



## THE ORGANISATION

Aston Martin Lagonda Global Holdings PLC is a British manufacturer of luxury sports cars and grand tourers. Founded in 1913, the company is acknowledged as an iconic global brand synonymous with style, luxury, performance and exclusivity. Based in Gaydon, UK, Aston Martin Lagonda designs, creates and exports cars which are sold in 55 countries around the world.

## THE CHALLENGE

Aston Martin, one of the UK's most prestigious car manufacturers, had a requirement to recruit 142 automotive technicians at their plant in St Athan in South Wales, to support the production of their new DBX SUV model. Twenty automotive technicians were needed immediately (within three weeks), with a further 20 required each week thereafter.

## THE SOLUTION

Manpower supported the requirement for contingent labour for Aston Martin via a hybrid model that combined attraction, selection and assessment of skilled vehicle technicians to support the ramp-up in production of the SUV models, as well as account management based both onsite and offsite.

From a standing start after contract sign-off in February 2022, we produced detailed market intelligence into the status of the industry and regional analysis of the labour market in South Wales including labour availability, salary benchmarking and candidate demographics. These insights were used to inform and manage demand planning and help focus hiring efforts on key demographics, and to inform our attraction media channel plan and flight schedule.



ASTON MARTIN

# HIGH-TOUCH, HYBRID SOLUTION FOR A TIME-CRITICAL AUTOMOTIVE PROJECT



Manpower successfully launched a client-branded advertising campaign across multiple media channels to initiate the attraction process. This campaign generated a significant interest level, both due to the prestige of the brand but also the attractiveness of the role and the Employer Value Proposition it offered.

With in excess of 1,000 applicants passing through the initial pre-screen, our teams further narrowed down the list of candidates invited to a skills assessment centre, allowing physical testing of competency in assembly of automotive components. This assessment was combined with a final interview and the successful candidates advised of the outcomes.

### THE RESULT

By Easter, we had successfully onboarded 102 skilled technicians, satisfying the immediate demand, and created a back-up list of approximately 40 candidates who had passed all the tests and interview process and were given the opportunity to join the team at a later date as demand/resourcing profiles were finalised.

Manpower continues to support Aston Martin with their contingent workforce management through our Manpower Wales hybrid onsite team, including working in close collaboration with their in-house Talent Acquisition and HR teams to improve processes, systems integration and relationship management.



“The Manpower Wales team have supported a complex hiring programme moving people between sites and hiring a significant number of high-quality people in Gaydon to support the launch of our exciting new DB12 car.

“In my 16 months as Head of Talent Acquisition at Aston Martin, the one consistent element has been the excellent work they do, the collaborative way they work with the TA team, and the focused effort to always hit the numbers.

“The Manpower delivery team are excellent ambassadors for the company and a great asset to Aston Martin. We value them very much.”

**Head of Talent Acquisition**

**Aston Martin**



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