



TALENT MIGRATION

Unlocking new talent
pools in UK hospitality



Caterer.com
LEADERSHIP COLLABORATIVE

Contents

Page 03	Introduction
Page 04	State of play
Page 07	Candidate perceptions of hospitality
Page 09	Navigating talent migration trends
Page 13	Spotlight on: Untapped talent pools
Page 14	Case Study: Loren Parsons
Page 17	Bringing it to life: 11 tips for harnessing untapped talent pools
Page 20	Putting down roots: Actionable advice for retaining talent
Page 21	Summary
Page 22	Overview of Caterer.com

Introduction

In 2023, almost 10 hospitality businesses closed every day. But with a jam-packed sport and cultural calendar, and a whopping **75%** of Brits planning a staycation this year, the next few months are a crucial time for the sector.

This is welcome news to an industry in need, and to really capitalise on this surge in demand, businesses nationwide are looking to expand their teams.

80% of hospitality businesses in the UK are increasing their staffing levels for the summer alone, with almost 1 million new roles being created in the sector.

However, looking beyond the warmer months, with **69%** of hospitality employers still reeling from the effects of Brexit, and a quarter struggling to find the people they need in their local area, employers across the country are now looking elsewhere to find the people their business needs to thrive.

The good news is that there's a captive audience. **30%** of the UK's workforce are open to moving for their next opportunity, with over **8 million** people considering a career shift into hospitality.

But how do we turn that interest into real hires? And how do we make sure those short-term hires stick around for the long haul?

With **2 in 3** hospitality employers looking for advice on how to go about it, we're here to help.


From what is appealing to those considering a move, to what you should include in your job ad, read on to find insights and practical steps you can take to unlock new talent pools across the whole of the UK.



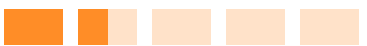
Calvern James

Director of Hospitality Management, **Caterer.com**

86% 
of hospitality employers in the UK are increasing their recruitment for Summer 2024.

1 in 4 
Hospitality employers are facing a lack of talent in their local area.

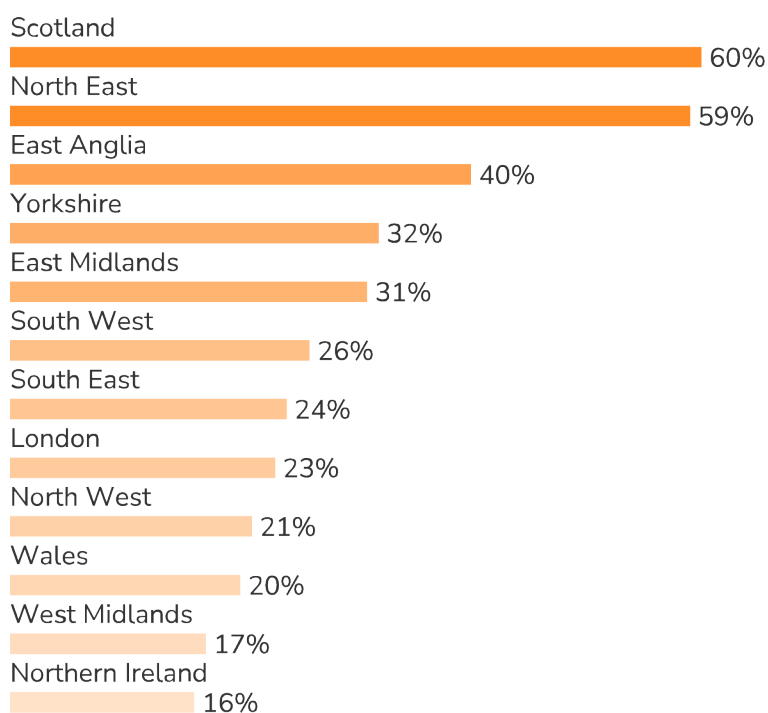
7 in 10 
Hospitality employers are hoping that other areas around the UK can help plug their talent gaps.

3 in 10 
UK workers are open to moving to a different part of the UK for work.

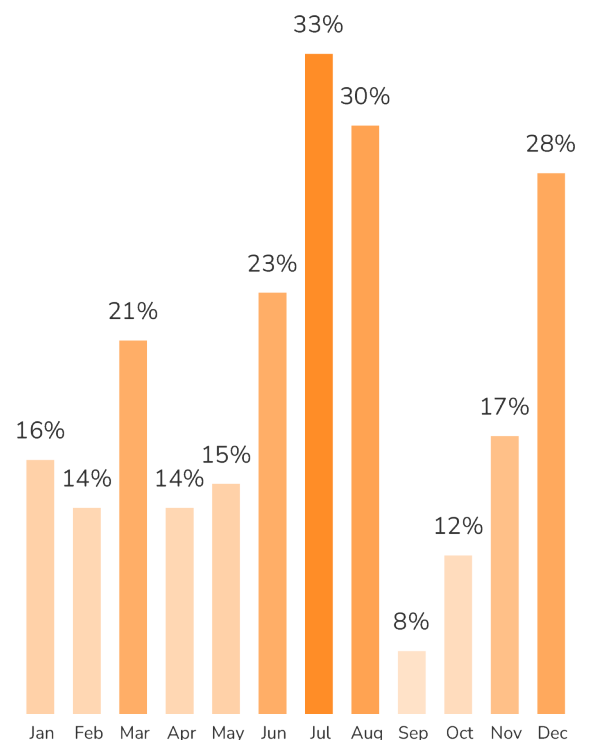
State of play

As it stands, data from Caterer.com has revealed that the number of hospitality vacancies in the UK increased by **26%** in **Q1 2024**, with the most prominent hiring drives across Scotland (**60%**), the North East (**59%**) and East Anglia (**40%**). With all this at play, employers UK-wide anticipate their demand for workers will peak during the summer months.

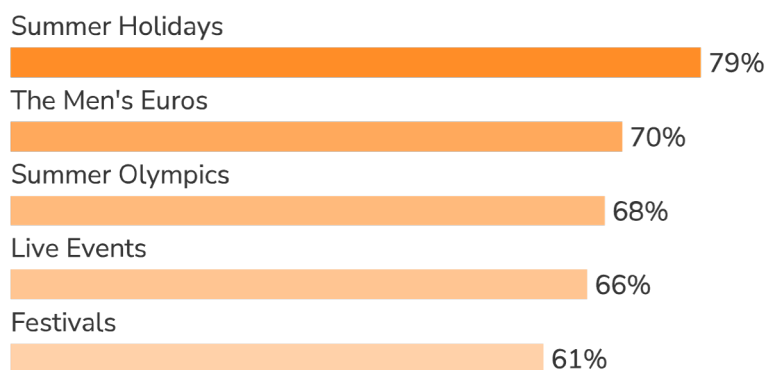
Increase in vacancies (April 2024 vs January 2024):



Crunch point for hospitality hiring:



What's driving a summer recruitment drive?



