



# **SFHA People & Culture Conference**

## **Retaining and attracting staff workshop**

*The* East Kilbride housing association

# Background info on EKHA

- **Founded in 1994**
- **Circa 615 properties**
- **14 staff**
- **15 Board members**
- **Investors in People Platinum**
- **Investors in Wellbeing Gold**
- **2023 IIP Platinum UK Employer of the Year**
- **2024 UK Wellbeing Champion**



# Why are employee retention strategies so important?

- **Retention strategies are important because they help create a positive work environment and strengthen an employee's commitment to the organisation.**
- **Employees who enjoy what they do and the atmosphere in which they work are more likely to remain engaged with their job and to stay with the organisation.**

# Strategies that EKHA has focused on

- Well-being
- Culture
- Recognition

# Wellbeing

## What's in place at EKHA that promotes and encourages wellbeing?

- **Investors in Wellbeing – gold award**
- **Annual training on mental health**
- **Leadership team trained on subjects such as menopause management**
- **Wellbeing strategy – which includes a mission statement decided by staff**
- **Annual CEO wellbeing 1-2-1s**
- **Wellbeing questions included in annual staff appraisals**
- **Healthy eating promotion, e.g. soup-offs, competitions**
- **Flexible/hybrid working policy**



# Culture

**Healthy workplace cultures align employee behaviours and organisational policies with the overall goals of the organisation, while also considering the wellbeing of individuals**

**What does EKHA do that promotes and enables a healthy workplace culture?**

- **Values-driven**
- **Intent Based Leadership training for all staff**
- **Staff consultation**
- **Annual strategic planning days with staff and Board**

# Recognition

What does EKHA have in place to promote recognition?

- **Weekly compliments round up**
- **Standing agenda item at all-staff meetings to discuss any celebrations, work related or personal**
- **Annual “hug in a box” delivery at Christmas time**
- **Investors in People awards trip**

# UK Employer of the Year 2023





# Attracting staff

- **Values-based recruitment**
- **Prioritise and showcase our culture when hiring**
- **Sell the work environment – it's an applicant's market!**

# EKHA JOB ADVERT

**Our core values of Empowerment, Kindness, Holistic and Agile should be reflected in every decision we make. We expect the successful candidate to live by these values.**

- **Investors in People Platinum, Investors in Wellbeing Gold and were awarded UK Employer of the Year in 2023.**
- **EKHA is a charitable registered social landlord. We were established in 1994 after a stock transfer from the East Kilbride Development Corporation. Since 2012, we have had a small but steady development programme, and we now own and manage 613 properties in East Kilbride.**
- **EKHA also offers salary sacrifice schemes and takes great pride in promoting health and wellbeing within the organisation.**



# EKHA INTERVIEWS

- **Meet and greet**
- **Interview environment – relaxed and informal**
- **Values-based questions**

# RISKS

- **Too cosy...**
- **Empire building**
- **No (or too low) staff turnover**
- **Succession planning**

# Thank you for attending our workshop

We are happy to take any questions or feel free to contact us outside of the event

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