffith University, on the Gold Coast of Australia in 2003 with a double degree in Environmental Science and Information Technology.

We are delighted he has decided to start his career in the UK and we are sure he will be a valuable addition to the team.



Tony Crosby

Thames Water retains GradWeb for Fourth Year



Thames Water has just reappointed GradWeb to manage its graduate recruitment programme for the fourth year running. Headquartered in Reading, Thames Water, the water division of the RWE Group, is currently the world's third largest water company with some 70 million customers, operations in 46 countries worldwide and is the largest water company in the UK.

GradWeb will be responsible for handling the whole recruitment process up to regional interview stage including the administration leading to graduates attending the final assessment. Thames Water aims to recruit 20 graduates into a variety of management positions around the country.

Are bums on seats enough?

How can you measure the success of your graduate recruitment programme?

GradWeb's Associate Occupational Psychologist Emma Greggains argues that getting bums on seats is not sufficient to measure the success of a graduate recruitment programme.

"Too many companies set an annual graduate recruitment target and once the number has been reached, they view the programme as being satisfactorily completed," she explained.

"Forward thinking organisations look at retention rates long term – measuring how many recruits stay longer than the initial training programme, for example. However if a programme is in its infancy, this is impossible so it is important to measure early on to make sure you are getting the people with the right skills in the first place" ➔

"Evaluation is key to the long term success of any graduate recruitment programme."

Emma has been heavily involved in the design and development of the assessment process for the National Graduate Development Programme to recruit graduates into local government.

The first graduates started the programme in September 2002 and within six months an evaluation was conducted to ensure that the criteria used to select them were right.

Said Emma: *"It was vital to talk to the graduates who had been recruited for the first year of the programme, to see if the selection criteria reflected the reality. This evaluation was vital input ➔*

for the selection procedure in the second year," she added. "The selection process had to focus on the skills candidates needed for the job."

As a result of this evaluation valuable information was gathered to refine the criteria and the assessment centre exercises have been changed to reflect the findings. Emma has designed a bespoke suite of exercises based on fictitious local council scenarios which will be used for the 2004 recruitment campaign.

Emma concluded: *"Evaluation is key to the long term success of any graduate recruitment programme."*



Annual Graduate Recruiters Conference



process and what can be learned from the experience.

This was the first time that GradWeb has presented at the event and feedback from attendees was very positive.

Pictured from left to right are Directors of GradWeb; Katrina Rostrup, Julie Pratt and Jonathan Butler

As you may know the Association of Graduate Recruiters Annual Conference took place at the Celtic Manor, Newport, South Wales on July 13-15. GradWeb exhibited at the event for the third year running and the team was on hand to meet with customers and potential new clients.

Malcolm Craig, ngdp Programme Manager, ➔

Tim Hodey, Consultant ngdp, Katrina Rostrup, Director, GradWeb and an ngdp graduate trainee Jassa Scott presented a showcase called: Delivering a national programme locally through active partnerships.

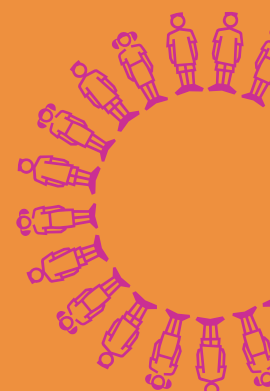
Together, GradWeb and the ngdp examined how active partnerships can be effective, what contribution technology can make to the recruitment ➔



Tim Hodey

Your job's on-line

You may be interested to know that the Association of Graduate Careers Advisory Service (AGCAS) is to launch a new video: Your job's on-line at their forthcoming conference in September 2003. The video, sponsored by KPMG, aims to help guide students through the maze of completing online applications. Katrina Rostrup, who was invited to take part in the initiative said: *"Candidates must remember to complete an online application form in the same way that they would a paper form. All questions should be answered fully and checked for accuracy and grammar. Just because the method of completion has changed, the quality of response should remain the same."*



If you have any comments, questions or feel you have something to contribute to our newsletter, we will be delighted to hear from you.

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