



PEOPLE AT THE HEART

A study of the key engagement drivers for UK employees





INTRODUCTION

Employee engagement is one of the fastest developing growth strategies for UK businesses.

Engaged employees can increase productivity by as much as 25 percent and businesses that prioritise an employment engagement strategy are seeing not only a rise in productivity, but also a rapid return on their investment. It also positively impacts levels of absenteeism, staff retention and innovation, client and customer service, as well as employee purpose and their communication of the employer brand.

As employee engagement specialists and innovators, at HIVE360, we believe everyone deserves the best work:life experience and that great communication, wellbeing support and financial benefits are the cornerstones of this. Access to information and support about finances and pensions, and to resources that help maintain good mental health, is key to happier, healthier and more engaged employees.

To garner insights and, importantly, statistics as to what employees themselves consider matters most when it comes to feeling engaged with their employer, and in turn to help and motivate UK employers harness the power of employee engagement, HIVE360 commissioned an important piece of research. The results provide fascinating and unique insights into what today's workforce values most in a supportive employer. From lifestyle and financial benefits, support through difficult times, and reliable and effective workplace technology, our research has succeeded in identifying the specific drivers for employees, which in turn will inform how employers can deliver the best workplace experience and work:life support that together ensure loyalty, commitment and strong productivity.

Through the findings of our research we hope to play a part in helping to educate employers on what they are doing well, as well as what they may need to change to help ease their workers' biggest workplace worries, as part of a strategy to improve employee engagement that is supported by a clear vision, purpose, culture and values.

David McCormack, CEO, HIVE360





THE ROLE OF EMPLOYEE ENGAGEMENT

- Growing numbers of staff are looking beyond financial gain from an employer, and we know that more and more people are actively looking for a positive work:life experience.
- How much employees are engaged with the business and their employer plays a significant role in their overall health and wellbeing.
- Engaged people are better people in every sense, from their health and wellbeing to their productivity and commitment to and purpose for the business.
- Engaged employees truly perform at their best. They are more committed, innovative, creative, energetic, enthusiastic and ultimately productive, as engaging with employees and enhancing their work:life delivers the potential to ignite business growth and sustained success.





- Empowering businesses of all sizes to achieve better engagement with their people is good for business, and engaged people are better people in every respect.
- Employers that offer tangible support for their workforce on issues such as mental and physical health and financial wellbeing, see a positive impact on employee productivity levels and the overall performance of the business.
- An engaged and happy workforce can transform a business.
- As well as performance and productivity, employee engagement can accelerate business growth and has a positive impact on levels of absenteeism, staff retention and innovation, client and customer service, and on employee purpose and their communication of their employer brand.
- People feel engaged when they feel a connection, to their employer and vice versa, and an innovative employee engagement strategy is at its heart. An employee engagement model can truly empower businesses to achieve better engagement with their people by enhancing a workforce's work:life balance.



ABOUT THE RESEARCH

The Hive360 survey was carried out with help from Censuswide, a UK-based market research firm.

The research was undertaken and completed over four days in January 2020.

The survey had 1,017 responses from workers based across the UK, including senior decision makers, senior and middle management, office workers, full time and temporary workers.



Taking part in the research:

- o Men: 595
- o Women: 422

Ages:

- o 16-24: 143
- o 25-34: 268
- o 35-44: 272
- o 45-54: 163
- o 55+: 171

Locations:

- o East of England 60
- o Greater London 220
- o East Midlands 75
- o West Midlands 98
- o North East 52
- o North West 119
- o Northern Ireland 31
- o Scotland 63
- o South East 103
- o South West 81
- o Wales 32
- o Yorkshire & The Humber 83



INTRODUCING HIVE360

HIVE360 is an employee engagement innovator and ambassador of a new model of employment administration and employee engagement for the UK market.

It is a dynamic employment support specialist that provides the innovative tools that employers need to address the single biggest challenge to growing and sustaining their business – recruiting and retaining the best talent.

HIVE360 champions a new model of employment administration for the UK market. It is leading the way in innovating employer engagement via its suite of highly attractive and affordable lifestyle and wellbeing support and employee benefits that match individual business requirements with a tailored, personal solution.

HIVE360 is empowering businesses through the delivery of essential communication, wellbeing support and lifestyle benefits to their most valuable asset – their people.





THE POWER OF ENGAGEMENT

Maximising business productivity through employee engagement

The research confirmed and revealed a number of key themes for the UK's workforce, including the issues they identify as the most desirable support from their employers, which in turn will help employers drive employee engagement. The key themes emerged as:

- Workplace tech
- Mobile tech
- Mental health and wellbeing
- Financial wellbeing and workplace pensions
- Employee benefits
- Culture and purpose
- The hidden workforce



ATTRACT - ENGAGE - RETAIN



WORKPLACE TECH

Half of UK workers say poor workplace technology is bad for their health.

The survey found that up to two-thirds (65%) of senior decision-makers in the UK feel poor workplace technology is having a detrimental effect on their work:life balance, their mental health and financial wellbeing.

It also found that 30% of workers, including more than a third (39%) of senior-decision makers, believe their technology and digital skills are holding them back at work.

With mental health affecting around 15% of the UK's workforce, the survey set-out to identify the impact poor workplace technology has on mental wellbeing. The findings reveal that for more than half (59%) of senior decision-makers, technology has an adverse effect on their mental health.

What it confirms is that workers want an accessible technology platform to see things like salary, benefits and pension information.