The backdrop for this is that **3 in 4** families in the UK are planning a 'staycation', where they expect to ditch sandy beaches overseas, for a getaway closer to home. This, alongside a full sporting calendar and popular live events such as Taylor Swift's ERAs tour, means that employers are priming themselves for rising demand.

So much so, that as we move into the remainder of the year, the average hospitality employer is planning to hire **7** additional staff. This is particularly true of SMEs, with **52%** anticipating their recruitment to peak in July.

Challenges Employers Face

Fortunately, data from Caterer.com shows that candidate activity is on the rise, with the average area of the UK recording **43%** more Applications Per Vacancy (APV) in **Q1 2024**, compared to the same time last year.

However, despite an increase in applications, **7 in 10** employers continue to face recruitment challenges due to various reasons including the lingering impact of Brexit. They are grappling with challenges such as a lack of available talent in their area, potential candidates having a poor view of the industry, and as they try to overcome these barriers – the need to compete on salary.

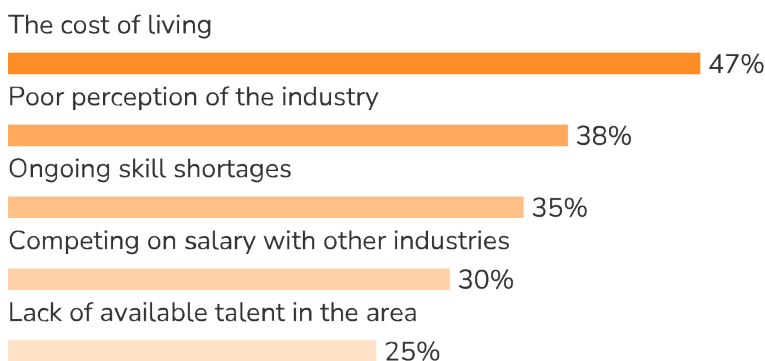
Different challenges are affecting different pockets of the UK:

- The high cost of living is impacting employers most in the East Midlands (**86%**), the West Midlands (**75%**), and Scotland (**75%**)
- A poor perception of the industry is proving particularly difficult in Yorkshire (**67%**), the North West (**60%**), and the North East (**50%**)
- The areas with the biggest scarcity of talent are Wales (**50%**), the East of England (**44%**), and the South East (**33%**)

The hardest roles to fill

More and more people are being drawn to a career in hospitality. However, with **2 in 3** businesses struggling to onboard the right **Chefs**, **59%** finding **General Management** roles hard to fill, and **57%** struggling with **Front of House** positions, it's clear that some vacancies are proving more difficult than others.

Barriers to hospitality recruitment:



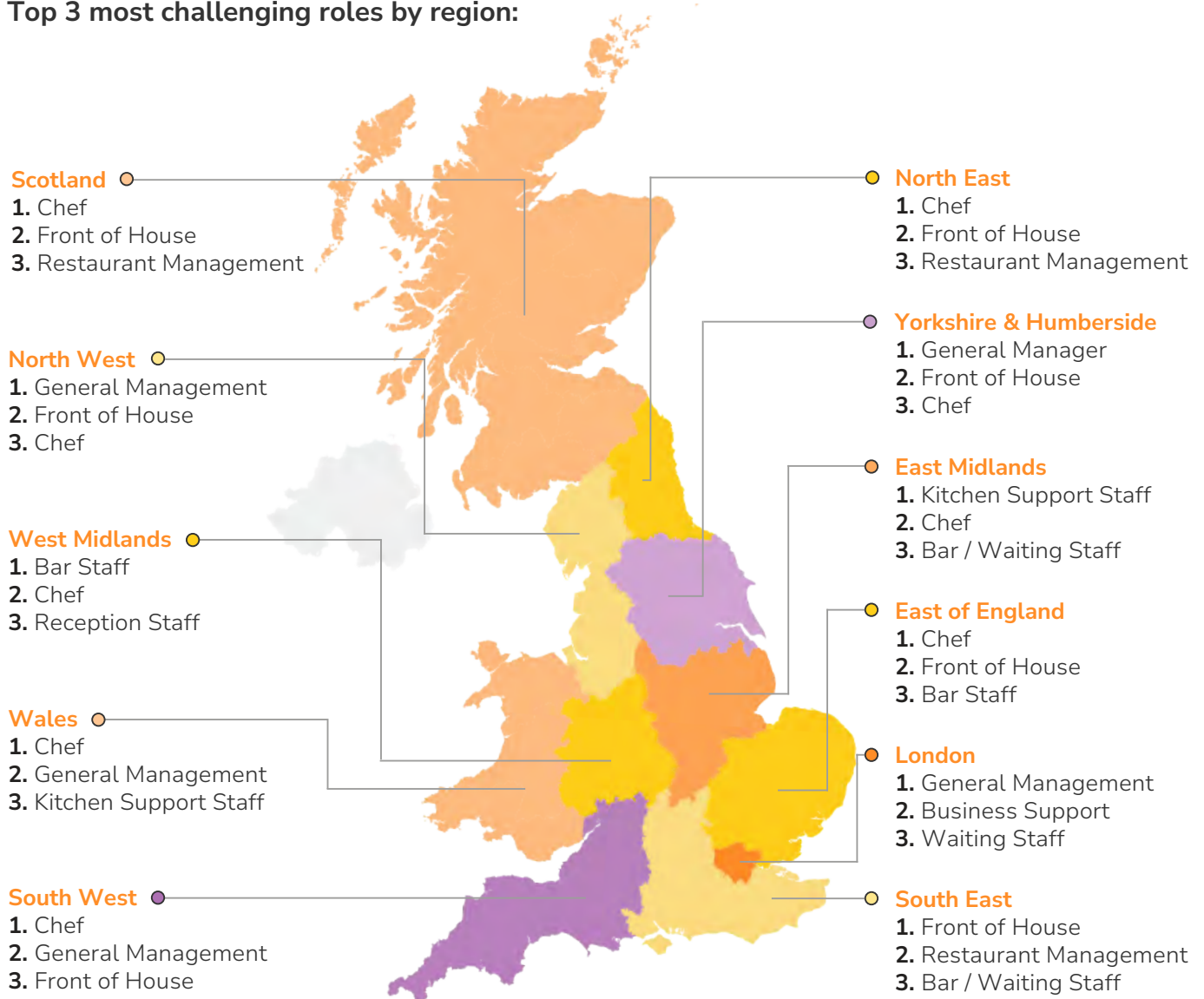
Tackling the complex issues at play

As ever, our industry is showing its resilience, with employers taking steps to overcome these hurdles. From flexing the salaries on offer to sharpening their appeal to candidates from other areas of the UK, we've found that employers are taking a multi-pronged approach to finding and retaining the best talent.

