

Sector: Retail

Date: June 2011

Client: Selco Builders Warehouse

The Fairy Jobmother



22nd June 2011

Fairy Jobmother waves Magic Wand at Selco Builder's Warehouse

Selco Builders Warehouse in Minworth, hired Bill Rose, one of the two candidates put forward for interview by The Fairy Jobmother when the hit Channel 4 show visited Birmingham in Spring 2011. Selco Builders Warehouse participated in the second UK series of the show, which was one of Channel 4's top-rating prime time shows in 2010.

Bill Rose was one of four participants in the Birmingham episode of the series, which sees The Fairy Jobmother - aka Hayley Taylor - visit four unemployment hotspots across the UK to help groups of unemployed locals from all walks of life into employment. Prior to appearing on the show, Bill only had one temporary job in two years.

Filming for the Birmingham episode took place in Spring 2011, at Selco Builders Warehouse in Minworth. The vacancy had arisen as a result of the Birmingham builders merchants' imminent move to new larger premises on Chester Road in Erdington, due to continued business growth.

In the course of the series The Fairy Jobmother meets NEETS*, lone parents, victims of redundancy and the long-term jobless, to tackle the underlying issues that are hampering each individual's

attempts to find employment and to give them the essential skills they need to succeed at interview and work.

Bill Rose, Sales Assistant at Selco Builders Warehouse, said: "I had no idea what the outcome would be when I agreed to appear in the Fairy Jobmother programme, but I'm genuinely very happy to have been taken on by Selco. I'm still learning the ropes but this is a great start for my career and I've got Haley [The Fairy Jobmother] to thank."

Mark Bramwell, Branch General Manager at Selco Builders Warehouse Erdington, said "Selco is a growing business and we are always recruiting. The candidates that The Fairy Jobmother brought to interview scored well against our interview criteria for the Sales Assistant position, which goes to show the value of preparation and of the time and effort Haley [The Fairy Jobmother] puts into the recruits and into the programme."

Selco Builders Warehouse Minworth branch will move to new larger premises on the Chester Road in Erdington in Autumn 2011 due to continued success in Birmingham,



A pr2go story

the city where the company was founded more than 100 years ago and where five of its twenty-nine builder's warehouses are located.

The company continues to grow despite the wider economic climate and will open a total of four new stores in 2011.

Notes to editors:

*NEET is the initialised version of 'Not in Employment, Education or Training'



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pr2go Case Study



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“We’ve found pr2go a great solution for our PR needs, with a quick turnaround at a great price!”

Selco Builders Warehouse, Marketing Manager, Simon Humpage

Selco Builders Warehouse was originally formed as Sewell & Co (Timber) Ltd in 1895. The company has now become a fast growing and highly respected trade only builders merchants with branches within England and Wales.

Selco participated in TV programme The Fairy Jobmother, aired on Channel 4 in Spring 2011. The programme was one of Channel 4’s top-rated shows in 2010. Selco hired a candidate put forward by Hayley Taylor, aka the Fairy Jobmother, and wanted to raise general awareness for Selco following the TV coverage.

pr2go submitted the press release to the following media:

Media List	
Birmingham Mail - Newspaper	Express & Star - Newspaper
Birmingham Post - Newspaper	Midlands Business News - Online, News and Business
Birmingham Press, The - Online, News and Business	Midland Edition, The - Newspaper
Builders Merchants Journal - Magazine, Trade/Industry	Midlands Business Insider - Magazine, Trade/Industry
Builders’ Merchants News - Magazine, Trade/Industry	Professional Builders Merchant - Magazine, Trade/Industry
Business Report - Magazine, Trade/Industry	Sutton Coldfield News - Newspaper
CBI West Midlands InBusiness Newspaper - Magazine, Trade/Industry	Sutton Coldfield Observer - Newspaper

- pr2go gained coverage in 5 media outlets, which is 35% of all media included in the distribution list
- The AVE for this press release was £3,341.32
- The reach was 52,198
- The client paid £99.99 for the press release produced by pr2go
- The ROI for Selco was £3,241.33 AVE
- AVE (Advertising Value Equivalent)



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