50%

of workers agree poor workplace technology affects their work-life balance



45%

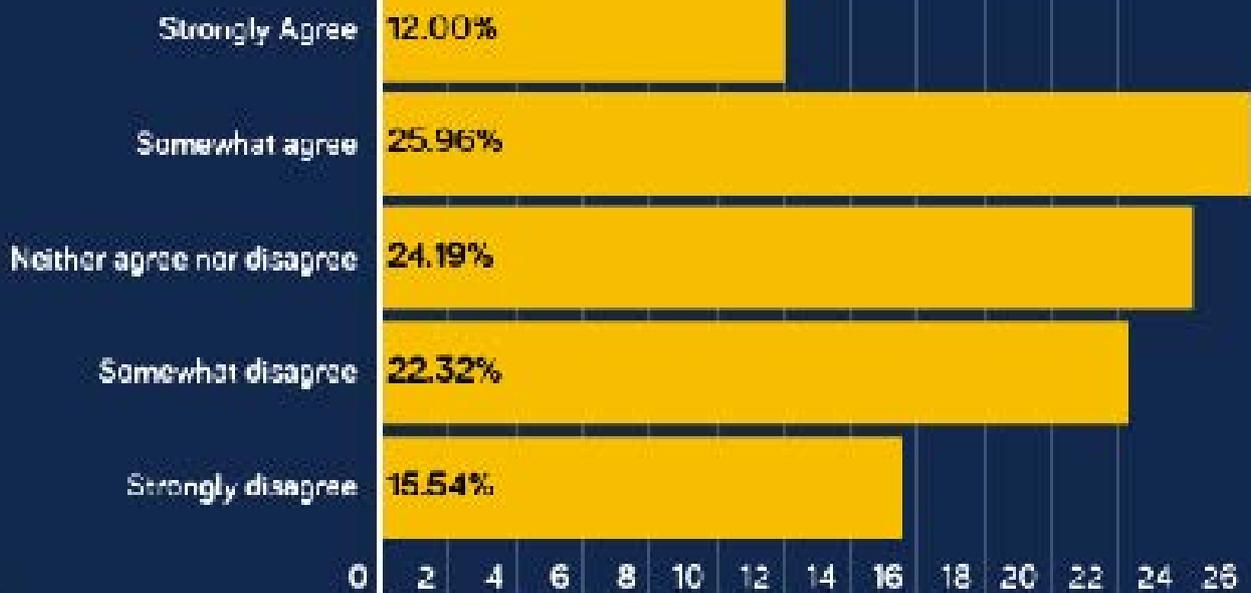
of workers agree poor workplace technology affects their mental health



65%

of senior decision makers agree poor workplace technology affects their work-life balance

Technology in my workplace is not fit for purpose





MOBILE TECH

Our survey confirms that workers want an accessible technology platform for information about their salary, benefits, finances and pension, and to resources that help maintain good mental health, which are key to happier, healthier and more engaged employees.

It found that around 36% of women and 33% of men use their mobile phone for managing their finances, with 12% of men and 16% of women also using their mobiles to keep track of their fitness and activity.

To enable better employee engagement, employers should embrace mobile technology to provide their staff with the information they want on the platforms and devices they use every day. The vast majority of UK workers have a mobile phone, and it makes sense to utilise this technology and put the tools employees say they need in the palm of their hand.





38%

of workers use their mobile for online shopping



57%

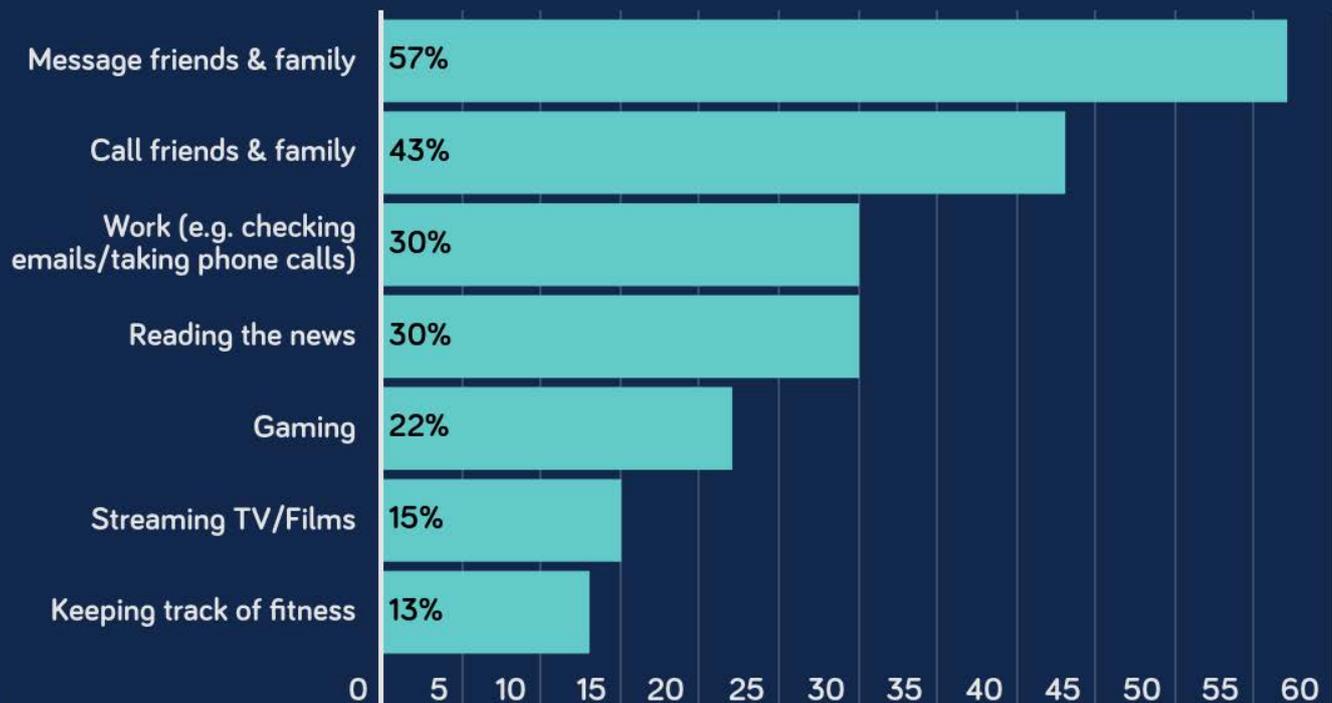
of workers use their mobile for social media



34%

of workers use their mobile to manage finances

What do you use your mobile phone for the most?





MENTAL HEALTH & WELLBEING

Mental health affects around 15 percent of the UK's workforce. But stigma and taboos around mental health appear to still exist in the workplace, with more than a quarter (28%) of UK workers saying they would be uncomfortable speaking with their employer about their mental health issues.





