Assignment Requirements: This assignment draws on the issues examined in the first four weeks of your course. You have been employed to work for the HR department of a large UK based fashion retail company that recently took over a failing rival ‘Bell-Bottoms’. Your task is to review and make recommendations to improve the HR practices of ‘Bell-Bottoms’. Upon starting, you have become aware of practices that you believe need addressing: Human Resource Management is not seen as a systematic approach to the management of labour but as a label. Staff turnover is high (50%) and there is no mechanism by which staff can voice their concerns. A recent staff survey found that morale was poor and motivation levels were low with job insecurity being cited as a key cause (most shop floor staff are on temporary six month contracts ‘to keep them on their toes’ in the words of the former HR director). Some are on zero hour contracts which are highly unpopular. Working hours had also grown longer. While claiming that ‘staff were the best asset’, staff dismissal rates were high and often for unclear reasons. Moreover, absenteeism levels were quite high and so too were health and safety incidents. Managers did not stay long in post so that knowledge of operations was patchy and staff and company databases and manuals were seriously out of date. A very impressive manager of sales, with a deep knowledge of local suppliers, is thinking of leaving because CCTV closely monitors all his office activities. If he leaves no appropriate successor would be able to effectively fill his role. Training and development for most staff is minimal with customer service needing significant improvement. However, while the budget for training and development is substantial, most of it is spent on the senior management team of four individuals including for courses on advanced yoga in India. Prepare a report outlining the HR issues that need attention, drawing on academic and practitioner literature (80%). Prepare recommendations based on the issues you have discussed (20%).