

Brentwood Leisure Centre

Case Study

Brentwood Borough Council (BBC) contacted Opus in October 2020 to support with the recruitment for the reopening of Brentwood Leisure Centre, a vital community hub.

THE CHALLENGE

In October 2020 the Brentwood Leisure Centre that had been managed by an independent Trust, unfortunately found itself in administration. The building was owned by Brentwood Borough Council who understood the significance of the Leisure Centre and decided to take back management and made a commitment to re-open the Leisure Centre as soon as practically possible for the community.



The council had a tight deadline of three weeks to recruit the 50 members of staff needed to reopen the leisure centre by the proposed date. However, with a very small HR team of two, Brentwood looked into external options for support in order to achieve their recruitment goals in the required timeframe.

Together Brentwood Borough Council and Opus successfully recruited 50 workers in the space of three weeks allowing the Leisure Centre to reopen on the target date.



THE SOLUTION

BBC had heard about Opus through the East of England Local Government Association and contacted us to support with the recruitment drive.

Together BBC and Opus ran adverts, social media campaigns and press releases to promote the vacancies to as many people as possible. In the first two days of the vacancies being released, they received over 1000 views online.

The Opus and Brentwood recruitment and HR teams worked tirelessly the next few weeks to review CVs, shortlist, interview and compliance check candidates ready for the reopening day.

THE OUTCOME

Together, Opus and Brentwood successfully recruited 50 employees to enable the Leisure Centre to open on the target date. 45 of these were previous employees of the Leisure Centre that were able to move into new roles via Opus.

The project won the award for Best Partnership/Collaboration at the 2021 PPMA Excellence in HR awards as well as the coveted overall Gold award.

The positive partnership between Opus and Brentwood Borough Council continued, with the council taking on Opus as a managed service provider for their temporary recruitment in April 2022.

"Opus supported and made the process as easy as possible. We have worked tirelessly to ensure that this was a success for the community of Brentwood and have forged an amazing partnership with Opus that I hope will long continue."

NICHOLA MANN

Corporate Manager – HR Brentwood Borough Council