33%

of workers feel uncomfortable overall



48%

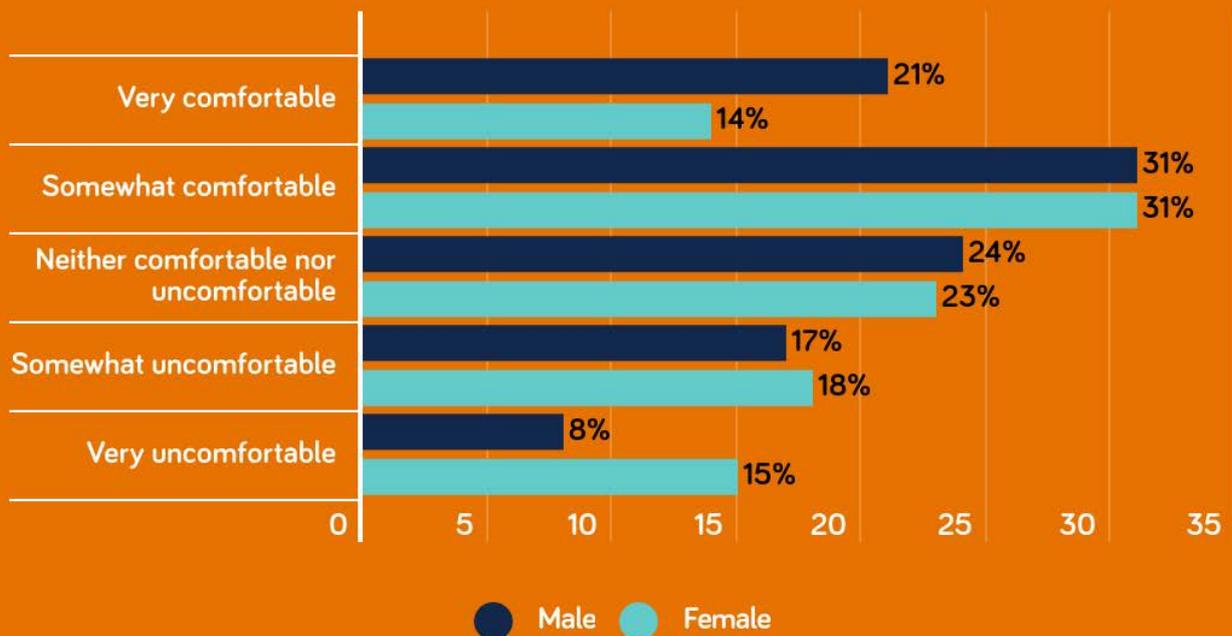
of workers would feel comfortable talking to their employer about their retirement plans



48%

of workers would feel comfortable talking to their employer about mental health

How comfortable or uncomfortable do you feel talking to your employer about your mental health?





FINANCIAL WELLBEING & WORKPLACE PENSIONS

The law surrounding workplace pensions changed in 2018 and now requires that all businesses must comply with auto enrolment legislation and provide a workplace pension for its full time workers.

Certainly this has been an excellent step to ensure 'workforce UK' is prepared for its retirement, but how much do they know about their pension and how many know how to access information about it?

Our survey found that just over a quarter of UK workers (29%) have no idea what their pension is worth, with similar numbers saying they would welcome guidance from their employer on how to access information about their pension and its performance.





29%

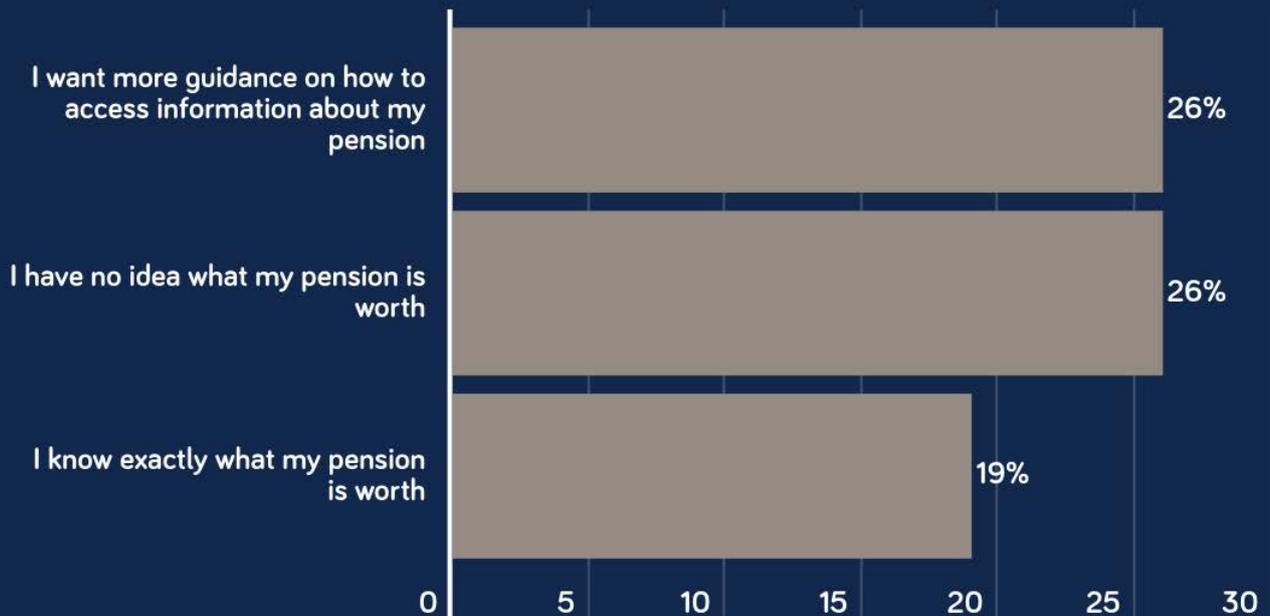
of workers are unaware of the value of their pension



16%

don't know how to access information around their pension

Thinking about your pension, which of the following statements apply to you?





