



case study

PRIME Health & Safety Compliance Monitoring ensures safe holidays at Holidaybreak campsites

Holidaybreak plc was founded in 1973 as Eurocamp Travel Limited, a family-run business based in Cheshire offering camping holidays in Brittany. Since that time the company has established itself as the UK and European market leader in camping and mobile home holidays, with over half a million holidays sold in 2006.

Monitoring the sites, accommodation and facilities plays a vital role in the company's health and safety strategy. Holidaybreak now uses the PRIME Accident Reporting, Compliance Monitoring and Policies & Procedures Modules. The Compliance Monitoring Module is used to ensure that checks are carried out and defects fixed. It was not always the case, as Holidaybreak plc's Michelle Bowdery explains, "Previously we had set up our own internal database. We wanted to reduce the paper trail and see what we could do online. In fact, we developed a solution that was similar to PRIME. We saw PRIME and realised that it was far more comprehensive and included many other modules such as accident and incident recording. We felt instinctively that this was the system to go with, not least because it shared so much of what we had already identified."

Having decided that PRIME Compliance Monitoring was the module to use, Holidaybreak worked with PRIME to determine the content of the system. As Michelle says, "Quite a lot of tailoring ensured that PRIME reflects the way we work across Europe. We have to meet different legislation

in different countries. **The PRIME team went out of their way to make the system meet our specific needs.** They helped us tighten up the questions to prevent ambiguity in the answers and provide management reports that are very specific to how we operate."

With 90% of her time focused on health and safety coordination and monitoring, compared to 25% two years ago, Michelle is well aware of the importance of a trusted and easy to use monitoring system that can be tailored to take local issues into account. The site-specific nature of the checks undertaken using the PRIME system even drives the production of the safety notices installed in every accommodation.

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Michelle Bowdery, Holidaybreak plc



Before the season starts, people trained in health & safety and monitoring undertook a series of checks. Defects are noted and, if they cannot be rectified before the season starts or during the season without causing significant disruption to the campsite's operations, a site-specific safety notice is generated from PRIME in five languages. As Michelle explains, "**PRIME is possibly the best way we have of ensuring internal and external contracts are being met.** By monitoring checks and defect resolution, we can see if the campsite owners are meeting the conditions of their contract with us – and that Holidaybreak is meeting all the necessary regulations and fulfilling what we are promising to our customers."

Seven reports are issued on an annual basis and most checks are carried out every month with some carried out more frequently than that. The information, as well as being used to identify and repair defects in materials and procedures, is also highly valuable for management reporting. This helps Holidaybreak see at a glance key health & safety information and use **accurate, easily accessible data for better business decision making.** It also helps the company compare its activities to those of other tour operators, despite not having exactly the same set of criteria for monitoring. "Sometimes it can be complicated to match our questions against other operators," explains Michelle. "So we asked PRIME for a report that matches our questions against the standard questions. **As usual, they did it very competently, to our exact requirements.**"

The information available within PRIME has given health & safety monitoring board level exposure within Holidaybreak, as Michelle says, "for the right reasons! **We have real confidence that we have the right information logged and to hand.** Three years ago we would have had to look for the piece of paper somewhere."

In terms of the leisure industry as a whole, Michelle and the team at Holidaybreak also enjoy the confidence of knowing that other tour operators use PRIME. Despite it being a hugely competitive market, considerations of health and safety are shared across the industry. As Michelle says, "We have shared goals when it comes to health & safety. We have great confidence that PRIME puts Holidaybreak on an even footing with our peers in the industry. **I definitely recommend PRIME,**" she adds.



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