

the source

bulletin six

autumn 2008



rapid retail recruitment at terminal 5

reportage from HR forum in November

Geoff Hall, Head of HR Operations at World Duty Free, presented to a packed house at the ResourceBank Autumn HR Forum on his experiences during the launch of Heathrow's new Terminal 5. Held at Mallory Park, Warwickshire, the largest ever number of Forum guests were enthralled to learn about the UK's largest Tax & Duty Free Retailer as it managed a major transition amid a glare of negative publicity.

As if the launch of Terminal 5 wasn't enough, WDF's parent company BAA, also put the company up for sale which presented an even greater HR challenge.

Founded in 1997, World Duty Free sells over 17,000 products in stores at seven British airports. Originally a wholly owned subsidiary of BAA, the organisation is now owned by Autogrill, the world's biggest operator of duty-free shops.

With a turnover in excess of £450 million, World Duty Free has 2,000 employees, of which 1,600 work in retail.

ResourceBank

Geoff Hall, Head of HR Operations World Duty Free





▲ Guests enjoying the HR Forum

Following the highly publicised and problematic launch of Terminal 5 in March 2008, BAA entered into a complex bidding process to sell WDF, eventually bought by Italian motorway services giant Autogrill this year in May for £546million.

“How refreshing to see such passion, despite the enormous pressure, that Geoff negotiated so hard on behalf of all his staff.”

Louisa Hogarty, SSP

“This was a very useful insight and re-assuring for anyone in HR who is merging businesses. There were some good pointers and interesting ideas from WDF’s innovative integration processes.”

Karen Gregory, Magnet Group

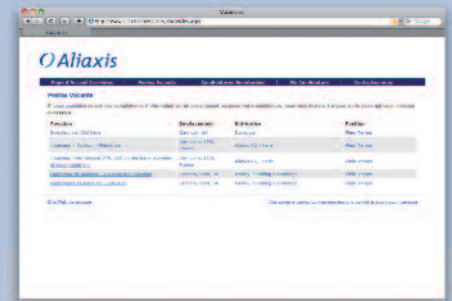
clientnews

Magnet group

ResourceBank are pleased to announce the continuation of their relationship with one of their largest and most established clients, the kitchen and joinery experts Magnet Group.

A new two year contract for the recruitment of 600 employees per year has been agreed and the “Magnet Resourcing Centre” team of seven based from ResourceBank’s Telford office, are delighted about the continuation of this partnership. Alongside Karen Gregory, HR Director, Magnet Group the team is lead by Account Development Manager, Michelle Rowlands who comments

“We are over the moon to be continuing our relationship with Magnet into its sixth year and have the opportunity to support them in both their future growth plans and becoming an employer of choice”



Aliaxis go global

Building on the successful Aliaxis careers website, ResourceBank has recently launched www.AliaxisCareers.com, a bi-lingual website advertising roles in France and Belgium in addition to those in the UK.

ResourceBank continue to provide a full Resourcing Centre service across all the business in the UK and now through the new portal, provide an Application Management service to the Aliaxis Headquarters in France and Belgium.

The service provides access to vacancies not only to external applicants, but also acts as a central point of contact for existing employees who now have visibility to opportunities they might not have had previously.

keypoints

- Terminal 5 took 13 years to complete - the longest planning process in British history
- T5 has a capacity of 30million
- Heathrow in total has a capacity of 100million
- T5 now checks all passengers in within 8.5 minutes

High altitude HR

Launch of New T5

The major T5 recruitment challenge was to find 340 people within six months – the timeframe before the launch date. “We wanted 50% of existing staff to move from our other terminals and 50% new recruits. Many were happy where they were and did not want to venture into the unknown into Terminal 5.”

Enter the ResourceBank team to help WDF, an especially complex challenge due to the lengthy recruitment processes and detailed security checks in place for all airside staff - a minimum five week process for referencing alone. The sheer size of the T5 project - technologically, environmentally, architecturally - also led to very high expectations on all fronts - “the customer experience had to be awesome and every retailer was

tasked with providing a new shopping and leisure experience.”