EMPLOYEE BENEFITS

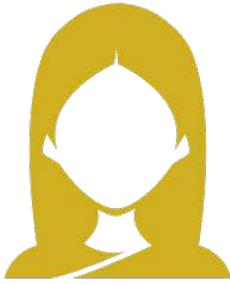
Work is changing, and the workforce's demographic is transforming, with multi-generations often working side by side being a regular feature. A benefits strategy that reflects the face of today's workforce is central to attracting and retaining talent that is right for the business.

Growing numbers of staff are looking beyond financial gain from an employer, and we know that more and more people are actively looking for a positive work:life experience. How much employees are engaged with the business and their employer plays a significant role in their overall health and wellbeing. If employers offer actual tangible support on issues such as mental and physical health as well as financial wellbeing, the impact on employee productivity levels and the overall performance of the business would increase significantly.

Our study confirms this, with around half of all workers saying that good benefits and perks signal a business is a good employer (46%).

Additionally, training and skills development should be available to employees at all stages of their careers, to assist their personal and professional growth, increase their confidence and show their contribution and input is valued.





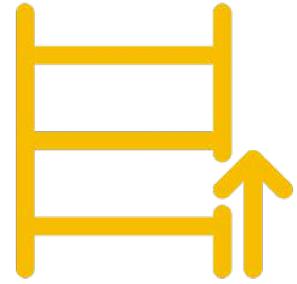
46%

of female workers believe
benefits & perks make a good
employer



56%

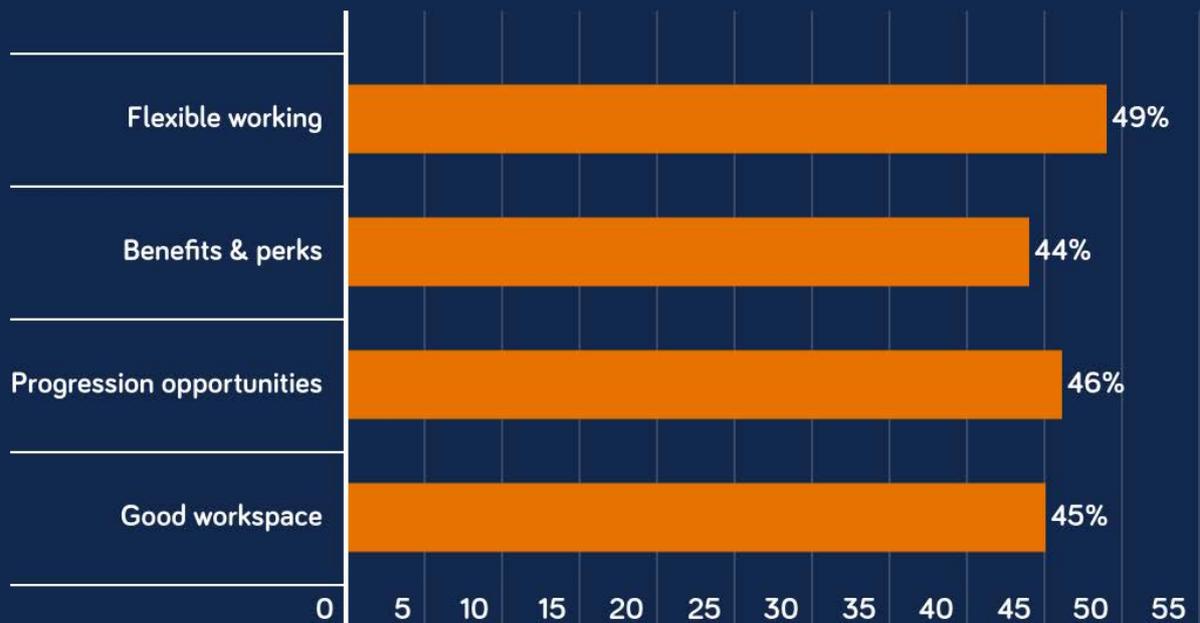
of workers aged 55+ believe
flexible working policies make
for a good employer



47%

of workers aged between 35 &
44 believe good progression
opportunities makes for a good
employer

What do you feel makes a good employer?





CULTURE & PURPOSE

When a deep connection happens with people, purpose and shared values, great things happen! For us to really feel invested in our employer's business, shouldn't we need to feel we share the same purpose and values of the company? Yes, having the right level of reward and career opportunities is fundamental, but why is it any different to the friends we choose and the communities we choose to be involved with?

Our employer is another community, and we all belong to a 'work family'. If our own beliefs are at odds with theirs, how can we possibly put all of ourselves and our full commitment behind our job?

Getting people to live shared values every day is tough, so it is important to understand how significant a clear purpose and company values are for employers to feel engaged and in-tune with their work family. The research confirms that a great culture is a true sign of a good employer for almost half of UK workers, along with a visible reinvestment in the business.

A great culture relies on positive values. Establishing clear values and open lines of communication can help nurture a positive workplace culture that puts employees at the heart of the organisation. On average, more than a third of workers across the UK view companies with a great culture and positive values as good employers, so creating an inclusive work environment where everyone feels listened to and respected is an important way to boost employee engagement.



45%

of senior decision makers feel opportunities for learning and training make a good employer



