

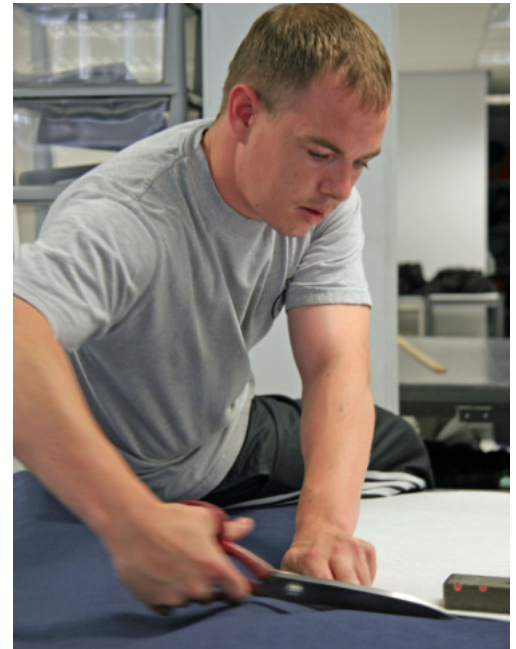
Specialised Covers



on orders because we simply didn't have the numbers of people required to cope."

Invest in Bradford's Local Impact team worked with the company to set up a recruitment open day by placing local press and radio adverts and publicising the event with community organisations and in Job Centres.

Local Impact carried out preliminary telephone interviews on behalf of Specialised Covers to ensure only the very best applicants were present on the day.



Key Facts

Local Jobs: 40+

Location: Shipley, Bradford

www.specialisedcovers.com

About the Company

Specialised Covers has grown from a small, family company to a business with a multi-million pound turnover helping to protect some of the world's premier car marques.

Now Europe's biggest supplier of car covers, the Shipley-based firm employs more than 40 people and continues to grow. Customers include Audi/VW, Rolls Royce and Porsche who all use Specialised Covers products to keep their show room and motor show vehicles in pristine condition.

The business - which remains a family affair with Creative Director Elliott Long joining dad Douglas and mum Carole at the head of the management team - recently diversified into creating covers for caravans and motorcycles, as well as bespoke products for helicopters and other aircraft.

It moved to a larger, modern manufacturing base in Dockfield Road in 2007 with relocation support provided by Invest in Bradford.

How has Invest in Bradford helped?

With business reaching its highest ever levels, Specialised Covers was struggling to meet demand. The problem was particularly acute in finding machinists qualified for the vital task of sewing covers together.

Founder Douglas Long said: "We couldn't get products out of the door quick enough and were in danger of missing out



Key Facts

Vacancies Filled: 12

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Results

Fifty candidates were put forward from over 200 applications and a total of 12 were hired following the recruitment day. They included material cutters, graphics artists, office administrators and machinists.

The need for more machinists remains, however, so Local Impact is now working with training providers in a bid to establish a course specifically addressing the shortage of skilled machinists.

Elliott Long said: “It was terrific to see so many people in at the recruitment day and the support we received from the Local Impact team was a huge help.

“Firstly it meant we saw far more applicants than had we carried out the process ourselves, and secondly we saved valuable time by being presented with the very best candidates at the interview stage.”

Among the successful applicants was Katie Senior, a textiles designer from Bradford. She was delighted with the help she received from Local Impact in landing such a satisfying job.

“It was really useful to speak to someone before the interview to go through my CV, check on my strengths and clarify what I could offer the company,” she said

“I am really enjoying my role here. I am adding to my textiles skills all the time, including learning to use new computer design equipment, and eventually my aim is to become a fully trained pattern maker.”

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Danny McDonagh had been unemployed for eight months before being taken on by Specialised Covers as a materials cutter at the recruitment day. Now a fully trained cutter, Danny, from Shipley, was also delighted to have taken part.

“I used to work down the road making car radios but had been struggling to find anything after being made redundant,” he said.

“I saw the advert for the open day in the Job Centre, applied and everything progressed from there. It’s been really good, the best place I’ve ever worked.”

For more information visit: www.investinbradford.com

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