Employers' top 10 priorities for 2024:

1. Offering competitive salaries: **32%**
2. Talent retention: **30%**
3. Employee wellbeing: **27%**
4. Finding relevant candidates: **22%**
5. Changing perceptions of a career in hospitality: **21%**
6. Recruiting people from elsewhere in the UK: **18%**
7. Offering support for workers over 50: **18%**
8. Developing an attractive employer brand: **16%**
9. Improving Diversity, Equity, and Inclusion of their workforce: **14%**
10. Finding entry-level candidates: **13%**

Top 3 most challenging roles by region:



Candidate perceptions of hospitality

So how big is the opportunity?

Firstly, the latest data from the ONS has revealed that over a fifth of adults in the UK are currently not in work, while Caterer.com research suggests that this is the tip of the iceberg.

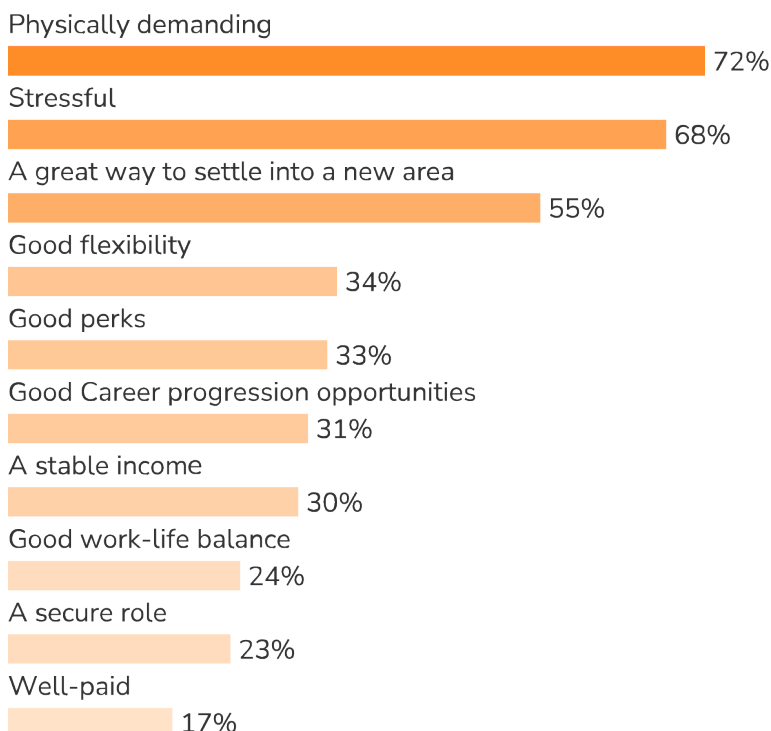
This year:

- **22%** of people plan to explore a new long-term career opportunity
- **15%** of people are looking for a new short-term job
- **14%** of UK workers intend to boost their income with a second job this summer
- **12%** of people are planning to begin work in a new industry

While this shows a depth of talent, what's particularly heartening is that over half (**52%**) of people seeking new job opportunities are open to a role in hospitality.

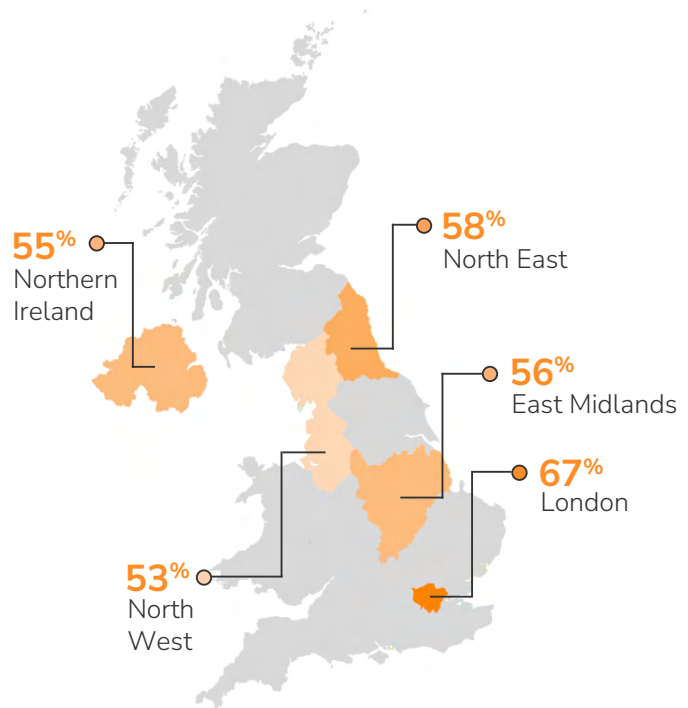
This is the equivalent of over **8 million** people that employers in the industry have the potential to convert into new hires.

How candidates see a career in hospitality:





Areas where people are most open to a career in hospitality:



But what do people really think about careers in hospitality?

The good news is that a third of people believe that a career in hospitality is flexible (**34%**), with attractive perks such as discounts and tips (**33%**), as well as having great opportunities for career progression (**31%**).

On the other side of the coin, as many as **72%** of people think that jobs in the industry are too physically demanding, and two-thirds (**68%**) believe that roles in hospitality are stressful. Tackling these stereotypes plays a vital role in your candidate attraction strategy.

What really stands out though is that over half (**55%**) of respondents believe that a job in hospitality presents the perfect opportunity to settle into a new area and make new friends.

Navigating talent migration trends

Employers are increasingly looking outside of their local area

With the need to hire gathering pace, the majority (**70%**) of hospitality employers are starting to think that they can make up a shortfall in EU candidates by looking elsewhere in the UK. So much so, that a fifth (**18%**) of Talent Acquisition teams in the sector are making it a key priority for the year.

As of now, over half (**55%**) of businesses recruit from anywhere within the UK. This is most common for employers based in London (**74%**), Yorkshire (**67%**), the South West (**64%**), the North West and the East Midlands (**57%**).