49%

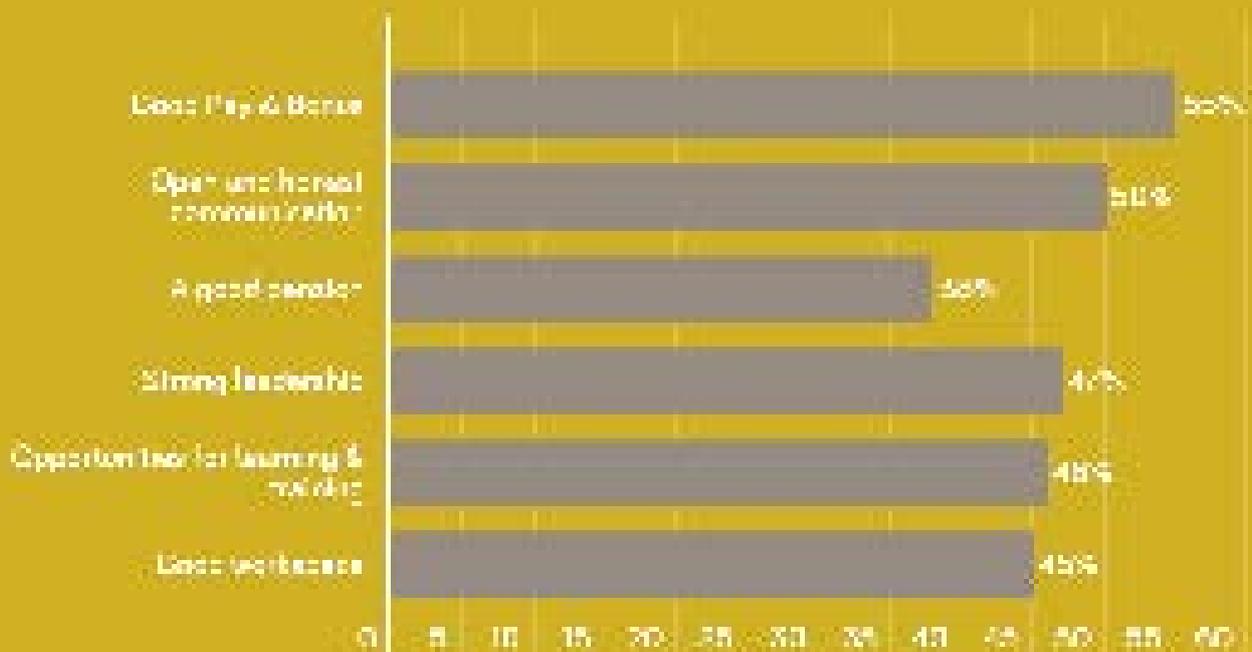
of workers agree with the statement you make a good employer



41%

of workers feel a great culture with positive values makes for a good employer

What do you feel makes a good employer?





THE HIDDEN WORKFORCE

Growing numbers of UK workers are combining full or part time work with caring for an unwell or disabled loved one, with many making up the so-called 'sandwich generation' that is looking after both young children and elderly relatives.

Our survey explored the work-based issues this 'hidden workforce' wish their employer could and would support them with, as well as the impact this additional worry and pressure is having on their mental wellbeing.



HIVE360
Better employment solutions all round



35%

of caregivers to someone with a disability or illness agree that they need more guidance on how to access pension information



47%

of workers who care for someone with a disability or illness agree their workplace tech is not fit for purpose

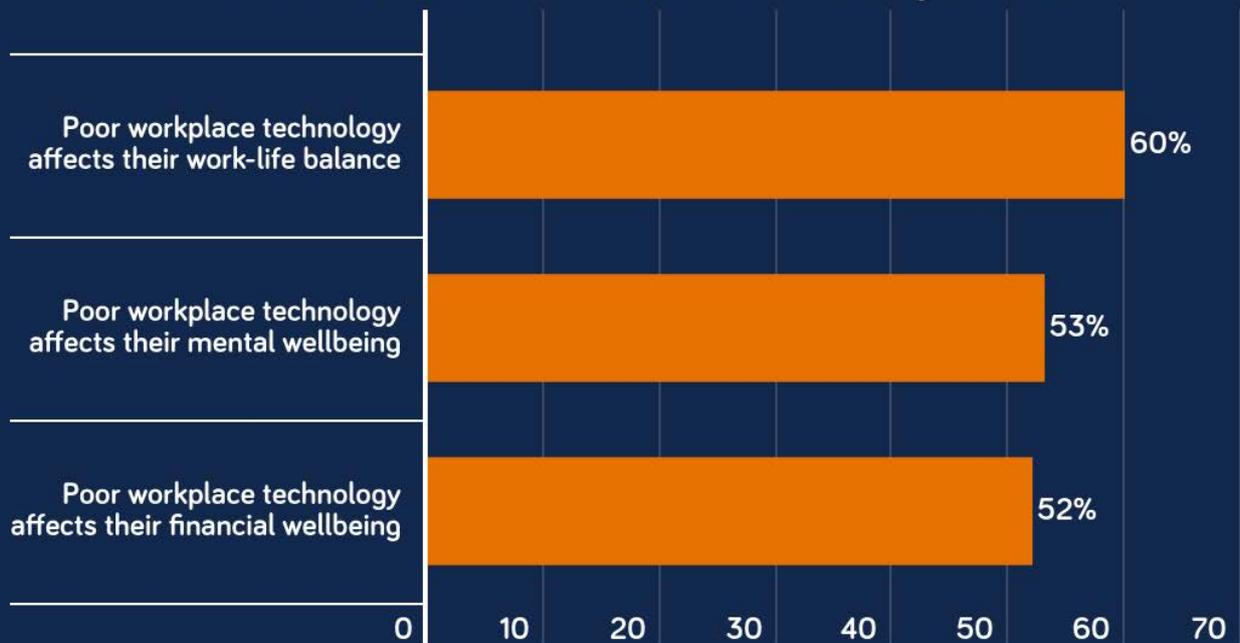


22%

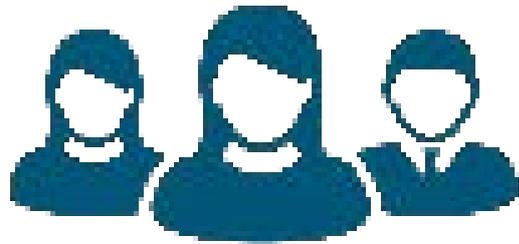
of workers caring for an elderly person disagree that their employer provides technology to view their salary & benefits

