

Dome's 2,000 staff
are the stars
of the show

After a year in the spotlight of media attention, one thing is clear. Whatever else may have been criticised about the Millennium Dome, the staff who worked there received universal praise.

The main reasons were: the strong staff commitment to the aims and objectives of the Dome, the effectiveness of the recruitment programme carried out by Manpower and the New Millennium Experience Company's (NMEC), the exceptional standard of staff training, and the support that Manpower provided for the day to day HR management by NMEC.

The main benefits were:

- Visitors were consistently well hosted
- Staff retention exceeded expectations
- Diversity award was gained in record time
- Career opportunities have been boosted by the Dome experience and training

I CAN

...and I have

Meeting the challenge

The challenge

NMEC wanted an HR partner for the Dome that could recruit excellent front-of-house staff, contribute to their training, manage their payroll and help to retain them for continuity throughout the life of the project.

The solution

Manpower were chosen for their exemplary employment policies, national recruitment expertise and leadership in equal opportunities employment.

They recruited nationwide for 2,000 front-of-house staff, using a specially-developed Millennium Profile assessment to match candidates to the various Dome roles. Before the Dome opened, Manpower also had a team on-site to support

Recruitment was excellent.
I remember leaving the interview thinking, well, if I haven't got the job, it's been a great experience anyway

MK1647

Daniel Egan
Assistant Visitor Services Manager

NMEC's HR function in four main areas: ongoing recruitment, staff training, employee relations and payroll. Manpower also installed their PowerPlan time and attendance system, which ensures accurate payment and provides management information on staffing to allow resources to be managed efficiently.

The benefits

"NMEC gained expert support, and the relationship with Manpower was seamless", Andy Williams, Manpower's on-site Project Manager, said. Customer satisfaction, staff training, retention and diversity were among the key benefits.

Independent analysts, MSB, surveyed visitors to the Dome and found that 91% cited customer service as good or excellent. MSB Managing Director, Don Porter, said "Staff were praised for being helpful, informative, welcoming and friendly". The Dome ratings put its staff ahead of other London services. For example, tourist attractions average 78%, restaurants average 72%, hotels average 68%.

- Staff were 'unfailingly smiling and polite to visitors', a leading commentator said.
- Training was one reason. With Manpower's

The training I had was marvellous. That's what got people motivated for the opening day. It was really thorough

Antonia Simpson
Dome Host

assistance, NMEC trained all the staff in time for the opening. In fact, on one day all 2,000 staff were able to receive training at the same time – including basic instruction in sign language.

- Diversity was always a priority and Manpower helped NMEC recruit an exceptionally balanced front-of-house team. As a result, NMEC received the 'double tick' standard for diversity in only five months, (the norm is two years).
- Retention levels were aided by Manpower's skills in communication. Staff turnover was only 30%, (NMEC had foreseen 50%).
- The use of PowerPlan in managing resources contributed to an early NMEC requirement for £20m cost cuts.

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whoever handled staff training and recruitment deserves a medal

Nick Higham
Media Correspondent, BBC News

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