

Dorothy Perkins and Burton

Using Renovo (from Liberata) outplacement services, 85% of Dorothy Perkins and Burtons staff, whose roles were made redundant as part of a company-wide restructure, found a new role within 90 days

Overview

Dorothy Perkins and Burton are two of the flagship retail brands within the Arcadia Group, a retail group with over 27,000 employees and turnover in excess of £2 billion. Having supported a number of other brands within the Group, Renovo (from Liberata), was approached by Dorothy Perkins to support a UK-wide restructure, impacting their Regional, Area and Branch Management network.



The Challenge

With the restructure impacting employees across the entire branch and area management network, Dorothy Perkins wanted a solution that could provide each employee with access to the same quality of support throughout the UK while remaining very easy to implement across a diverse geography. Cost was

also a key consideration – with a large number of employees impacted and no precedent for providing outplacement support in this part of the business, the HR team needed a solution that maximised impact for their employees while keeping costs under tight control.

The Solution

Renovo (from Liberata) worked with the UK HR Manager to create a tailored programme which included support from a Personal Career Coach in focussed areas such as CV production and interview coaching, supplemented with access to our market leading online resources and programme of online workshops. With support being delivered on a distance basis, each employee was able to access targeted advice from a specialist coach with ongoing support being provided through a range of other on-demand career resources. Implementation across a diverse geography was simple with each employee having access to a consistent framework of support that they could adapt to their individual needs.

The Benefits

85% of employed supported by our outplacement services had found a new role within 90 days

The average number of days to resettlement was 44

96% of participants rated their outplacement coach as "excellent" or "very good"

"Renovo (from Liberata) added real value during the planning phases and listened to and understood our needs to create a solution that worked for everyone – by no means a 'one size fits all' approach. The one-to-one coaching worked remarkably well for our employees and with all of that being done through telephone and Skype, the support was accessible and employees could access it when they needed it. Renovo (from Liberata) will always be my first port of call should we need support in the future"

**Nicola Thomas, UK HR Manager,
Dorothy Perkins and Burton**

"I found using Renovo (from Liberata) a real confidence boost, being out of practice in terms of interviewing and job hunting, I was really apprehensive when I was made redundant. Everyone I encountered was really helpful and friendly, they really put my mind at ease by giving me great advice and hints and tips on how to apply for jobs; tailor my CV and go through the interview processes. I feel much more confident about the future now – I can't recommend these guys enough"

**Stephen, Branch Manager,
Dorothy Perkins and Burton**

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