How does poor workplace technology affect you?*

* workers who care for someone with a disability or illness



REGIONAL SNAPSHOT MANCHESTER

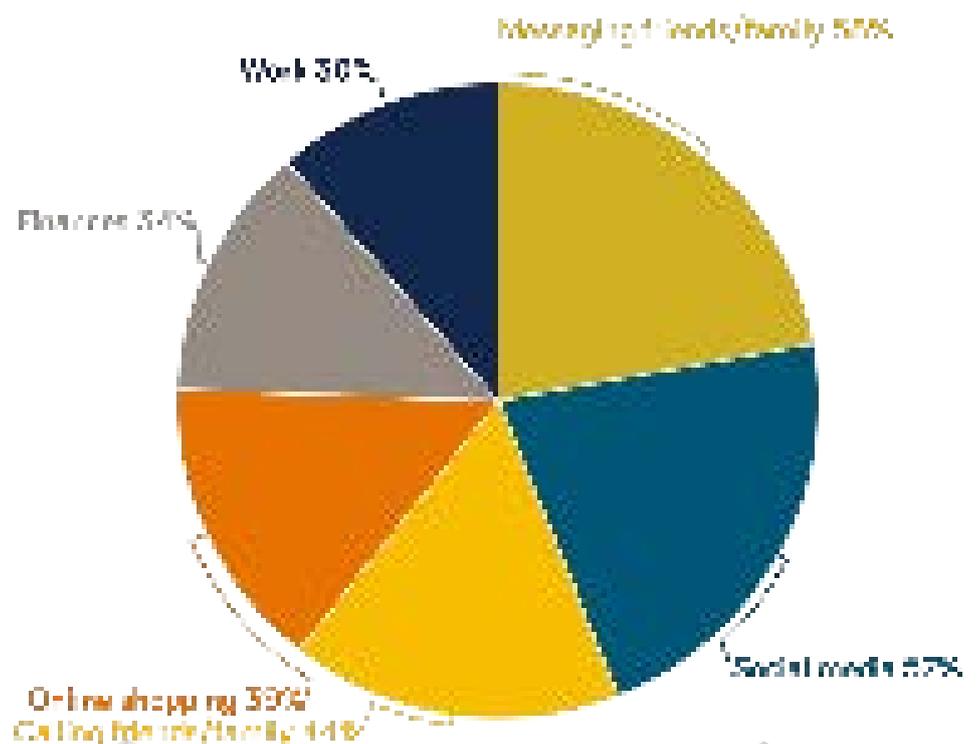


42%

of workers in Manchester agree
their workplace technology is
not fit for purpose

What do you use your mobile for?

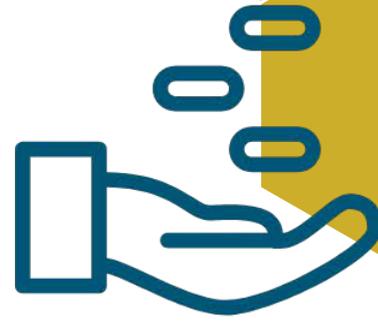
- Messaging friends/family
- Social media
- Calling friends/family
- Online shopping
- Finance
- Work





33%

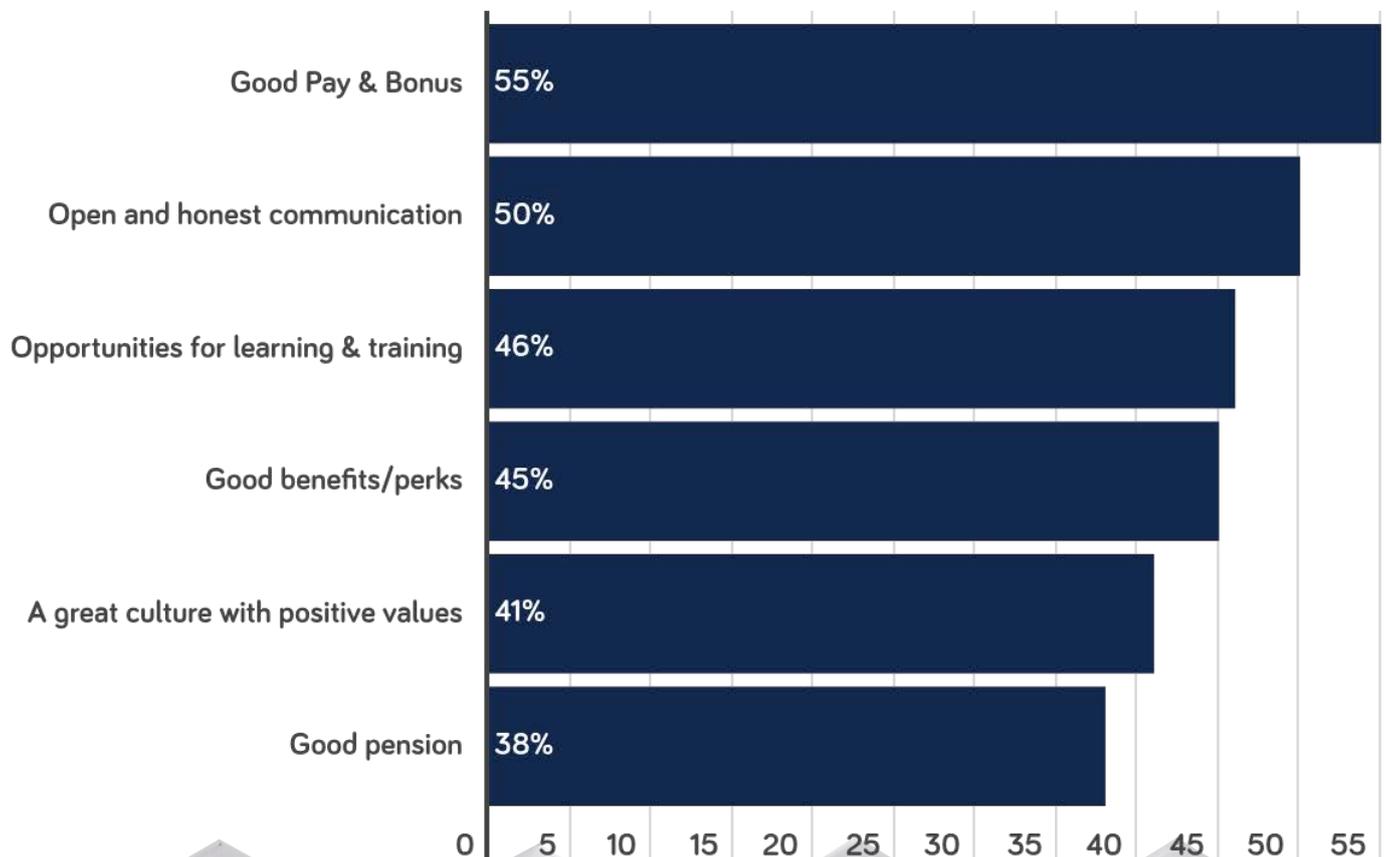
of workers in Manchester agree their digital skills are holding them back



24%

of workers in Manchester don't know what their pension is worth

What makes a good employer?



