



Best Employers
Eastern Region

Welcome to
Best Employers
Eastern Region
2018

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Welcome to Best Employers Eastern Region 2018

This is your opportunity to gain unique, real-time data on employee engagement levels within your organisation, to benchmark your business against others and to be in with the chance of being crowned one of the region's best employers.

Best Employers Eastern Region was founded by professional recruitment specialists Pure and psychometrics experts eras ltd in 2012, and is delivered in partnership with Archant and Birketts. It provides a showcase of the Eastern region's diverse employers, helping to attract and retain talent and put the region on the map as a great place to work and do business.

New for 2018

- A simpler to use and easier to customise survey
- Achieve Platinum and Gold Best Employers accreditation
- New award categories
- Be a part of our showcase of the region's Best Employers!

Find out more at
best-employers.co.uk

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How it works

Best Employers Eastern Region begins with an employee survey that gives your organisation the opportunity to monitor employee satisfaction against your own previous survey results, and the results of others in the region, allowing you to actively evolve workplace culture and increase engagement.

Four key steps...



New for 2018

This year, the Best Employers free employee engagement survey has been made simpler to use, easier to customise and provides greater opportunities to showcase the most inspiring employers across Norfolk, Suffolk, Essex and Cambridgeshire.

- ◆ **Tailor the survey to suit your organisation.** You decide the number of questions. Run an in-depth survey or a pulse survey whilst retaining the opportunity to benchmark your engagement scores against other organisations in the region.
- ◆ **Gain accreditation as well as awards.** A panel of expert advisors will endorse Platinum and Gold accreditations for organisations which submit further evidence in conjunction with the results of the employee engagement survey.
- ◆ **Showcase of winning organisations.** As well as being celebrated at the awards events, the Best Employers Eastern Region winners, and accredited organisations, will be showcased on the Best Employers portal, helping to further promote their employer brand.
- ◆ **The Norfolk and Suffolk Business Awards.** Entries into the Best Employer category of these awards will complete the Best Employers Eastern Region culture and engagement survey as part of the entry criteria.

“All the great work we do only happens because of our team, they really are our greatest asset. As our plan is to continue to grow and to create even more positive impact, it’s critical that we ensure our values and our people remain at the heart of everything we do. Having grown to a point where it had become difficult for the HR committee to speak to all our employees we decided to introduce a staff survey and found the Best Employers Eastern Region’s as part of our research. It was a perfect fit. Our culture, values and engagement levels were exactly what we wanted to monitor, and this provided us with a survey which was already in place and ready to go.”

Rachel Coquard, Head of HR, Allia Ltd



The survey and reports

The Best Employers Eastern Region employee survey is extremely flexible, free and open to all organisations within the Eastern region.

You can use Best Employers as your only source of employee engagement monitoring, as it is expertly designed to capture all the data you will need to monitor and evolve workplace culture.

Alternatively, you can use Best Employers to bring value to any existing employee surveys – combining elements together to make your own bespoke survey completely customised to your organisation.



Key benefits of the Best Employers survey include:

- A confidential way for staff to share their views
- Completely customisable to your organisation
- Free to organisations in the Eastern region participating between April 2018 to August 2018
- Encourages honest answers
- Comes with dedicated support from Best Employers partners
- Use as a two-minute pulse survey or a 15-minute detailed insight
- Provides reliable and accurate information on your own organisation
- Gives you access to regional benchmark data

Three core sections to the survey

ONE

Your employees

It gathers information on job level, salary banding, location, length of service and is customisable to your organisation.

TWO

Your organisation's priorities

This includes customisable questions relating to your organisation's key priorities and includes questions relating to communication and learning and development opportunities.

THREE

Your culture and values

This section investigates how your employees perceive your organisation's culture, benchmarking your organisation to others across the region.

Once complete, each organisation receives a tailored report summarising the culture, values and leadership style and a summary action plan on how to improve.



Awards and accreditation

Best Employers Eastern Region is about showcasing the many exceptional employers in our region – and the awards and accreditations give us the perfect opportunity to do this.

The Awards

Once the survey closes, organisations are automatically entered into the awards process. The winners are selected based on the engagement scores from the survey. This brings a little science to what might seem a subjective judgement.

Staff effectively vote for their organisation to be crowned the winner of a Best Employers Eastern Region Award by sharing their experiences of what it is really like to work there.