Just **15%** of employers are focused on hiring from their local area only. When asked why, a fifth (**20%**) admitted they had never considered expanding their talent pool, while the same amount believed that it would be too expensive to do so (**20%**).

However, it seems that know-how is a key blocker, with **65%** of hospitality employers now looking for advice on how to recruit from different parts of the country. This figure rises to nearly **9 in 10** when you look at larger businesses of **250+** employees.

What's not up for debate is that businesses will benefit from widening the reach of their talent attraction strategy. **7 in 10** employers firmly believe that recruiting from different parts of the country would give their business an advantage, and now believe that the next member of their team could be based outside of their local area.



Workers are exploring new horizons

As we've explored, **30%** of people are considering a move within the UK, rising to as many as **43%** of those aged between **18 and 34**. When you couple this with the fact that over half (**52%**) of those looking for a new role are considering hospitality, the opportunity becomes clear.

Whether considering a long-term or a short-term move, the interest in working in hospitality is at its highest in the areas where people have itchy feet. This gives you the perfect starting point for where you can focus your efforts in attracting a workforce on the move.

North East, people are more inclined to opt for a long-term move, and it's clear they see a job in hospitality as a potential landing spot.

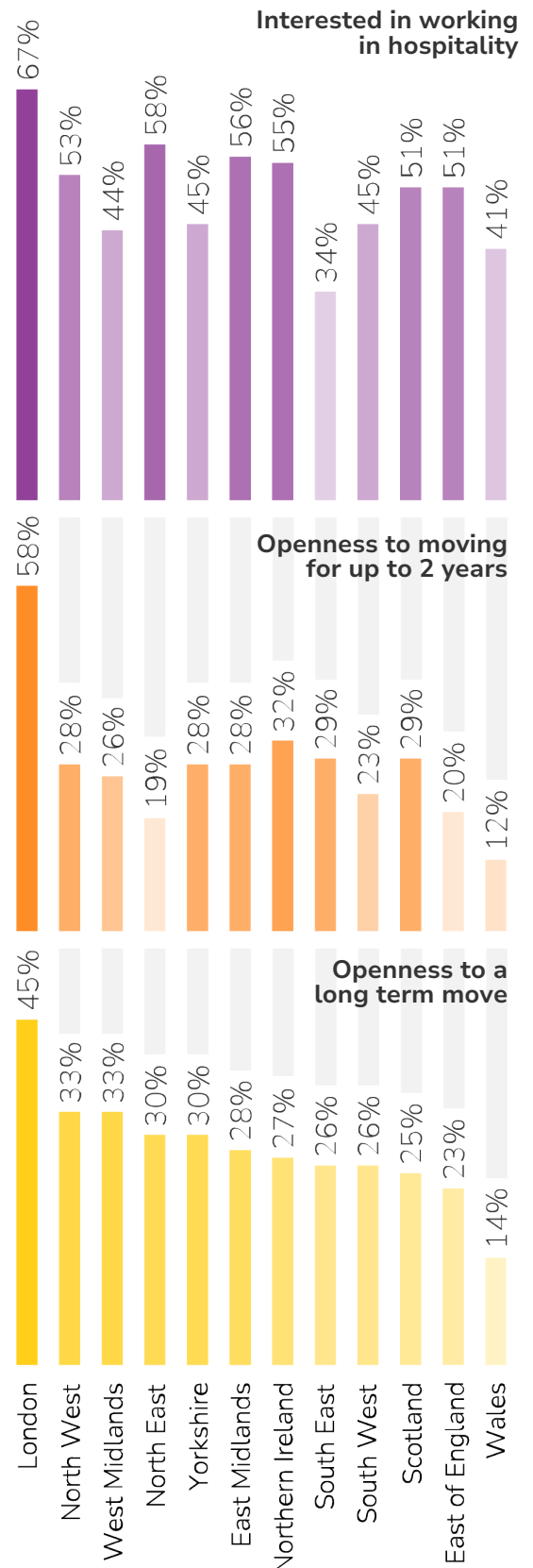
As the table below shows, Londoners are the most willing to move, and as many as **2 in 3** are considering a job in hospitality in the next **12 months**. While in the East Midlands, over a third of people (**34%**) are open to relocating for up to two years, with **56%** open to a career in hospitality. In the North East, people are more inclined to opt for a long-term move, and it's clear they see a job in hospitality as a potential landing spot.

The appetite to move isn't just on these shores. It is a global trend. As one of the world's largest studies of candidate preferences worldwide, the latest Decoding Global Talent report from StepStone and Boston Consulting Group (BCG) has found that **63%** of people worldwide would relocate for work. Within its rankings, the UK has risen to the world's **4th** most desirable country to live and work in. This is due to the range of job opportunities (**71%**), high quality of life (**58%**) and safety of the UK (**44%**).

Meanwhile, research from our sister company Totaljobs shows that this desire to move isn't just a flight of fancy.

Drawing from data provided by the Office for National Statistics (ONS), they revealed a **26%** increase in the number of people in their 20s who have left London since 2017. This trend is even more pronounced among those in their 30s, with a staggering **49%** rise in the number of thirty-somethings who have bid farewell to the capital during the same period.

As a result, approximately **83 people** are moving out of London every day, and with **60%** of them not moving to a commutable area, it shows that London's young workforce can be a rich talent pool for regional employers.



The push and pull factors

So, what's driving this trend?

At the top of the list is the allure of better job opportunities (47%), which isn't surprising given that nearly 800,000 young people are currently not in work or education. This presents employers with an opportunity to highlight their available vacancies.

