

Keeping On Track

KBH on Train Media

They help people get from A to B; illustrate the countdown of stops before a destination; and at times, are a welcome distraction from a carriage's bold seat patterns.

And more often than not, they will be produced by KBH on Train Media.

Train maps, adverts and safety signs are seen by thousands and thousands of train passengers every single day, and it would be a rarity to spot any of them which haven't been created by this successful advertising company.

KBH on Train Media was founded in 1998, and to this date, have contracts with nine train operation companies across 11 networks, including London Midland and London Overground.

The media company primarily sells advertising space on trains, but also undertakes a lot of work with train companies themselves when creating maps, information panels, and safety signs. Because of their work and their portfolio, KBH on Train Media now employ around 30 individuals.

"We expect the people we employ to be mature in their approach and able to manage themselves to a degree," says Fiona Holland, Head of Insight and Resources.

"Obviously there is some supervision, some line structure, but we need people who can think for

themselves. It was certain staff members who didn't fit this bill which led us to Croner in the first place."

KBH Media have been a Croner client for eight years now. Prior to this, issues with their operation staff forced them to seek external assistance.

Eight years ago, the company became aware that their operation staff were not doing their jobs properly, ignoring Health and Safety regulations, and falling foul of their drugs and alcohol policy.

"The industry's very rigorous," Fiona explains. "So our drugs and alcohol policy is very, very stringent."

Given that the number of people using the rail ascends at pace year on year, with 1.68 billion passengers over the past year alone, it is clear why the rail industry is notoriously strict.

"You must sign in, you must sign out. You must wear all of your safety clothing: high vis, safety boots, helmets, etc," Fiona warns.

"When the problems with the operation staff occurred, we sought the assistance of Croner, who helped us to put a handbook together working to the guidelines, setting out standards of acceptable behaviour, and outlining what we expect people to do.

"Quite soon after that, things got better.

"Croner helped us to put more structure into it, which



gave everyone - certainly the operations team - a better idea of what is expected, and how they are meant to be working.”

KBH on Train Media have been a Croner Simplify client ever since encountering the issues. Over this time, they have taken advantage of a spectrum of benefits and tools the software allows, including advice, attendance recording, and documentation.

“The problems with employees falling foul of our policies has certainly lessened since our relationship with Croner,” says Fiona.

“Because we are a small company, we don’t really have what I’d call a specialist, only myself, and I

haven’t had any professional HR training, so I use Croner for their expertise.

“Croner’s service has been very good over the years. I have had numerous calls from various companies asking if they could come in and talk to me to provide a service, but I haven’t felt like changing anything because of the standard of service I have now.”

Croner Simplify can cater to companies of all sizes and assist with documentation, template letters and forms; accident and disease reporting; information to help you run your business; online training, and more.