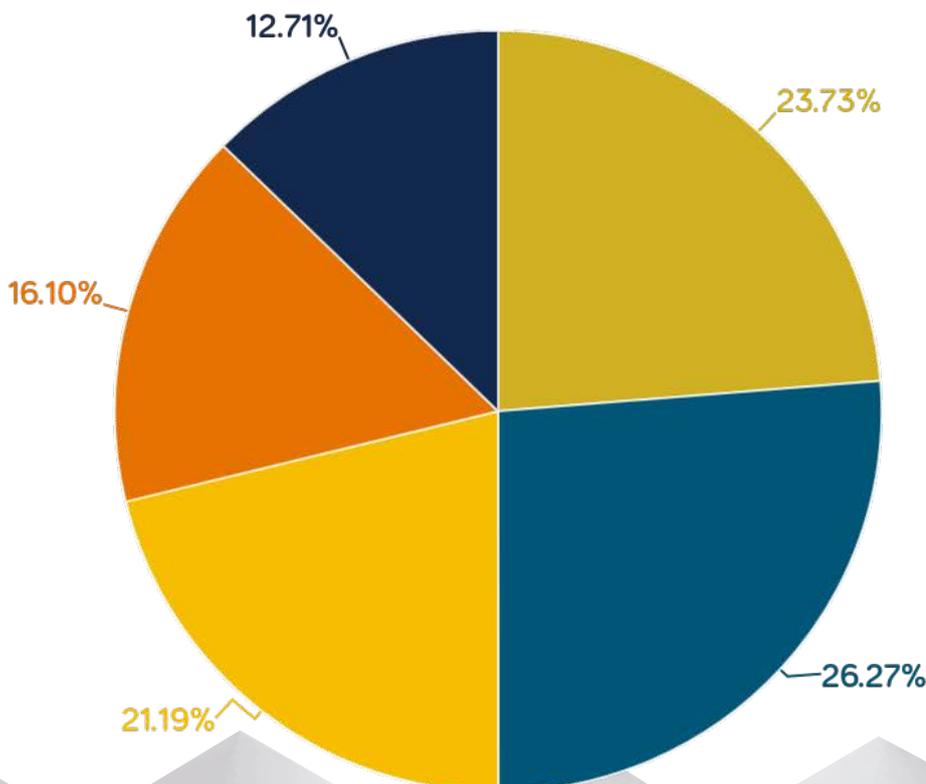
REGIONAL SNAPSHOT WEST MIDLANDS



37%

of workers agree that their digital skills are holding them back at work

How much do you know about your pension?



- I know roughly what my pension is worth
- I would find it helpful if my employer gave me more guidance on how to access information about my pension
- I have no idea what my pension is worth
- I know exactly what my pension is worth
- I am unaware of how to access information around my pension



49%

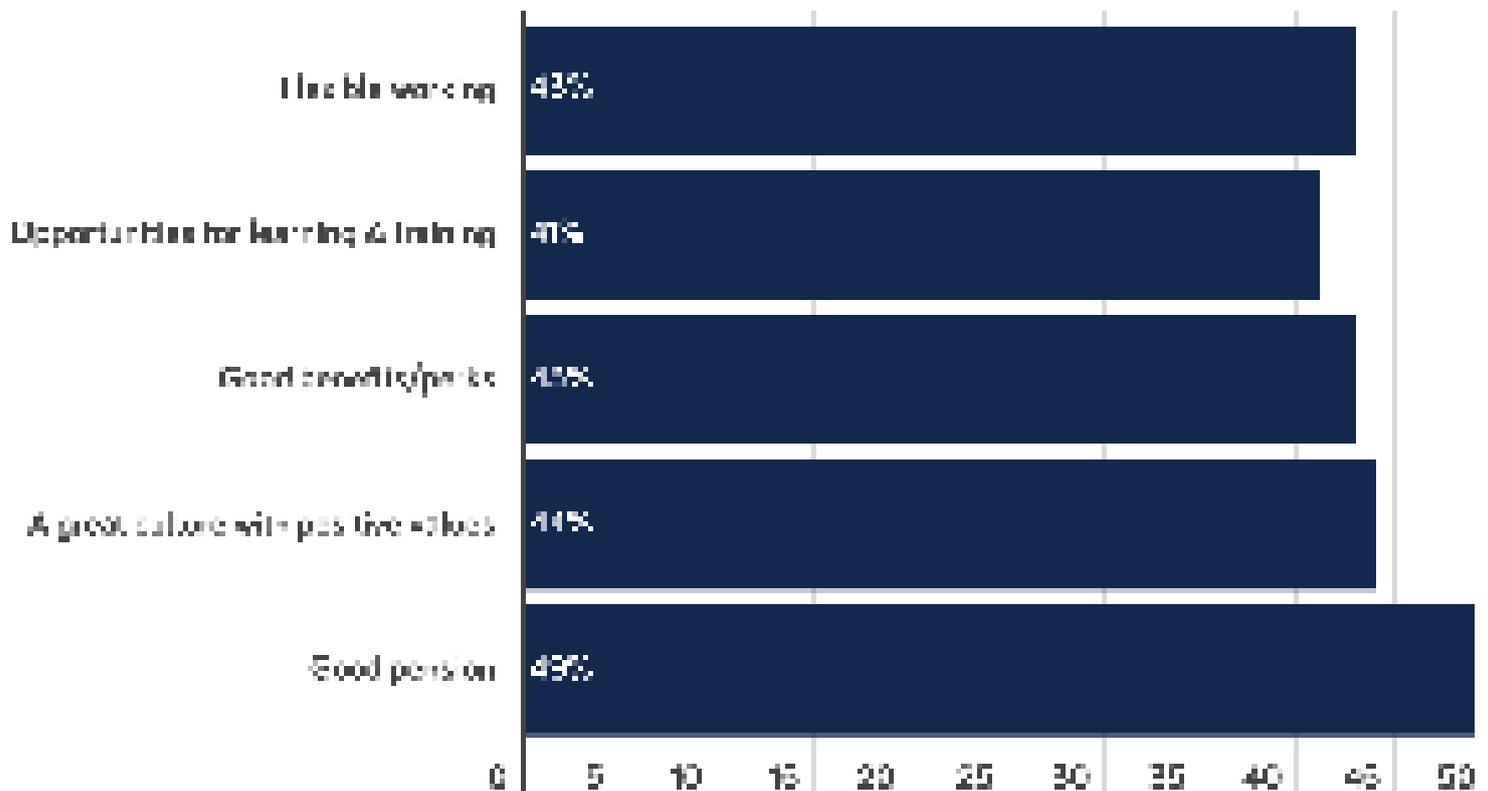
of workers agreed that poor workplace technology affects their mental wellbeing



