

CASE STUDY

Drayton Manor Theme Park

Key facts of the installation

Organisation

Drayton Manor Theme Park

Business Sector

Leisure & Tourism

Number of employees

500+

Key Issue

By investing in Autotime Premium software together with T1000 biometric hand scan terminals, Drayton Manor Theme Park has adopted a new approach to time management and staff security.

Products supplied

- Hand scan biometric solution installed with 10 terminals located across the estate
- Autotime Premium Software implemented to work seamlessly with the biometric terminals

Benefits

- Automated time & attendance
- No clock cards required
- Potential buddy punching and employee fraud eliminated
- Reduced data entry errors when calculating payroll or recording attendance
- Multiple terminals across location
- Installation customised to meet the requirements of the theme park
- Easy to use and train
- Time saving, efficiency

Solution Overview

Drayton Manor Theme Park has successfully merged its existing time and attendance systems into one easy-to-manage system, which is capable of meeting the demands of the size of this well known, popular theme park. Autotime Solutions successfully installed a new time and attendance solution with biometric hand scan terminals to help improve employee authentication, thereby improving performance and achieving business continuity; without causing any downtime or disruption to its Payroll department or employees.



“A key priority for us was to ensure that the new system did not cause disruption for our users, particularly in the run up to the peak season. Autotime understood the impact this would have on the theme park and made sure the solution was implemented professionally and in line with our requirements.”

CLARE BEASLEY, DRAYTON MANOR



Drayton Manor

Drayton Manor is a family theme park with a mixture of scenic parkland and white knuckle rides. It covers 280 acres of land, and is visited by over one million people every year. Since opening in October 1949 Drayton Manor has grown substantially in size, thus putting more demands on the accuracy of employee time management. It is the UK's leading family run theme park and the fourth most popular theme park in Britain in terms of visitor numbers. In 2006, the park received two awards: 'Best UK Attraction' awarded by Group Leisure and 'UK Attraction of the Year' awarded by Coach Tourism. Currently there are several hundred people employed at Drayton Manor, all of which are contracted to a preset number of hours governed by their personal availability and the needs of the park (i.e. animal feeding times, attraction opening times etc).

Customer Challenge

Drayton Manor Theme Park was aware they needed to update their staff time management system due to its rapid growth in recent years. Staff levels at the park vary from month to month with over 500 part-time personnel employed in the Spring and Summer each year – the park's busiest period. Subsequently monitoring a constantly evolving workforce and keeping their data on record was proving a strenuous task.

The theme park was operating with a number of time management systems in place but this needed to be consolidated into one efficient system that everyone could understand and use on a day-to-day basis. The existing clock card systems were not capable of meeting the demands of the increase in size of the theme park and the time management demands that would be placed upon it in the coming years.

A new hotel (due to open in 2009) and water park (in 2012) are currently being built and it was identified that a new system would be needed to manage time and attendance data for the foreseeable future.

Since February 1993 Autotime Solutions had installed many different time recording solutions at Drayton Manor. This had resulted in 12 time recorders of four different types being installed at ten locations throughout the park.

Due to this diverse range of time management solutions it was proving difficult for the HR department at Drayton Manor to monitor which staff were present on site. Consequently security grew to be an issue with buddy punching (clocking each other in and out) and holiday entitlements becoming especially problematic, as many of the staff work different shifts and various hours.

The project had to be completed within tight time scales to ensure it was fully functional before the peak season, in order to minimise disruption.

The Business Solution

The park had been a client of Autotime Solutions since February 1993 and had used their expertise on numerous occasions to install new clocking-in machines at locations throughout the park as it developed in size.

Drayton Manor's senior management discussed with Autotime the need for an improved time management system. Having evaluated

their requirements and discussed the various options, it was agreed that the best way to manage the changing workforce at the theme park would be to install a software driven biometric solution with 10 terminals located across the estate.

Autotime Premium Software was also implemented to work seamlessly with the biometric terminals, allowing all personnel records (including time & attendance and absence information) to be stored and administered from a central, multi-user database.

Autotime were aiming to install the new system in one day with five engineers attending the site.

The priority of Autotime was not to disrupt the day-to-day routine of the park while installing the new system. It was also important that the engineers carried out the work when public attendance and staff levels were at their lowest levels.

No setbacks or problems occurred and this was down to careful planning. Downtime was reduced to zero and all access to restricted areas and locked buildings had been prearranged.

Following installation, all staff were trained to use the new biometric terminals effectively.

Results

Drayton Manor replaced their existing system with a newer and more efficient time and attendance management solution that was capable of coping with a constant turnover of staff and further expansions to the park in the coming years.

The new system allows the HR department to keep personal records of the staff in one place and run up to date reports without a manual search or filing system. They can also monitor which areas of the park are short staffed and when staff fail to attend work. This is vital where animals need cleaning out and feeding, for security issues, and for the safety of the general public on the rides. Holidays can also be monitored and limits imposed, as can health and safety issues such as First Aid officials.

The payroll used to take up to two days to complete and now takes only two to four hours. Maintenance and down times have been drastically reduced with most support issues being resolved remotely, removing the waiting time for an engineer to visit the necessary site.

In addition the theme park will save money as a result of using biometric technology since employees can no longer practice fraudulent payroll procedures, such as buddy punching.

Recommendation

Claire Beasley from Drayton Manor says: "We are delighted with the new time and attendance management system installed at Drayton Manor by Autotime Solutions. Instead of processing everyone's clock card, the HR department can now simply look at a screen to monitor the staff in the park. The report facilities also allow us to look in depth at employee attendance and features like that will prove very helpful as the theme park continues to expand."

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