



Award winning systems for fast moving businesses

# Event Staff Case Study

## Broadbase UK

### Background

**Broadbase UK** are a fast growing well managed employer and trainer of security and safety staff for event organisers. In the season, from April to September, they will supply a quarter of a million event man hours of safety staffing at major events. On an average weekend there will be a couple of football matches, a pop concert, a horse racing event, a Radio One Roadshow and several other assorted festivals and events. All through the year, they supply SIA approved security and safety staff to many locations nationwide. This brings a number of challenges which may be summarised as follows: recruiting and training staff, administering the event staff bookings, managing the events themselves, compliance, and last but not least, the complex payroll requirements.



### Challenges overcome by Broadbase UK management

Safety of the public is paramount. If you are organising an event, you are personally responsible. You need to either employ specialist safety staff directly or outsource to a specialist like Broadbase UK. The reason most people outsource is the level of specialist compliance and staff training required. As a minimum, staff managing spectator movements within a car park, bars, corridors & stadium, need to have an NVQ Level2 in spectator management. Most large have their own additional training accreditation card scheme.

### Benefits

The resulting HQ admin team for this company with 1000 billed out revenue earning staff is only four heads in including working, billed out managers and the sales function. This system saves the company at least 7 admin days per month and 2 managerial days. The actual figure of time saved is probably in excess of that – possibly double. So Broadbase clients know they are paying for professionalism and service and not for inefficiencies found in other similar organisations.

Apart from these and other benefits that are confidential, the systems bring many other tangible returns on the investment in IT systems.

Management information is more readily available, more accurate and timely. Clients know they benefit from better more reliable service and staff. Further, Broadbase UK is ready for more organic growth or acquisitions because of the advantages brought by the application of IT.

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Staff recruitment and management is also a challenge with mostly **casual, part-time staff**. Some events only run once a year, some venues have varying requirements for staff on weekends during the seasons. So, **recruiting staff, checking references and qualifications and training them** further, is best done by an organisation that specialises in doing event security and safety every day. Broadbase, has a **casual staff bank of approximately 1000 people** and hence has the economy of scale to deal with turnover when, for example, their staff graduate and get a permanent job. They can also *over staff* an event to deal with those who do not show for work. They further need the mechanisms to deal with the **discipline** surrounding such behaviour and the **rewards for reliability and excellent service**. Lastly, there are a number of **legal compliance** issues surrounding the employment of foreign and UK staff including the maintenance of data

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on everything from NI and passport/Visa/work permit for **UKBA** details through to electronic filing of certificates, passports, ID photos, and other personal data. These staff lists were previously held on giant spreadsheets backed up by hard copy files. The spreadsheets can still be output by the system if required and the paper files are still kept but do not need to be referred to often as their contents are available on the system saving time.

Likewise, they must **book the events** up and **allocate only the qualified staff** to those events. To accomplish this, they need to list the staff with the **correct qualifications** (e.g. many staff at the FA Cup Final would require NVQL2 SM and a cert# for the specific venue) and immediately make them aware that there is an employment opportunity to work at the event. An email shot may now be sent out to all those who are qualified for an event and available to work at that time (i.e. actively employed, not working at another venue already that afternoon, etc).

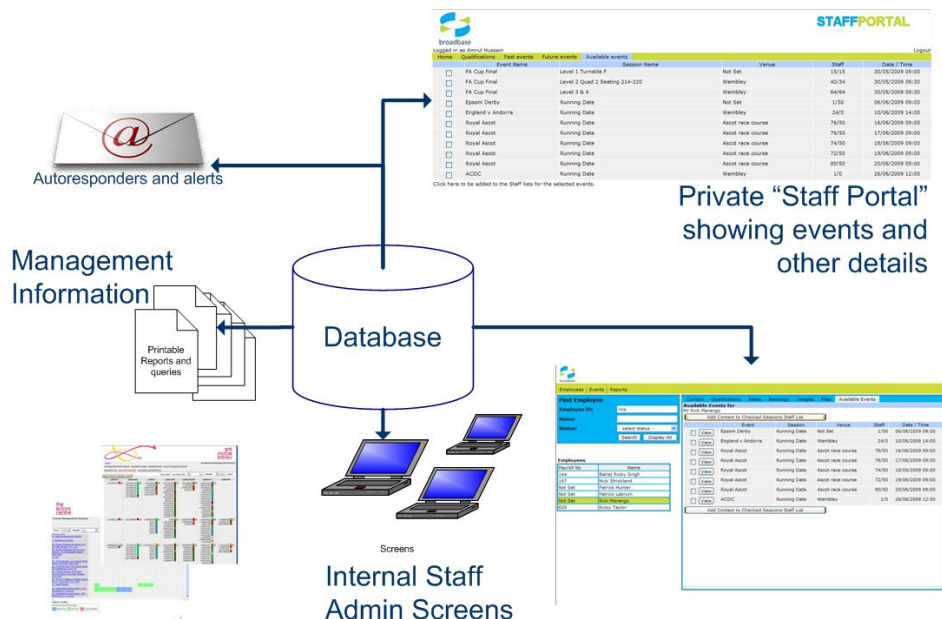
### Event organisers and venue owners

**Event organisers reports** are ready for all managers who need to know who is going to be working at their event. In addition to staff in the office booking people on and generally managing allocations and **reporting lists of booked staff and their qualifications to the clients**, the staff can also log on to their private area on the staff portal. Together with the automatic email confirmations

from Trigaware™, Broadbase UK has been able to more halve the 6000 telephone calls they used to make every month.

### Payroll

Payroll was time consuming before the new AXLR8 system. Staff who attended an event were listed on print outs. Hand written notes from the Broadbase duty manager for that day recorded **absence and lateness as well as outstanding behaviour and authorised overtime**. This is all held in the system, now. The information for each event was then typed into two columns (hours worked and rate per hour) of a large spreadsheet which has as many rows as there are staff. The more events there are the less manageable the spreadsheet became - with two columns added for every event on top of the other staff columns and totals. On a typical Monday morning after the events on the weekend, this could require at least a day to process and check for errors. The system now provides the information at the touch of a button and allows it to be edited and submitted by the payroll administrator. A further sign off from a director approves it for output to that payroll run. Broadbase UK have an internal audit procedure and error checking reports. The batch of data is immediately imported into Sage Payroll where it is (a) formatted electronically to list events, hours and holiday pay, etc and (b) emailed automatically to the staff. This process takes the **overall saving of staff time for payroll to at least 5 days per month**.



### To learn more:

Please contact Jason Clark of BroadbaseUK.com if you require event staff or Rick Marengo of AXLR8.co.uk if you would like to discuss the business information systems details.