The WDF and ResourceBank teams succeeded in recruiting the full complement of T5 staff. Full inductions and training were then required to bring new staff up to speed in time for the Queen’s visit in March 08. “There was never any problem in T5 on the retail or catering front” Geoff states. “It is a fantastic new shopping and leisure environment at T5 - staff morale is high, retail sales have grown enormously since launch, particularly after the new flights were brought in and all systems were functioning at T5.”

Integration Into Autogrill

Onto Geoff’s next major challenge: to separate from BAA and integrate with new owner Autogrill and its two duty free retail companies within the UK (Alpha and WDF). “We decided to put in place some key principles and rules of engagement to ensure a smooth transition. We prioritised functional workstreams and HR processes to minimise the impact on staff. We supported key activities such as provision of pensions and

maintained reward packages and employee benefits. It was only once these key elements were safe, that we then entered into consultation on other issues.

Geoff and his HR team successfully retained key people and the new head office set up is now just over half the size of the previous two businesses. “I’m happy to report that morale is high, the response has been positive and those who work in the fantastic environment at Terminal 5 have lifted WDF’s retail game which has also raised the bar right across the board.”

▼ *Karen Gregory, HR & Training Director Magnet & Michelle Rowlands, Account Development Manager, ResourceBank*



university challenge

The KC European graduate and undergraduate recruitment drive for intake in 2009 has begun in earnest. We are seeking 28 individuals across Finance, Sales, Marketing, Supply Chain B2B Marketing and Engineering.

Combined teams of ResourceBank and KC representatives will be attending 13 university and recruitment fairs around the UK. We will be contacting over 80 universities across Europe to advertise our vacancies in careers offices and will also liaise with specific faculties to target candidates.

We are running adverts on milkround, prospects and targetjobs to name but a few. We began advertising at the start of October and have received well over 1,000 applications!

Assessment Centres begin at the end of November and nearly 400 lucky individuals have so far been selected to complete the first stage of numerical testing. We have had marvellous feedback from KC about the calibre of graduates offered in previous campaigns and those successfully appointed have gone on to be the future managers and leaders of the business.

We hope to continue to find more top talent this year.



mutually successful

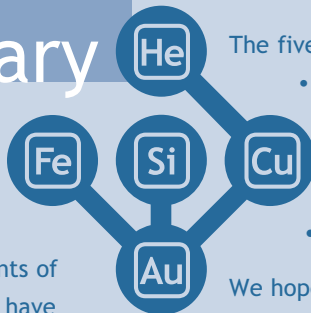
NFU Mutual's relationship with ResourceBank continues to grow as we have been invited to recruit four new types of positions within the business. Having initially embarked on a set project, we are excited this partnership has now been extended.

ResourceBank are very proud to be working closely with NFU Mutual who are 'driving for growth' and are set to double their sales within five years and employ an additional 500 people within sales alone.

We are confident that we will continue to add value to their growing business and recruit the best talent within the Insurance and Finance arena.

elementary

November sees the official launch of the ResourceBank 'Elements' which attempt to describe and capture the key elements of our ResourceBank DNA. We have always had a very distinct and positive culture and we felt it vital that this was preserved as the business expands.



The five elements are:

- Innovation
- Integrity
- Customer Focus
- Teamwork
- Professionalism.

We hope you agree!

ResourceBank

outsourced recruitment solutions

ResourceBank Recruitment Ltd, RBR House, Hawksworth Road, Central Park, Telford TF2 9TU
tel: 01952 281900 fax: 01952 291272 email: jobs@ResourceBank.co.uk website: www.ResourceBank.co.uk

raceforlife

CANCER RESEARCH UK

ResourceBank proudly entered a team of 17 in the recent Race for Life event supporting UK's Cancer Research.

Fundraising from the team was exceptional and ResourceBank were extremely delighted to contribute over £2400 to the charity.

Cancer Research UK has contacted ResourceBank directly with thanks for becoming one of their top fundraisers. Well done to all.