60%

of workers agree that poor workplace mental health affects their work-life balance

What makes a good employer?



REGIONAL SNAPSHOT EAST MIDLANDS



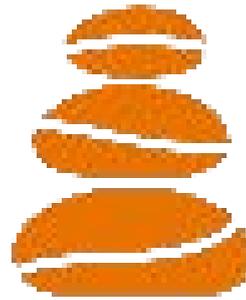
40%

of workers are uncomfortable talking about mental health with their employer



29%

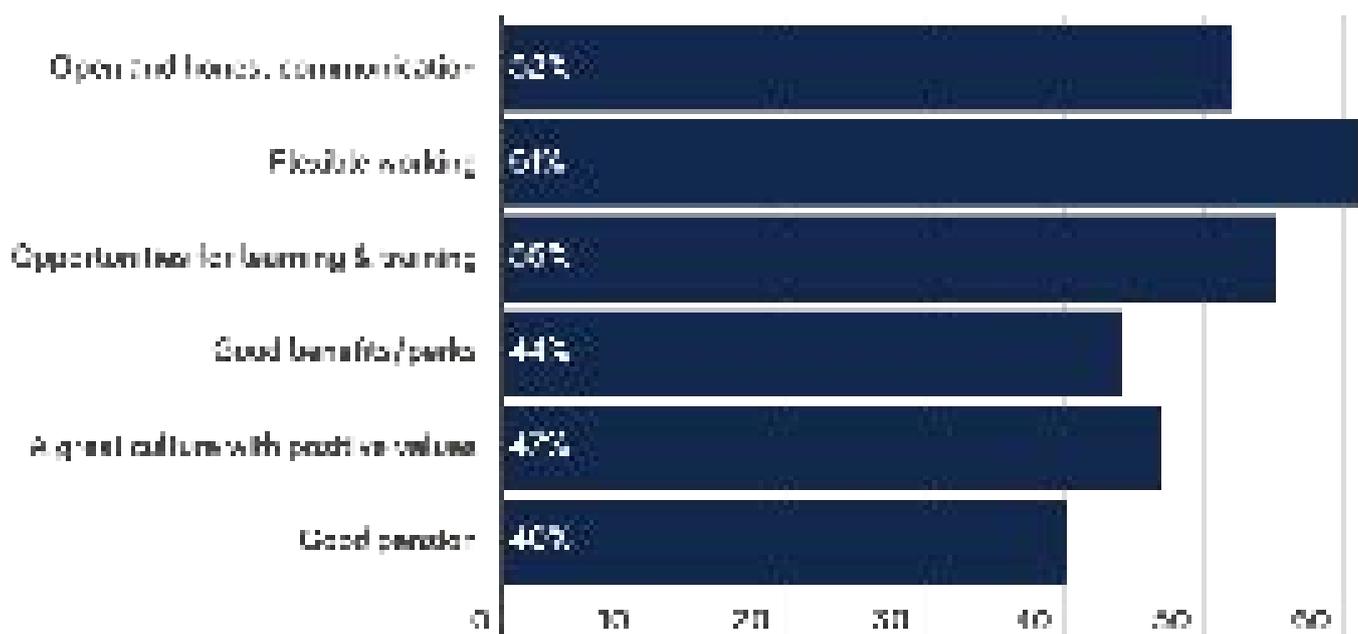
of workers have no idea what their pension is worth



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What makes a good employer?

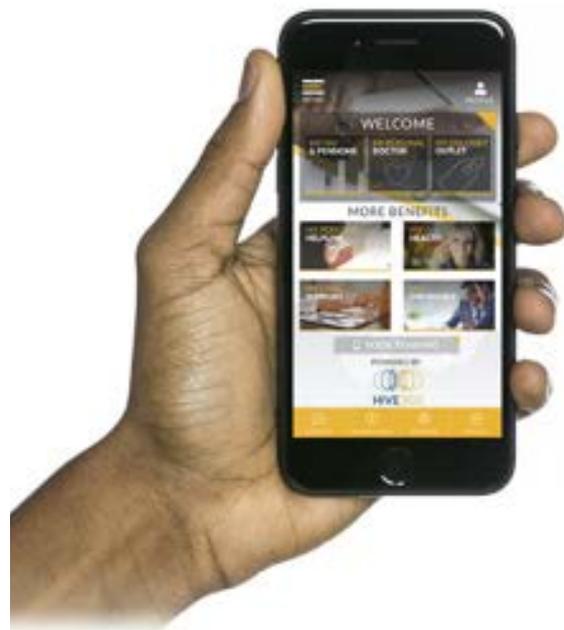


ENGAGING PLATFORM

An engaged and happy workforce can transform a business. The positive link between engaged employees and improved productivity is clear to see.

HIVE360 provides a unique, affordable solution for lifestyle benefits, vital health and wellbeing support for employees, direct to the palm of their hand, to improve their work:life experience, help your business grow and become an employer of choice.

- Attract and retain the best people for your business
- Improve employee performance with 24/7 health and wellbeing support
- Relief from the burden of employment admin and compliance.



Engaged People are Better People
the solution is in the palm of their hand



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