

Newsrelease from WCN Plc

1 December 2006

**E-RECRUITMENT TO TRANSFORM PUBLIC SECTOR RECRUITMENT**  
**SAYS SCOTTISH NATURAL HERITAGE**  
**AT WCN BREAKFAST SEMINAR**

Scottish Natural Heritage (SNH), the Scottish non-departmental public body set up in 1992 as the Government's agency for natural heritage in Scotland, announced at a breakfast seminar held on 1 December in Central London, hosted by IT and e-recruitment specialist firm WCN Plc, that e-recruitment would transform public sector recruitment.

Shona Kent, senior HR business partner and Julia Falconer, HR project manager spoke of the need for change to make public sector recruitment more value for money. Public sector organisations could transform themselves by looking at how other industries were benefiting in their recruitment to meet public sector efficiency targets. They spoke of SNH's paper-based recruitment process which was overly lengthy. As a result, they might miss out on attracting some of the best candidates in the field.

"We are up against fierce competition from all industry sectors for high calibre candidates, so SNH needed to review their recruitment approach to see how they could maximise their efficiency and at the same time attract the best candidates," said Shona. "The public sector constantly has to re-evaluate how it spends tax payers' money and needs to look at reducing its costs," she added. SNH's objectives were clear from the start: they needed to modernise their recruitment to meet public sector efficiency targets and get access to the best candidates.

In the process of modernising their recruitment, SNH needed to review their total recruitment strategy to see how e-recruitment would fit with the recruitment needs of the entire organisation. The new recruitment initiative had to work within the context of the overall recruitment strategy, the organisation's policies and processes, Government imperatives, its legal obligations and its IT strategy. The new e-recruitment strategy also needed to adhere to the relevant Civil Service codes.

Modernising recruitment in SNH would require the rest of the organisation to accept the anticipated changes. SNH expressed the need to get buy-in from other members of the organisation such as the SNH leadership team, line managers, HR team and employee groups. They talked about needing to consult Trade Unions in the initial stages of the project to get early approval. "You have to ensure relevant parties are involved early in the project so that they understand what is going on and so that they provide invaluable feedback," said Shona.

As part of their drive to modernise recruitment, SNH spoke of the necessity to understand what organisations outside the public sector were doing in their recruitment to find the right solutions. SNH are using WCN as their e-recruitment provider. "We chose WCN for the functionality of the system and because they are very service oriented." Added Shona. WCN provide a 24 hour user support service.

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*Notes to the editor:*

**Scottish Natural Heritage** was set up in 1992 as the Government's agency for natural heritage in Scotland. The aim of the SNH is to conserve and improve Scotland's natural heritage and promote understanding and make it easier for people to enjoy Scotland's natural heritage. It aims to make sure that its use and management are sustainable.

The SNH vision of the future includes looking after and improving Scotland's high quality natural heritage, not only for its own sake and to benefit people now, but also to leave the best possible legacy for future generations.

**WCN Plc** was established in 1995 and is now used globally from San Francisco to Sydney. WCN is one of Europe's leading and most experienced e-recruitment software suppliers. Since its floatation on the London Stock Exchange in 2000, WCN has grown 50% year-on-year and now employs over 70 people in the UK, France, Germany, Australia and Russia.

Today, WCN boasts an impressive client base including Barclays, Clifford Chance, Eversheds, Exxon Mobil, Goldcrest, HM Revenue & Customs, Home Office, IBM, John Lewis Partnership, Marks & Spencer, Merrill Lynch, Nissan, Norwich Union, Somerfield, Tesco, VSO, VOA, Scottish Natural Heritage and many more.

WCN has also recently been commissioned to write the second edition of the Department of Trade and Industry's guide to best practice in e-recruitment.