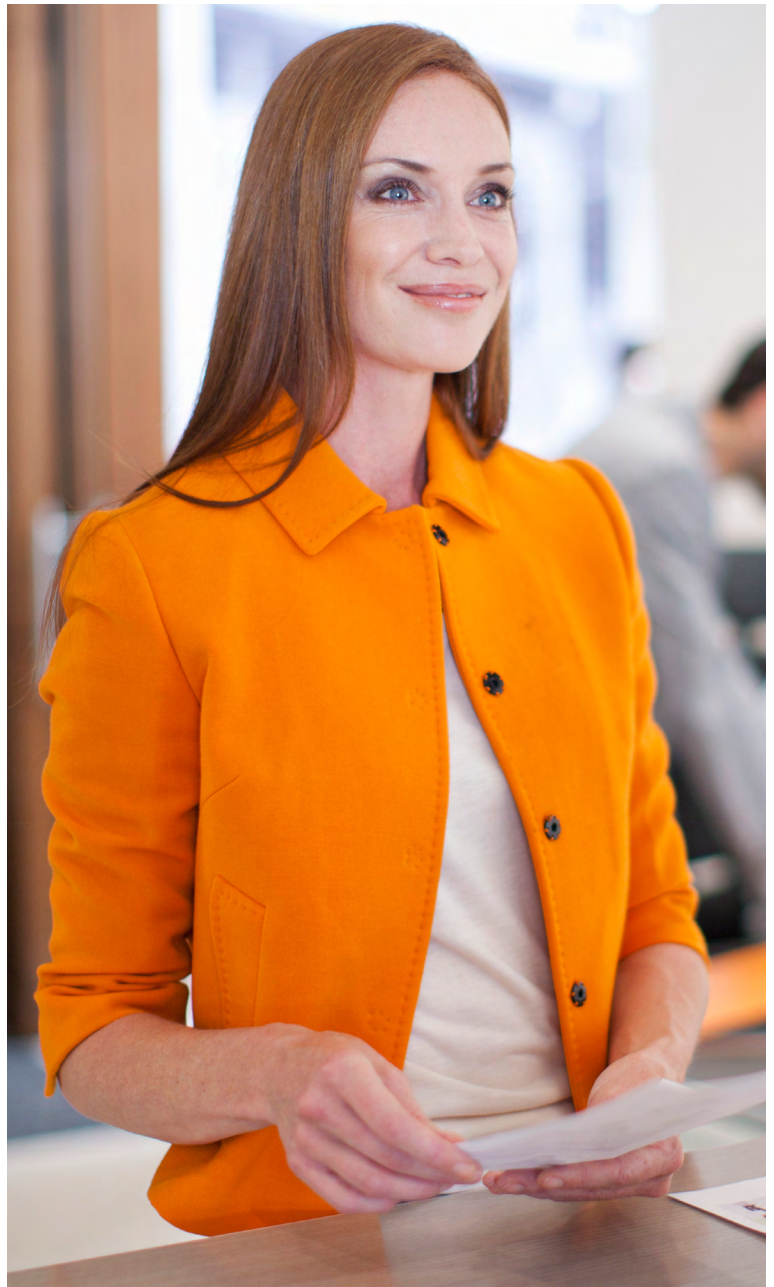
Other significant factors include the pursuit of a better quality of life (45%), the desire to advance their career (40%), the appeal of a meaningful lifestyle change (36%), the excitement of exploring a new area (35%), and the search for a more affordable place to live (16%).

It's noteworthy that the factors related to career development are particularly important to 18–34-year-olds (52% and 48%, respectively), while those related to quality of life stand out for those aged between 35–54.

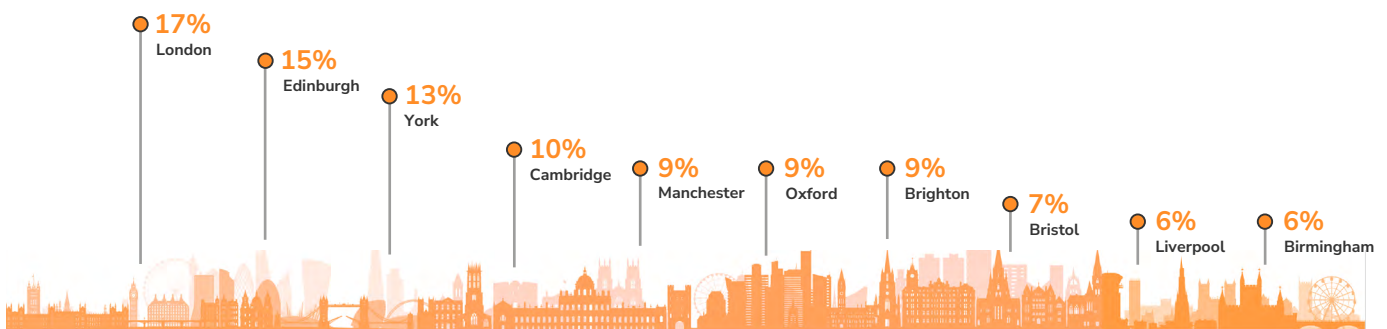
Interestingly, for almost half (46%) of those unwilling to move, the reason is that they are happy in their current job, further highlighting the impact that the right job has on where someone chooses to live.

Most desirable locations

With millions of people in the UK open to a move away from home, we wanted to discover the most attractive destinations.



Here are the top cities in the UK for potential movers:



This chimes with the latest Decoding Global Talent report, which sees London confirmed as the world's most attractive city to live and work in. Other UK cities making the top 100 include Edinburgh (#53), Birmingham (#58), Belfast (#79), and Glasgow (#83).

What can convince someone to relocate?

With more and more people open to a move, what can we in hospitality do to really get them to start packing their bags?

It's no surprise that the top motivator is the promise of a higher salary (38%), closely followed by the appeal of flexible working hours. Interestingly, a fifth (18%) could be enticed by the prospect of career progression, and 14% would be swayed by the chance to gain new skills and qualifications.

But there's life outside of work, and our research found that a major hurdle for potential movers is the challenge of finding somewhere to live.

