

# “THE POTENTIAL FOR PEOPLE FIRST TO HELP US ACHIEVE OUR GOALS IS HUGE.”

IDEAL SOLUTION TO SUPPORT HOLIDAY PARKS COMPANY'S GROWTH PLANS



**Customer:**  
Lovat Parks



**Number of employees:**  
200



**Sector:**  
Hotels, Leisure and Entertainment



**Products supplied:**  
People First with Recruitment and Onboarding



MHR

## ABOUT LOVAT PARKS

Founded in 2018, Lovat Parks owns and operates eight sites across Norfolk, Suffolk, the New Forest and Cornwall.

The family-focused group's canine-friendly accommodation options range from luxury lodges to safari tents.

Sustainability is key for Lovat Parks. They were the first UK holiday park to be B Corp (Better Corporations) certified. B Corp businesses aim to be a force for good, using their work to benefit people, communities and the planet.

Lovat Parks has been an MHR customer since March 2021.



## WHAT THEY WERE LOOKING FOR

Not long established, Lovat Parks hadn't previously used an HR system. But growth, and that their employees were spread far and wide across southern England, required a more considered, streamlined approach to communication and managing HR issues.

They spoke to several providers before deciding on People First. Other systems were "a bit clunky" and the Lovat team were impressed by MHR's product presentations and what the system would do for them.

With the HR team working remotely, centralising recruitment processes and reducing paperwork would be a priority and a quick win.

**“FROM A RECRUITMENT PERSPECTIVE, IT’S MADE US A LOT SLICKER.”**

**ALAN OLIVER**  
HUMAN RESOURCES MANAGER  
LOVAT PARKS

## SOLUTION

The People First implementation went smoothly. As a company-wide communications tool, People First helped link and engage the 200-strong workforce across its eight parks, remote workers and other offices.

The recruitment module has been particularly useful for HR. Utilising centralised, streamlined admin processes for recruitment has saved time, simplified procedures and improved communication across the whole business.

They found the system to be very intuitive and well presented for front end users. People First is now the company’s main form of communication for business wide information.

Implementing People First was a big step for a small but rapidly growing business and it has helped the HR team no end. Part of the reason it’s so much better now is because Lovat Parks uses People First as the one source.

They have tested the check-ins function and will be rolling it out in the near future, followed by the learning module.

**“EVERYONE AT MHR HAS BEEN REALLY GOOD TO WORK WITH.”**

**ALAN OLIVER**

## RESULTS AND BENEFITS

The recent implementation of People First is already paying dividends around recruitment for Lovat Parks. And they’re excited to be rolling-out additional functionality in the coming months. Benefits and plusses so far:

- Help and advice from MHR goes above and beyond system support
- Significant paperwork reduction around recruitment and booking leave
- Excellent recruitment module
- Easy-to-use and navigate
- Enables a consistent approach to managing recruitment
- Org chart feature is a very useful tool
- Wide range of available modules
- Company-wide visibility for holidays and absences
- Application process/applicant stages easier to monitor
- Recognitions function is popular



Improved internal communication



One central point for managing team information



Reduction in internal emails