



news release  
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## Introducing something a little different for Cambridgeshire – a new recruitment consultancy ‘with a twist’

We are delighted to announce the launch of SW1 Concierge4You, a concierge consultancy offering its services across the whole of Cambridgeshire.

With the mission to ‘connect the right people together’ and the backing of the Recruitment and Employment Confederation, SW1 Concierge4You has stepped into the market to help its clients achieve a work and life balance by offering them concierge services to help them manage and maintain their working and personal lives.

Says Breda Walsh of SW1 Concierge4You: “Now is the right time for us to launch a fresh, vibrant consultancy into the market and offer quality services whilst upholding what we intend to be high standards to clients and candidates alike. We are confident there is currently a clear gap in the market for us and believe we are in a position to maximise this opportunity for SW1 Concierge4You to establish itself as a key quality operator in and around Cambridgeshire and, later (over the next 5 years), to franchise its Cambridgeshire model out to a further 25 geographical areas throughout the UK”.

Recent research by SW1 Concierge4You has established a definite need for concierge services in Cambridgeshire, which is based on quality of service, rather than low pricing structure. Clients are likely to pay for a better quality permanent and temporary concierge service and candidates are likely to be attracted to work with such a uniquely offering consultancy.

During the recent recession, many recruitment and concierge agencies succumbed to pressure to negotiate their fees and, as a result, their standards of service suffered. They are now struggling to raise fees and their credibility with clients is compromised, especially amongst some independent agencies. Prior to the downturn, these agencies maintained a strong hold on the local market and key to this was the quality of service they provided. Whilst the larger agencies tended to concentrate mainly on national accounts with the large, blue chip organisations, these independents were very successful at attracting and keeping the smaller clients. This is no longer the case and these smaller agencies appear to have lost their focus, which is where the opportunity for SW1 Concierge4You exists.



SW1 Concierge4You aims to ultimately work across a wide range of Cambridgeshire based clients. The consultancy will offer all kinds of concierge services and is currently focusing its efforts on recruiting for suitable candidates it hopes to offer temporary, contract and/or permanent positions.

Breda Walsh continues: "More than anything, we are keen to create jobs and new career opportunities for people living and working in Cambridgeshire. We hope to do this by offering our candidates a wide array of interesting roles across lifestyle management. There are many busy people out there who could use a PA at the office as well as a PA combined butler and travel agent in their personal lives. We are ultimately working towards helping make clients' lives easier by offering them suitable, talented, experienced workers across both areas of their lives – work and life".

For more information about SW1 Concierge4You please visit its fun, friendly, professional looking website at [www.sw1concierge4you.com](http://www.sw1concierge4you.com)

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