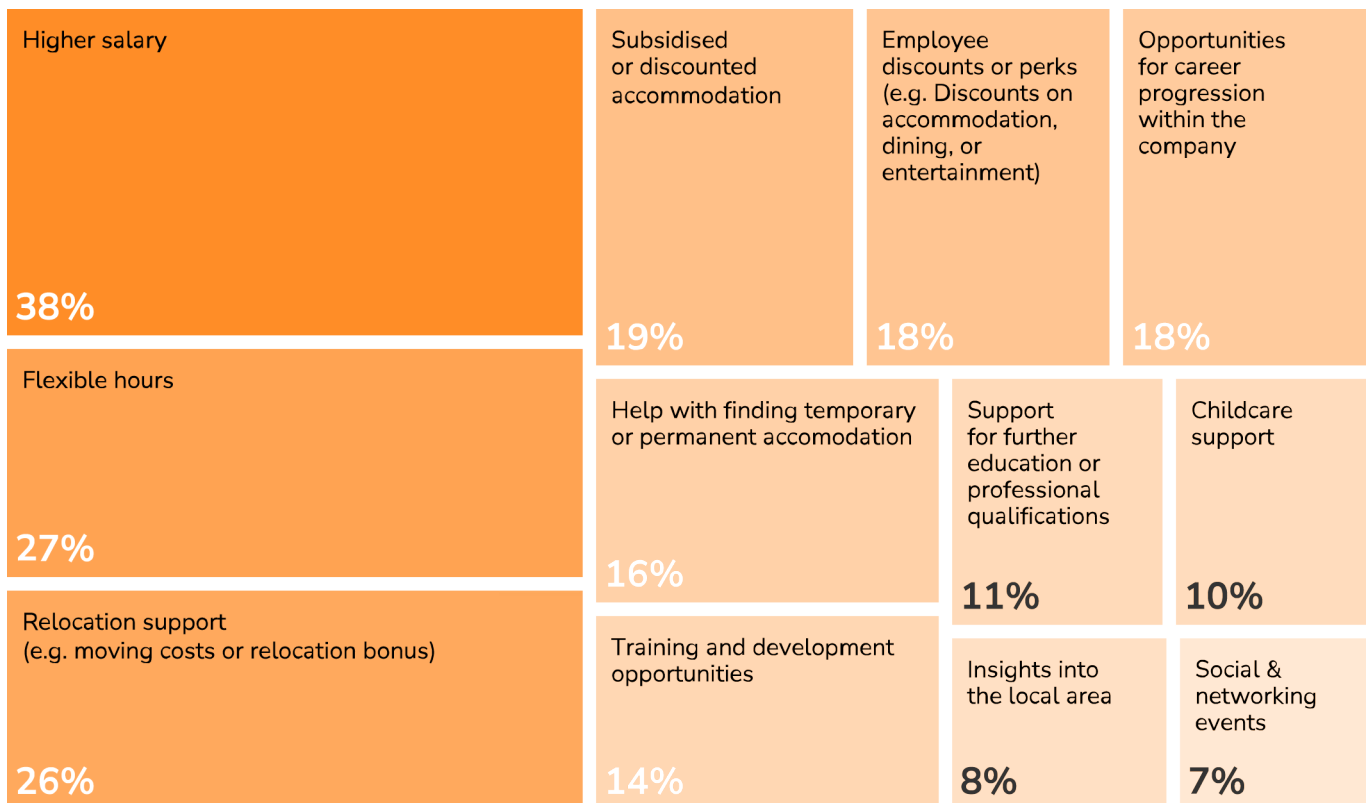
When asked what a hospitality employer could do to encourage them to up sticks, they pinpointed:

- Relocation support, including bonuses or moving costs - 26%
- Subsidised or discounted accommodation - 19%
- Assistance in finding temporary or permanent housing - 16%

The wants and needs of candidates change from place to place. For instance, with London's housing costs being among the world's most expensive, people based in the capital are particularly drawn to support with their accommodation. Over a third (34%) of Londoners cited the importance of relocation support, and 28% said that discounted accommodation would encourage them to move. Compared to the average Brit, they are also twice as likely to want insights into the local area, suggesting that they may need reassurance about leaving the capital behind.



What can convince someone to relocate?



Spotlight on:

Untapped talent pools

Struggling to fill your key vacancies?

As well as tailoring your recruitment efforts to reach workers across the UK, there are several often-overlooked talent pools that you can look to target.

With 'immediate start' being one of the most searched terms on Caterer.com, employers who have urgent recruitment needs can find the people they need, through appealing to groups such as:

Gap year students

In the coming year, approximately **1.1 million** students aged 16-24 plan to take a gap year between their studies, with **417,000** intending to travel and work within the UK. Hospitality leaders recognise the potential of hiring entry-level talent, with **65%** believing it would benefit their business.

Plus, with nearly two-thirds (**63%**) of young people weighing up a job in hospitality in the next 12 months, this cohort could be the perfect remedy for your more immediate staffing needs.

People looking for a second job

With the rising cost of living, over **5 million** people in the UK are planning to secure a second job during the summer to boost their income.

Given the emphasis on flexibility, hospitality employers can jump to the front of the queue in hiring these seasoned pros and showing them first-hand what a career in hospitality can offer.

Military veterans

Whether it's their leadership skills, ability to work in a high-performing team, or the adaptability they have in spades; the skills, attitude, and characteristics of military veterans need little introduction. This is why **1 in 10** hospitality businesses see recruiting military veterans as a key focus for the year ahead.

Ex-offenders and the homeless

Each year, approximately **77,000** ex-offenders are released, with **33%** sadly facing homelessness upon their re-entry into society. Hospitality can play a key role in giving these people a chance to rebuild their lives.

That's why Caterer.com has partnered with Only A Pavement Away to assist ex-offenders and homeless people in starting a career in hospitality. Currently, **6 in 10 (61%)** employers are seeking to recruit from untapped talent pools like this, with a fifth (**21%**) committed to offering these new recruits dedicated training and the means of earning qualifications.

Refugees

There are over **350,000** refugees in the UK who are displaced from areas such as Ukraine or Afghanistan. Despite having diverse skills and experiences to bring the table, many are facing significant barriers to employment upon resettlement.

By offering opportunities and support tailored to their needs, such as language training, hospitality employers can tap into this resilient and motivated part of the community.

Case Study:

Loren Parsons

To understand more about how employers in the industry are exploring untapped talent pools, we spoke with Loren Parsons, **Cluster Talent Acquisition Manager** at The Landmark London and Royal Lancaster London Hotels.



Why have you begun hiring from untapped talent pools?

Due to recent changes in UK visa sponsorship, we've reworked our strategy to find more local talent, exploring other industries, ideas, and groups like ex-offenders, military veterans, refugees, parent returners, students, and UK graduates. We believe that these different groups of people have often been overlooked, when they might fit well in terms of their skills, expectations, diverse experiences and the attitude they bring into our business.

What roles is this for?

We're doing this across a range of roles, but we find it particularly helpful for recruiting operational staff, for example, we have recruited several people that are Ukrainian refugees in our front of house departments, and plan to use this model for recruiting chefs as it is proving very difficult at the moment. Currently, two of our main Chefs at one property are ex-military, and we have ex-offenders joining us soon.

How do you go about hiring ex-offenders?

We work with The Clink Charity for initial screening and introductions. We then find a suitable role within our team that matches their skills and interests. Then we conduct a rigorous interview process that can include a trial shift in our hotel.

What does the interview process look like?

We think it's really important to get them to come into our hotel for a face-to-face interview. While you can cover work rights and salary expectations over the phone, in-person interviews offer a personal touch, lets candidates see the workplace, and gives us a better feel for who they are. Sometimes, you might find that the person you're interviewing has never been inside a hotel, they can also meet the team, so this can help to make the process and their onboarding as smooth as possible.

So, how does this fit into your wider talent acquisition strategy?

