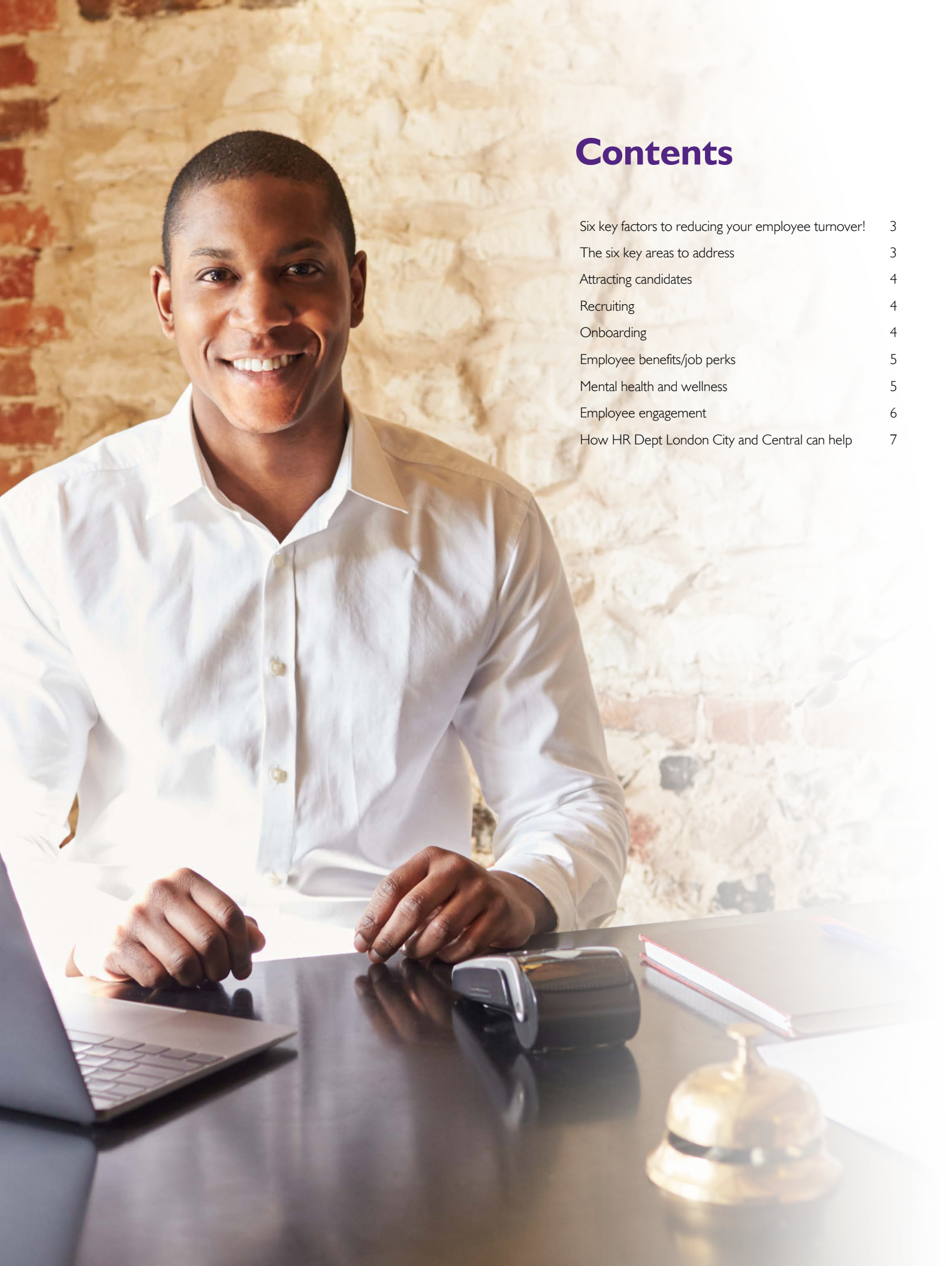


A man with dark hair and a beard, wearing a blue button-down shirt and a dark blue apron, is smiling as he pours beer from a tap into a glass. The background shows a bar with various bottles and a rustic wall.

# Your HR recipe for creative hospitality

Preventing People Problems





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# Six key factors to reducing your employee turnover!

Not many industries can offer the fast pace, creativity, and diversity that hospitality does. And for those in search of fun and exciting opportunities, the world of hospitality certainly does not disappoint.

However, as with any industry, there are areas for improvement. To get the so called “bad news” out of the way, it’s no secret that businesses in this sector normally see high staff turnover rates. Employees cite unsociable working hours, low pay and benefits and lack of career prospects as the top three reasons behind leaving their place of employment.

So, the good news? Well, these can all be easily addressed, and this guide will only make it easier!



## The six key areas to address

Reducing employee turnover doesn’t have to be a long and complicated process. We’ve identified six key areas where you can add value as an employer to guarantee some quick wins for your business. These are:

- 1 Attracting candidates**
- 2 Recruiting**
- 3 Onboarding**
- 4 Employee benefits/job perks**
- 5 Mental health and wellness**
- 6 Employee engagement**



“The many years we have worked and partnered alongside our hospitality clients has given us a deep understanding of the inner workings and culture of the sector. That is exactly why we have put together this guide, to share, support and offer our guidance and expertise with an industry that we work so closely with, and care deeply about.”

Debra Spurway, Director  
The HR Dept London City and Central



# 1

## Attracting candidates

As an employer, your employee attraction matters. Your employer brand plays a key role in attracting talent to your organisation. And what better way to boost your employee attraction than by enhancing employee experience? After all, your credibility and reputation as an employer is built on the experiences of your staff, past and present.

