

# People Solutions website wins major HR award for Jaguar & Land Rover

Submitted by: Freestyle Interactive

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PRESS RELEASE – Freestyle New Media Group

Freestyle HR website helps Land Rover/Jaguar win at annual HR Oscars

Warwick, 2 December 2004 - People Solutions, a website designed and built by Warwick-based Freestyle New Media Group, has helped Jaguar & Land Rover Academy scoop a major award in the annual HR industry Oscars, hosted by leading business publication Personnel Today.

Taking the award in the coveted category 'Excellence in HR through Technology', People Solutions is a brand new online human resources and people management guide which beat off stiff competition from BUPA, DEFRA and Shell People Services. The final awards ceremony was held on 23 November 2004.

A second gong was also clinched as the runner-up in the ultimate 'Winner of Winners' category – the part of the award which recognizes 'Best HR Strategy in Line with Business' across each of the Award's 13 categories.

Jo Mitchell who heads up the Freestyle team responsible for developing both the technical platform and distinctive illustration-style of the website and interactive CD-ROM said:

"This was a great project to work on and we are delighted to have been part of the winning team that collaborated on People Solutions. Alice Jones, Manager of Jaguar & Land Rover Academy was convinced from the outset that an online solution was the key to strengthening the knowledge and skills of dealership managers. By increasing the communication efficiencies and providing information on-tap to over 200 car dealerships nationwide important cost savings have been made. Extensive research and the pilot scheme gave a clear vision of what was required to meet the specific information needs of dealership managers with HR and personnel responsibility."

From initial scoping of the web project right through to final launch, the ultimate goal was the creation of an e-business tool that managers would readily use. Content was edited to ensure that it was relevant, jargon-free and timely whilst the visual stimuli and graphics were seen as crucial to building confidence of the website users and attracting busy managers to use People Solutions as a daily resource.

The judges said:

"Dealing with diverse experience and ability levels across a large customer base, the company created confidence and capability with a comprehensive, easy to understand and use and attractive real time programme. Overall it was a well managed project that has and will lead to greater HR awareness and impact throughout the organization and affiliates."

Ends

Editor's notes:

The judging panel included:

Neil Robertson: HR Director British Airways; Stephen Bevan; Director of Research, Work Foundation; Saudagar Singh; HR Director, Npower; Petra Cook: Head of Public Affairs, Chartered Institute of Management

Land Rover/Jaguar Academy successfully provides training for Jaguar and Land Rover's 230-strong UK dealerships. A key strategic objective has been to improve the ability of dealer managers to manage their people confidently, effectively and inline with employment legislation, so that the network attracts, retains and motivates high quality people, and is seen as an employer of choice.

The Academy is responsible for the management of 9000 people employed in its UK network of 230 franchise Jaguar and Land Rover dealerships.

Freestyle New Media Group Warwick-based Freestyle was established in 1996. One of the largest digital and new media agencies outside the Southeast and billings that make it the number one in the Midlands and 36 on the official Top 100 new media agency charts, Freestyle offers a wide range of creative web-based and digital solutions that meet the complex commercial, communication and marketing needs of a wide range of organisations. Our solutions, which include a range of specialist e-business tools such as People Solutions and advanced DVD and CD-ROMs, support business disciplines from HR and training through to brand awareness campaigns and corporate communications and a whole range of other marketing and communication initiatives