

BEST PLACES TO WORK IN HOSPITALITY 2017

Purple Cubed partner with The Caterer to drive hospitality's Best Places to Work Awards.

The best of the best are identified via a unique employee survey. This allows people to rate the aspects of their employment they consider important, providing valuable insights towards driving business improvements.

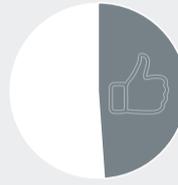
HAPPINESS



43%
of people are
**HAPPY ALL THE
TIME AT WORK**
↑ 1%



More than half
(54%)
would recommend
their company as a
**BEST PLACE
TO WORK**
↓ 1%



49%
of employees feel their
**EMPLOYER TREATS
THEM WELL ALL
THE TIME.**
Just **2%** believe their
employer never does



All six categories are tied to 'how we do things', highlighting the importance of defining and embedding company culture.

KEY POINTS: Define the people promise; Company culture must 'live' in the business.

() Indicates 2016 result

Employees state 'aligned values' as a strength for the first time. This suggests employees have a better understanding of values during recruitment and employers are using values to attract and select the right talent.

KEY POINTS: Diverse employment has risen from 7th to 2nd in the past two years. Hospitality is a diverse sector, though the Government focus and issues such as Brexit may be influencing this.

() indicates 2016 results



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KEY POINTS: Stress can greatly impact the productivity of employees and should be addressed. 'Meeting the people promise' is new to the listing - this is a statement of what employees can expect from the company and highlights the need for an authentic and transparent approach.

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RETENTION

Although just **10%** of hospitality employees are ready to leave their employer now, most of those looking to leave right now have been employed **1 - 2 years (13%)**.



This is an area that should be **addressed as a business priority**. For advice on creating a plan to get it right, refer to the 12-step guide in *The People Formula* by Jane Sunley.

WHAT CHARACTERISTICS ARE EMPLOYEES LEAST INTERESTED IN?



1.
Opportunity
to work for
charity (2)



2.
Low carbon
footprint (1)



3.
Understanding
employee
benefits (3)

Employees have suggested they are not highly interested in 'understanding benefits', yet it's an area cited as something employers need to improve upon. The lack of interest could be due to a lack of understanding.

() INDICATES 2016 RESULT