A strong employer brand has the power to attract those who have not yet even considered working for your organisation. If you're concerned that you're not quite there yet, there's no reason to worry. By the end of this guide, we're sure you will be bustling with new ideas and processes to implement that will be sure to boost your employer brand.

# 2

## Recruiting

Hospitality is facing major challenges at the moment, especially for those looking to recruit staff. With the pandemic and Brexit, more and more employees are returning to their respective countries leaving many businesses short staffed and struggling to operate at full capacity.

Now, with a narrowing talent pool looming over the industry, your recruitment process matters more than ever.

### Setting yourself apart from the get-go

What makes you different from your competitors? Is it the chance to engage with the high-profile clients who frequent your establishment? Do you offer employee benefits miles better than your competitors? Or maybe your business is known for its fun and exciting culture?

Recruitment in hospitality is now a candidate led market and if you want to gain a competitive edge, you need to focus on differentiation. Whatever sets you apart needs to be communicated through your job advert using language that excites the candidate about not only the role, but your company/brand too.

### Candidate values matter

You would be surprised by the number of candidates that turn down job offers when they find that the values of a business do not align with theirs.

Being aware of company values that candidates are searching for is important. An example would be sustainability and another, diversity.

Essentially, your recruitment process should communicate that you are what candidates are looking for. That the fun and excitement they're in search of, as well as the values that they care about, dwells right in the heart of your organisation.

# 3

## Onboarding

With the current recruitment challenges faced by the industry, you want to make sure that all new employees are given the best start possible. To do this, you need a consistent and robust onboarding process.

A welcoming and informative induction that explains the ins and outs of your business/brand will ensure that your newest team members are well introduced to your business and that you maintain brand consistency.

During this process, you should be providing the new employee with all the necessary information they may need. This means ensuring all resources such as who we are, handbooks and policies are available and easily accessible to them.

### QUICK TIP:

Many businesses find that apps are a helpful tool when it comes to sharing training material and general resources.





## 4 Employee benefits/job perks

There is no doubt that employee benefits and job perks form a large part of what makes your company attractive. If you want your staff to feel like they are working for an organisation that recognises and shares the same values as they do, your employee benefits and job perks can be a helpful tool to emphasise this message.

A few examples of desirable employee benefits include:

- Health cash plans
- Free/discounted gym membership
- Paid volunteer days
- Extended paternal leave
- Flexible working
- Community interaction

### QUICK TIP:

Some companies offer employees an additional day off on their birthday. Even a small gesture like this can make a big difference.

Whilst having employee benefits and job perks are important, knowing what your competitors are offering is helpful when you are setting your business apart.

What are you doing/offering that is different from your competition and how does that make you the better organisation to work for? Because if you are not thinking about these, your employees and any potential candidates surely will be.

## 5 Mental health and wellness

As an employer, it is your duty to look after the well-being of your employees, both physical and mental. And with the recent spotlight on mental health, making sure you have the proper support systems in place is essential to maintaining a happy and healthy workforce.

Introducing programmes such as the Employee Assistance Programme and having that resource available to support any employees who may be struggling is a great way to look out for the mental well-being of your team, especially during these challenging times.

### QUICK TIP:

Maintaining open communication and actively promoting the support systems you have in place can help employees be more forthcoming about any issues they may have/be facing.



"I have been using HR Dept London services over two years now and it's been a great help for our business!"

Running hospitality business wasn't easy especially when we had the pandemic which affected us all. The HR Dept specialists helped us to get through the worst times and make sure our staff and business were protected. Nothing is too much trouble with professional advice each time."

Patryk Szymanski, Club Director  
The Court

# 6

## Employee engagement

In an industry that sees high staff turnover, you need to make sure that you're keeping your employees engaged. Giving them plenty of opportunity to grow and develop is a great way to keep staff immersed in their role and in your company.

To make things easy, we've put together a 3 ways to do exactly this.



### Speak to your staff

We know you're busy, there's 101 things to do, and only one of you. But scheduling in regular one-to-ones with your employees is still important. They don't have to be long and frequent. Just enough so that you can find out how they are doing, what areas they would like support with and how you can help.



### Give employees extra responsibilities and learning opportunities

A simple way to recognise the hard work and efforts of those who are performing well is to increase their responsibility. This is one of the strongest ways to show that you trust in their abilities and value their contribution to your business.

Additionally, giving employees the tools and opportunities to learn more not only keeps them engaged, but benefits the business with an upskilled and motivated workforce.



### Think about job titles

Recognising employees who are taking on the extra responsibilities and showing dedication to their role and the company is important. Many people are motivated by opportunities for growth so what better way to reward an employee's hard work than by an addition to their job role or by promoting them to a more recognised position in the business.

#### QUICK TIP:

If you are looking for a more structured approach to recognise your staff, creating a formal Employee Recognition Programme is a great way to relay your gratitude beyond words of praise.



# How HR Dept London City and Central can help



Hospitality is an industry we know.

At The HR Dept, we have spent many years working closely with a number of hospitality clients, accumulating invaluable experience and knowledge of the industry.

Our deep understanding and expertise in this sector allow us to position ourselves as specialists in this industry and having worked with multiple businesses and their managers, we know how to make a difference when it comes to people management.

Whether it's implementing a new working process or having to deal with difficult issues, our experienced team are always at hand to provide quick and effective solutions to all your HR matters.

So, if you're looking for reliable HR support from people who know your industry, we're only a phone call away.

**Give us a call on 0203 8053 463**  
**or email us at [hrteam1@hrdept.co.uk](mailto:hrteam1@hrdept.co.uk)**