It fits neatly because when we recruit for any role, we generally recruit on personality and attitude. Of course, we look at CVs and like to get a feel for their experience and skill sets. But it's always easier to train someone on systems than it is to change their personality or attitude. Working with ex-offenders, we can see how passionate and interested they are in that role — and how keen they are to seize this opportunity to prove their potential and develop themselves further.

What are the benefits to your business?

With Brexit, COVID-19, and longstanding skills shortages, finding the right people is tough. But at the end of the day, we are just looking for people that want to be here and want to learn. By offering an opportunity to ex-offenders, and those looking for a second chance, we know we'll be gaining a highly committed and engaged member of the team. Whether that's being sure to turn up on time, following procedures, or anything else, we know we have their full buy-in, which helps to make a brilliant hire. After all, it doesn't matter what their background or past is. We would rather hire someone that wants to develop a career in hospitality, wants to be part of the family, and comes to work with a smile on their face.



Are there any challenges you face?

There are a few things to take into consideration, which can make it harder to do on a large scale. For example, the offence that the individual was convicted of. This means we must consider what roles they would be right for, and whether we would have them interact with hotel guests.

So, do you make any specific considerations for them?

Less than you might think. Ahead of them joining, we'll make sure we brief the manager to make sure they have all the information they need, understand our expectations and know what support they have available. We always highlight the offence to the manager, not for safety reasons, but so they can best manage the new team member who's trying to start afresh. This is more for their awareness. We expect our management team to keep this confidential and not share it with anyone else within the team. That's because rumours can spread, and we want to avoid anything that could impact a new recruit's reputation before they've even started. We want everyone to feel welcome and supported within any of our businesses.

So, what does onboarding look like for ex-offenders?

Once they've been recruited, they are like any other member of the team. That means they go through the same process as everyone else:

- They join with a 'mini welcome day' for a tour, welcome pack, and introduction to our culture, hotels, and health and safety
- They're then introduced to the wider team and conduct more specific training within their department
- A month later, a more detailed welcome day helps them learn more about the company and meet other new hires

During the probation, at the end of each month, they give feedback on their experience. Their manager does the same, and they sit down to discuss any areas of success or concern and set goals for the next four weeks. After the whole 12-week process, they pass their probation and receive 'A Golden Ticket' which allows them and a plus-one to spend 24 hours as a guest here at the hotel. This helps them to understand what it's like to be on the receiving end of the service. This is a great way of celebrating the passing of the probation period and a great training tool on the hotels service and hospitality standards.

How does Caterer.com help you in attracting people from these untapped talent pools?

Well, Caterer.com has always been one of our most successful recruitment routes. We monitor and track where all our applications come from, and Caterer.com is always in the top 3, regardless of the role. But as we've begun exploring these new talent pools, it's the data and insight that they can provide us which makes the difference. The team at Caterer.com have been on hand to help. This means regular catch-ups, quarterly reports, data on our performance and insight around what we could be doing better. They help us define how we can appeal to certain demographics, using insight and industry benchmarks to help us shape our offering, our benefits and the wording of our job adverts. Ultimately, regardless of someone's background, it all comes down to, 'what are people looking for in a job?'. Caterer.com can help us understand what we need to do to hire the people we need.



Do you have any final thoughts for other companies who may be considering hiring from untapped talent pools?

Exploring new recruitment methods is always beneficial. We're all looking for people who want to grow within the company and build a career, not just find a short-term job. Ex-offenders often haven't been given opportunities elsewhere but are willing to learn. If someone is that committed to building a career in hospitality, then I don't think we should limit their potential by only looking at their history or their past. If they're willing, the job is right, then we have the right development programme to train them in the skills they need, then it's a great opportunity for everyone involved.

Bringing back to life: 11 tips for harnessing untapped talent pools

As you look to capitalise on shifting migration trends, reach previously untapped talent pools, and appeal to those looking to make a move, we're here to help.

We have developed actionable steps you can take to attract candidates to your area, and more importantly, to your vacancies. **Let's jump in.**

Honing your offering

1. Enticing salary and benefits

While our research found that **4 in 10 (38%)** people would move for a higher salary, only **17%** currently believe that hospitality pays well. That's a gap worth addressing.

Ensuring that your salary and benefits package measures up to your competitors' inside, and outside, of the industry is essential. Consider adding perks like bonuses, gym memberships, discounts, or more to sweeten the deal and showcase why the chance to join your team is something worth moving for.

2. Building a family-first culture

Whether time or finances, the demands on working parents are huge. As a result, our research found that **1 in 10** people would relocate within the UK for a job that offered greater childcare support.

When it comes to work, hospitality is about as flexible as it comes, but by introducing easy-to-access flexible scheduling options, generous parental leave benefits, and either on-site nurseries, or financial support with childcare, you can really gain the edge on the competition.

3. Flexible working from day one

Regardless of their parental status, over a quarter (**27%**) of people say that a highly flexible job in hospitality would encourage them to relocate.

Empowering your team to define their working hours can widen your appeal to a range of potential new hires. By championing flexible working within your recruitment strategy, you can gain a competitive advantage against industries with a more rigid approach to work.

4. Make employee wellbeing a priority

Despite the growing appeal of working in hospitality, many still harbour thoughts that it would be stressful (**68%**) and physically demanding (**72%**).

That's why you need to invest in the mental, physical, and emotional health of your staff. With a quarter of businesses concentrating on supporting their staff's wellbeing in the coming months, it's a watershed moment for the industry – and something you can look to build into your people strategy.

5. Offering relocation packages

Despite **70%** of employers believing that recruiting from across the UK would benefit their business, only **39%** are currently offering relocation packages.

This doesn't have to break the bank, as even a small gesture can go a long way to ease the transition for candidates considering a move. Whether it's a joining bonus, support with temporary accommodation, or help with moving expenses, there are plenty of ways you can convince people to relocate.

Shouting about what your business has to offer

6. Showcase your surroundings

Over a third (36%) of people are attracted to the idea of a lifestyle change – but only a quarter (24%) of employers are currently promoting their local area within their outreach.

Dedicating part of your job adverts to highlight your city's culture, nightlife, average housing costs, commute times, and green spaces can significantly increase the likelihood of turning interest into applications.

7. Promote your company culture

Over half (55%) of people believe that a job in hospitality is the perfect way to settle into a new area and make friends. Hospitality is vibrant, exciting, and personable. Use this to your advantage.

Arrange group activities, encourage team building, and highlight it in your employer branding, adverts and on your website.

8. Clear paths for career development

Just 31% of people believe that a job in hospitality offers the chance to climb the ladder and build a career.

Despite strides in the right direction, we still need to shift the perception from hospitality being a job, to a fruitful and rewarding career path.