Award categories include:

- ◆ Best Overall Large Company
- ◆ Best Overall Small Company
- ◆ Best Not-for-Profit
- ◆ Best Professional Services
- ◆ Best Digital and Technology
- ◆ Best Engineering and Manufacturing



Accreditation

New for 2018 is the opportunity to further showcase your employer brand on the Best Employers portal. Best Employers award winners, and Platinum and Gold accredited organisations, will be featured on the portal – improving retention by creating a sense of pride amongst existing employees and supporting the recruitment of future talent by promoting the organisation as a great place to work.



Awards Conference

At the Best Employers Eastern Region awards conference in September, the winners of the prestigious Best Employers Eastern Region Awards will be named, and the newly accredited organisations recognised.

Each winner will be celebrated and showcased on the Best Employers portal.

At the conference:

- ◆ Hear from high profile guest speakers
- ◆ Take part in discussions and networking on leadership and employee engagement
- ◆ Share best practice on creating inspiring, innovative and engaging places to work

Guest speakers will discuss topics including the latest trends in leadership and employee engagement, such as:

- ◆ Improving candidate and employee experiences
- ◆ Evolving culture to suit a multi-generational workforce
- ◆ Development of authentic leaders
- ◆ Diversity and business strength
- ◆ Retaining talent and building inclusive pipelines
- ◆ Employee benefits to enhance employer brand

Guest speakers at past events have featured business leaders from high-performing organisations across the region, and nationwide, including AstraZeneca, Adnams, Benefit Cosmetics, Birketts, Virgin Management, Beckett Investment Management, Cambridge Consultants, Grant Thornton, Engage for Success and Treatt.

Join the growing network of Best Employers who share the latest thinking on employee engagement.

“ People tend to work for a charity because they believe in its aims and this means they also tend to work extra hard to achieve them. This makes it even more important for us to check that our staff are getting great job satisfaction in return and that they understand just how much they are valued. If someone was feeling unsupported or disgruntled it would be important for us to know about this. This is where the Best Employers Eastern Region employee survey has been helpful for us. It's a fantastic resource because it's free and it enables us to benchmark ourselves against other similar-sized local organisations. It has really informed us on any areas for improvement and the opportunity to add our own questions means we've been able to gather additional feedback on specific areas of our organisation.”

Dr Lynn Morgan, CEO, Arthur Rank Hospice Charity

“ One of the biggest bonuses of being part of the Best Employers Eastern Region initiative is the opportunity to compare our organisation against other SMEs in our region. In addition to the employee survey, and the networking opportunities, the Best Employers conferences have also allowed us to discuss and share best practice with people at other like-minded organisations. The willingness to discuss the implementation of employee engagement programmes really is infectious!”

Ian White, CEO of Beckett Investment Management and Best Employers Eastern Region Ambassador

Founders



Pure

Pure is the leading professional recruitment company in the East of England, specialising in Accountancy, Financial Services, Human Resources, IT, Marketing and Office Support roles across all levels. Through Pure Executive, we also specialise in identifying exceptional leaders for organisations across the region.

Established in 2002, we have offices in Cambridge, Norwich, Ipswich and Chelmsford. Our key aim is to support the growth of our region's businesses through the recruitment and retention of highly engaged employees, at the same time as helping our candidates at every step of their career. Best Employers was founded in 2012 by Pure and eras ltd, with programmes running in 2012, 2014 and 2016.

prs.uk.com

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Sponsors



Archant

We're Archant: the home of East Anglia's best-loved local media brands. We're proud of our history, and of our trusted, market-leading heritage newspapers and magazines that remain an integral part of the communities we serve. But we're forward-thinking people. We obsess about innovation, creativity and leading digital transformations. Our teams, based in the heart of their communities, bring our readers and customers together via every major platform - including video, animation, SEO, e-newsletters, apps, blogs, social media and more. It's relevant and targeted content that brings storytelling to life. We stage vibrant, celebrated, must-attend events where like-minded people come together. And because we're an ideas business, we think fluidly. The New European national tabloid broke all records as the fastest newspaper launch in history - just nine days from concept to hitting the shops - and our stable of established and trusted news brands include the East Anglian Daily Times and the Eastern Daily Press, the country's most popular regional morning daily.

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Birketts

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We are large enough to provide specialist expertise in most areas of the law at a standard that is frequently compared with major City firms but not at the expense of maintaining a personal and tailored service. We are flexible about everything except our reputation for maintaining the highest professional and ethical standards. If you think that Birketts is the right choice for you, then get in touch, we'd love to hear from you.

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