

THE COST TO RECRUITERS OF POOR WORKER WELLBEING RESPONSIBILITY



Recruitment businesses must be alert to a number of incoming trends that are set to significantly shift the dial on workplace health and wellbeing strategies.

According to the findings of a new report published by the Reward and Employee Benefits Association (REBA), the UK is poised for a pivotal shift in responsibility for employee and worker health and wellbeing, amid rising healthcare costs, generational shifts and challenging DE&I agendas.

The ninth annual REBA Employee Wellbeing Research 2024 highlights that better use of data will be a key success factor as organisations take on greater responsibility for their employee and worker health and wellbeing. Failure to do so will cost the business dear – and not just financially.

Firstly, a major upsurge in the use of employee health and wellbeing data will be used to analyse the impact on HR and business risks and objectives. Secondly, employers expect that responsibility for workforce health will fall to them as the state – via the NHS – struggles to meet the ever-growing health and social care needs of the UK's population. And thirdly, employers will expect employees themselves to take on more responsibility for their own health.

RAPID EVOLUTION

There are three factors already causing this what REBA describes as 'rapid evolution' in employee and worker wellbeing:



The rising cost of employer-funded health benefits;



Adjustments to meet the very different needs of generations as the workforce ages;



How meeting the diverse requirements of the ever-more inclusive workforce is pushing up spend on a wider range of health and wellbeing benefits.

According to REBA, the research behind the report indicates organisations do not expect to take on full responsibility for all aspects of health for the working population. Rather, they will become increasingly savvy at looking at wellbeing data to identify what health interventions must be targeted to meet performance and productivity goals – or what risks would arise from not intervening.

Taking responsibility for their own individual health is said to be the direction of travel for the wider medical community – private and public – so the responsibility for health and wellbeing will be pushed more and more onto the employee and worker's own shoulders.

This evolution simply highlights the need for a wider range and personalisation of health and wellbeing benefits available to each and every member of the workplace – whether full time or temporary workers – available via the workplace. Further, this must cater for all segments of the population in the form of support for carers, fertility services, and healthcare for older workers.

GAME CHANGERS FOR HEALTH, WELLBEING AND BENEFITS STRATEGIES

So how can recruitment businesses and their leadership teams rise to this latest challenge, and deliver on the changing demands and expectations of the workforce when margins are already so squeezed?

Attracting and retaining good candidates and temporary workers is every recruitment agency's challenge. Especially when it comes to managing temp PAYE payroll, and minimising churn with the type and scale of benefits support that adds real value to the lives of temporary workers and their families.

Recruitment businesses, including those in the GLAA sector, are really seeing the commercial benefits of offering their workforce the Engage app from HIVE360. Engage is significantly reducing their worker churn and adding value to their employment offering, which brings additional benefits when it comes to attracting talent, worker retention, and supporting recruiters to stand out in the highly crowded and competitive recruitment marketplace.

Engage enables worker engagement to be boosted. It is a mobile app packed full of wellbeing support and resources, mental health crisis support, financial savings and discounts on everyday spending, training for worker development and upskilling, and real time pay and pensions information.

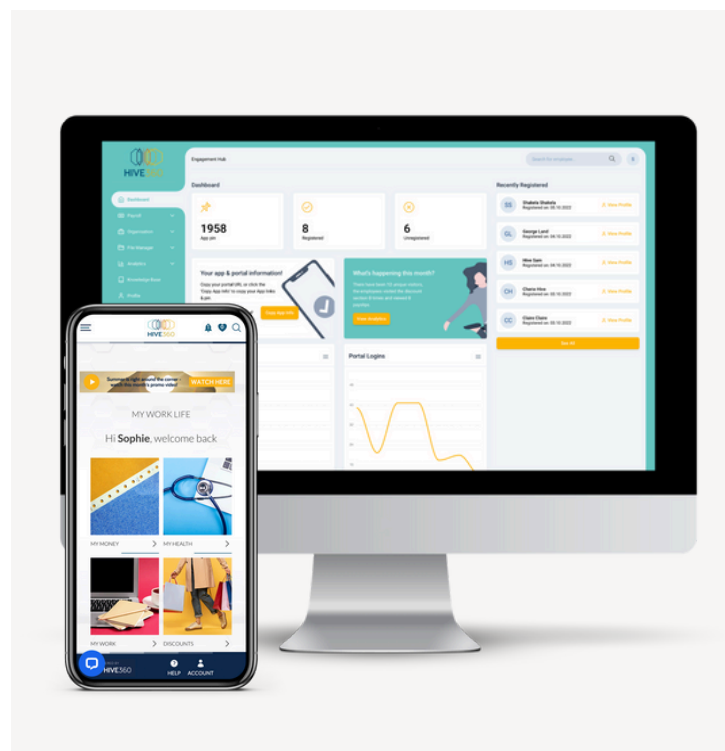
Delivering average savings of £65 per worker per annum, and including a benefits package worth in the region of £200 per worker per annum, not only does HIVE360 make this affordable, but it's also commercially compelling. Engage makes workers feel as if they are a permanent employee with all the benefits, features, tools and resources that an employee benefits scheme has to offer, but for a temporary workforce.

Plus, Engage delivers worker engagement well in excess of 90% every month.

Engage comes with our groundbreaking Engagement Hub, an insightful dashboard and communication centre, so recruitment agencies can immediately act on REBA's recommendation that worker health and wellbeing data is vital to the creation, delivery and evolution of workplace health and wellbeing strategies.

It delivers a 360-degree, real-time online platform and data-led employee management technology to provide extensive, unique insights that inform tailored employee benefits, recognition, rewards and communication broadcasts based on individual worker's usage, work assignment needs, app usage habits, and engagement levels.

Understanding a worker's persona is critical if recruiters are to understand their engagement and what the business can do to enhance this for the individual or team. The Engagement Hub's technology delivers a host of analytics options, which are all GDPR compliant, so employers can view, analyse, and export data on the level of user engagement, activity and actions. This is powerful in customising the benefits and rewards provision, by day, week, month or year.



Workers who feel listened-to by their employers are those with some of the highest engagement levels, so the Hub includes a range of features that enable businesses to integrate internal communications and marketing campaigns, as well as inviting their feedback and insights via surveys. It also doubles-up as a company Intranet with facility to host limitless numbers of documents, news and company updates for instance.

To find out what successes HIVE360's agency clients are achieving and more about HIVE360, Engage, the Engagement Hub, and how we are breaking the mould to empower recruitment businesses to accelerate growth, contact us [here](#) or call us at 0121 661 4851.

HIVE360 and its partner providers are not mini umbrella companies, hybrid or any other contrived employment structure. All HIVE360 payrolls are processed under HMRC payroll standards; the company operates full standard rate VAT and has no connection with any business or individual promoting flat rate VAT schemes.

Find out more about the REBA Employee Wellbeing Research 2024: [Employee Wellbeing Research 2024](#) | [Reward and Employee Benefits Association \(REBA\)](#)