



Case Study

Client Brief

Be Personnel was approached to support our client in Event Management by supplying short term temporary staff for a race meeting. Previous experience had resulted in the client having some residual concerns that the precise brief could not be met. The requirement was for a pool of 150 workers for four days, covering very long hours, and ramping up to over 120 for day four, the main race day, a regular but periodic requirement. We simply had to rise to the challenge and prove that it could be done.

Be Personnel Response

First step was to meet with the client to identify all key requirements in respect of job and person specification, timescales, numbers, and contingencies. We have an extensive database of candidates seeking temporary assignments but for this brief we had to “dig deep” to ensure all those selected could meet the full requirement by working long shifts including weekends. In addition to candidates already on file we revised the advertising medium used, pre-screened by telephone asking the ‘killer questions’ about ability to fulfill our client needs and were left with a shorter, but high quality list of potentially suitable candidates. They were then personally interviewed allowing us to establish a retained pool of suitable staff willing and able to meet any future requests. This approach has significantly improved the experience for both client and candidates by matching both sets of needs and also enabling us to improve recruitment lead in time.

Our brief included ordering and managing appropriate equipment and ensuring that whatever was required was always available on site for the tasks which include cleaning, litter & bins, preparing the site for the following day, cleaning materials, litter sticks etc. The real key to our success was the time spent on our selection process followed by our pre start induction, health and safety training, ensuring all staff were issued with and wore appropriate uniform, and clearly understood security.

The size of the site and the complexity of roles required our temporary workers to be split into zones with team managers, zone managers and a site manager with overall responsibility for the operation to liaise with the client throughout the event.

Summary

“I fully appreciate that the nature of my business presents a challenge to resource providers but Be Personnel has definitely proved to me that the care and attention they give to the partnership is fundamental in its ongoing success.

Be Personnel invested the time and effort to ensure a full understanding of our requirements, which to me provided the real base on which the success of the brief was achieved. They also developed a sound knowledge of their temporary staff, and so could identify exactly the right person to fill the posts. Before, during, and after an assignment, my consultant is always available to both me and the workers to minimize the likelihood of problems and to provide an immediate response if we do have a need”.

Be Personnel has retained the contract on a sole supplier basis by successfully supporting the client at all main race days.