With a fifth of people saying they would not only change industries but relocate for a job in hospitality that had clear progression routes, it's vital that this takes centre stage in all your adverts, online material, and social media content.

9. Hone your employer branding

Only a fifth of employers have dedicated any amount of time to crafting an employer brand that speaks to those outside of their area.

With the opportunity to expand your talent pool, there's a clear need for a compelling narrative around your culture, values, and what it's like to work for your business. Consider using employee testimonials – including those who have recently moved to your area – to highlight what sets your company apart to potential movers.

Don't know where to start? Through Caterer.com, you can benefit from the expertise of Universum, who work with some of the world's biggest companies to make them an employer of choice, helping them to attract the best talent through expertly crafted messaging and a strong visual identity.



10. Bring it all to life in your outreach

Once you've shaped your offering, it's time to shout about it.

Face their misconceptions head-on, speak to their wants and needs, and use your material to educate, inform, and engage people with what you have to offer.

Ensure your job descriptions are clear and engaging, going beyond simply listing responsibilities to showcase the benefits, well-being initiatives, relocation support, and company culture you offer as an employer. Use inclusive language, emphasise opportunities for growth, and strive for clarity, so even candidates without hospitality experience can understand the role and its perks.

Reaching the right people

11. Expand your talent pool

Finally – you need to reach your target audience with the right message.

With over **8.4 million** people who are considering a career switch now looking towards hospitality, it's time to be loud and proud about what the industry and your company have to offer.

The days of posters in the window are gone, but with the right planning, you can cast a wider net by advertising nationwide on Caterer.com, or using digital programmatic advertising solutions, such as AppCast to reach people with a clear call to arms, wherever they're based.



Putting down roots: Actionable advice for retaining talent

With the right targeting strategy and hiring practices in place, hospitality employers up and down the UK will benefit from an influx of talent to their area.

Be it students on a gap year, those looking for a second job, or the **31%** of people who only see themselves moving for up to **2 years** – the challenge becomes retention.

You can consider a range of tactics to not just maximise your time with these hires, but to help them fall in love with the industry and convince them to stick around for the long haul.

This includes:

Having a robust onboarding process

Stepping into a new industry, potentially far from home, can be daunting. Studies show that even without the added stress of a move, a third of people leave a new job within the first **6 months**.

That's why it's vital to welcome your new hire with open arms. To show them the ropes, and to make them feel at ease with their new position. This means making sure they're familiar with their work schedule, key contacts, and that they have proper training to succeed in the role.

Fostering a positive work environment

No matter how busy you are, take the time to introduce your new hire to the team they're joining. Encourage your team to lend them a hand getting to grips with the role, to include them in any social activities, and to offer tips and support to help them get to know the area.

Doing so can not only make them feel more comfortable – it allows them to build their own network and settle into the role more quickly.

Keeping your promises

In the race for talent, you will make promises to potential candidates. It's essential that you stick to your word. This means investing in their development through training courses, ensuring you offer the flexibility they signed up for, and making sure that your culture is everything you said it would be and more.

Supporting career progression

Once a new hire joins your team, you can keep them engaged and motivated by promoting the internal opportunities on offer. This doesn't have to mean immediate promotions, but could even be recognising their contributions, celebrating the promotions of those who have risen the ranks, or allowing new hires to shadow and follow more seasoned veterans within your business.

Seeking feedback

If someone is new to the area or the industry, it's important to check in on them. Doing so will help you find out if there's anything you could be doing to make their transition a little easier, or to help them get on their feet.

Similarly, exit interviews for staff who do leave can help uncover potential gaps in your people strategy as well as showing how you could potentially improve for future hires.

Seeking feedback will not only improve your chances of keeping top talent on board, but it will give you the insight you need to shape how you recruit going forward.

Summary

Caterer.com commissioned the following research through Opinium: 2,000 UK adults between the period of 9-12th April 2024. 100 hospitality hiring decision makers between 5-10th April 2024.

In conclusion, this is a watershed moment for the hospitality industry. Amidst ongoing skill shortages, we are also witnessing a rising interest in what a career in the industry has to offer, with over 8 million people considering taking a role in the sector.

But, as a quarter of businesses struggle to find suitable candidates locally, the need to broaden the search for talent has never been clearer.

With a bustling calendar ahead and an expected rise in staycations, employers must act swiftly to meet the growing demand. Competition for talent will only get fiercer, and it's important to be ahead of the curve.

To make the most of this opportunity, looking further afield for your next hire is key. This means looking overseas as well as different corners of the UK, different industries, and people from different backgrounds.

Adapting your recruitment strategy doesn't mean throwing it out altogether. It's as much as ensuring you are offering competitive salaries, spotlighting the career progression opportunities you have, showing what your local area has to offer, and embracing the power of relocation packages. Taking on board these measures will help you become an employer of choice, stand out from the crowd, and be set up for a period of growth.

However, attracting talent is just the beginning. Employers must also put effective retention strategies in place. By fostering a positive work environment, the right onboarding, and supporting employee well-being, businesses can retain their most valuable assets.

With some care, you can turn interest into applications, and applications into hires, and hires into your next star employees.



Overview of Caterer.com

Caterer.com is the UK hospitality industry's hiring platform matching the right people with the right jobs.

Caterer.com has unrivalled technology, teams and solutions to help businesses reach the right hospitality people with their jobs and brand messaging. With search, match and apply tools unlike any other, Caterer.com is built to find you the right hospitality hires for future business success.

Supercharge your hiring success with our vast range of innovative business solutions and insights.

Equality Boost

A diverse and inclusive workforce is key to strong business performance. Engage the right people for your roles in a diverse talent pool with our bespoke targeting tools

CV Database

Take direct control of your hiring and find the ideal person quickly with our CV Database. Our intuitive search and filters mean you can easily reach the most relevant people for your jobs in our database of over 4.4 million profiles

Appcast Xcelerate

Pinpoint the best candidates, quickly. Our sophisticated technology uses rule-based algorithms to distribute jobs to the best places throughout the entire web and engage the people you need

Universum

Become an employer of choice and attract the best talent by developing the right value proposition, expertly crafted messaging and a strong visual identity

Mya

Our Conversational AI superstar allows you to connect quickly with the right candidates by communicating with them at every stage of their application process, so they find you more efficiently

Access valuable support & insights

Benefit from peer-to-peer insight and thought leadership. Our Caterer.com Hospitality Leadership Collaborative is an open community that pulls on joint forces to provide peer-to-peer support

Get in touch to find out more