

TfL partnered with Reed to centralise disparate resourcing processes, enabling recruitment of talented graduates across multiple disciplines onto a company wide training programme.

“Our partnership has been key to exceeding expectations within the business for delivery of quality graduates across various disciplines”

Melanie Williams,
Graduate Recruitment Manager

The Client

Transport for London (TfL) is a vital part of London for the millions who live there and visit each year. Created in 2000, TfL is the integrated body responsible for the capital's transport system, including London's buses, London Underground, Docklands Light Railway and London River Services.

The Requirement

Prior to having a formalised graduate scheme, the different parts of TfL ran individual and independent schemes managed directly by business units.

TfL partnered with Reed to centralise disparate resourcing processes, enabling recruitment of talented graduates across multiple disciplines onto a company wide training programme in the following schemes:

- Electronic Engineering
- Electrical Engineering
- Civil Engineering
- Mechanical Engineering
- Software Engineering
- Transport Planning
- Service Delivery and Development
- Project Management
- Commercial Management
- Business Analyst
- Safety, Quality and Environment
- Information Management
- HR
- Finance

GRADdirect

The Impact

- Fulfilment exceeded targets by 12.5% per annum
- Influx of high calibre graduates has stimulated increased interest within the TfL business thus increasing demand
- 100% improvement in time to screen applications. All applications screened within 48 hours to ensure prompt and professional candidate experience
- Effective screening procedure improved pass rates at each stage of the process
- Candidate feedback of Reed performance scored at an average of 86%
- The cost of hiring a graduate into TfL has reduced by over 30% during the partnership.

The Solution

During the many years partnership between the two organisations, Reed has:

- Designed recruitment processes based around developed behavioural indicators, to assess necessary competencies required and ensure the hiring of a diverse range of high calibre graduates
- Designed and delivered a multi-stage recruitment process, including competency-based interviewing tailored to the technical scheme-specific requirements of the business
- Provided an expert team of seasoned graduate recruitment professionals to run and manage the recruitment processes for the 3500+ applications TfL receive each year
- Provided a dedicated TfL contact system, including a bespoke candidate management online system, to deliver maximised candidate experience through prompt communication at all stages of the process
- Designed and delivered a multi-stage assessment process, incorporating group exercises, competency based interviews, written exercises and presentations
- Managed movement of applicants through the recruitment process; including all candidate offers and provide detailed personalised feedback to promote professional management of the TfL brand to all applicants
- Provided a dedicated account manager to constantly evaluate and improve the recruitment process and exceed KPIs for service delivery, in order to hire the best candidates for the role
- Produced an extensive suite of bespoke Management Information, including detailed analysis of diversity statistics, enabling adherence to TfL's corporate Equality and Inclusion agenda, in addition to necessary insight required to continually develop the effectiveness and efficiency of recruitment processes.