



TRANSPARENCY BREEDS TRUST.

Results and actions from our
recent staff survey.



[Tell Me More](#)

ABOUT THE SURVEY

We recently sent out a staff survey to our team, to understand how they are feeling about working at Bright Purple and where we can improve.

The staff survey consisted of 27 questions covering

- Support
- Communication
- Training and Development
- Health and Wellbeing
- Compensation and Benefits
- Social Responsibility
- Working from home.

The survey was conducted through Google Forms **completely anonymously**, and results were collated by our Head of Marketing as a neutral source to ensure that individual responses were not identifiable by writing style/tone of voice.

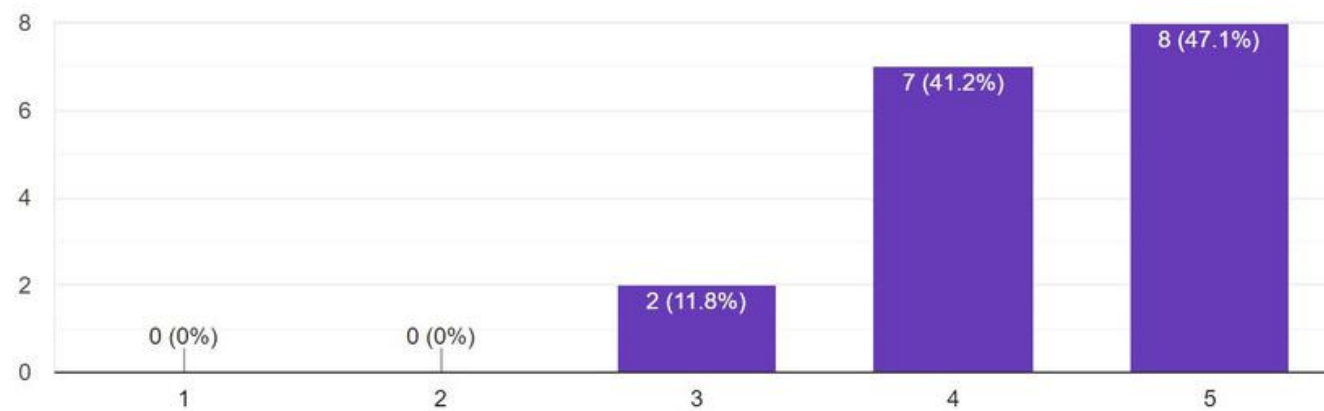
The next pages will take you through the results of our survey, plus key actions we have taken following feedback from the team.



SUPPORT

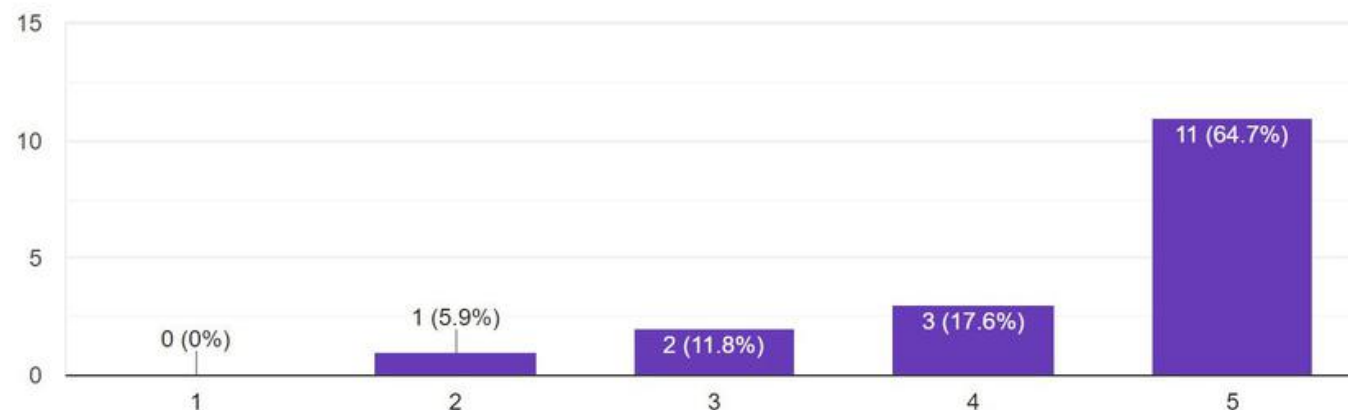
In general, how supported do you feel in your role at Bright Purple by the management team?

17 responses



How well do you think Bright Purple have supported you throughout the pandemic and working from home?

17 responses



We asked three questions around support:

- How supported do you feel by management
- How supported do you feel by peers
- How supported have Bright Purple been throughout the pandemic

Results were generally very positive, however there is still room for improvement to ensure every member of our team feels fully supported and content, especially when working from home.

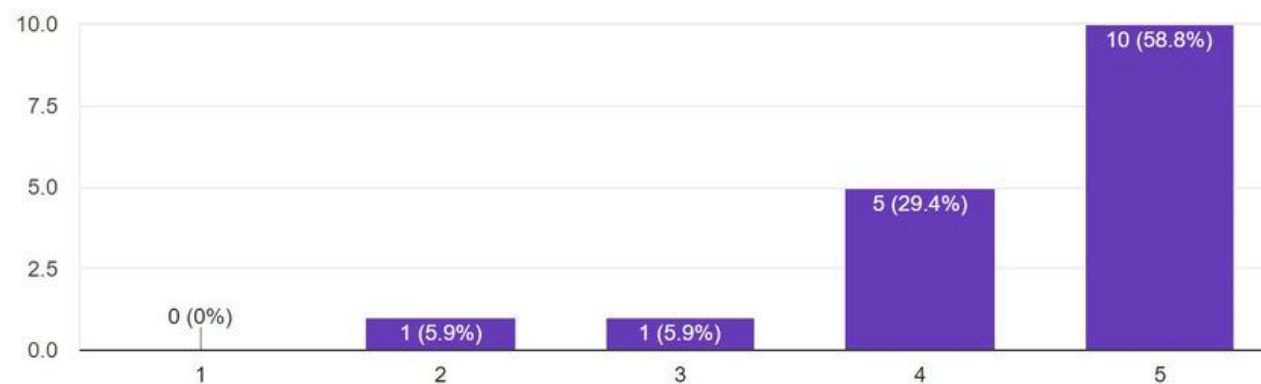
Interestingly, staff felt slightly more supported by management than by their peers

COMMUNICATION



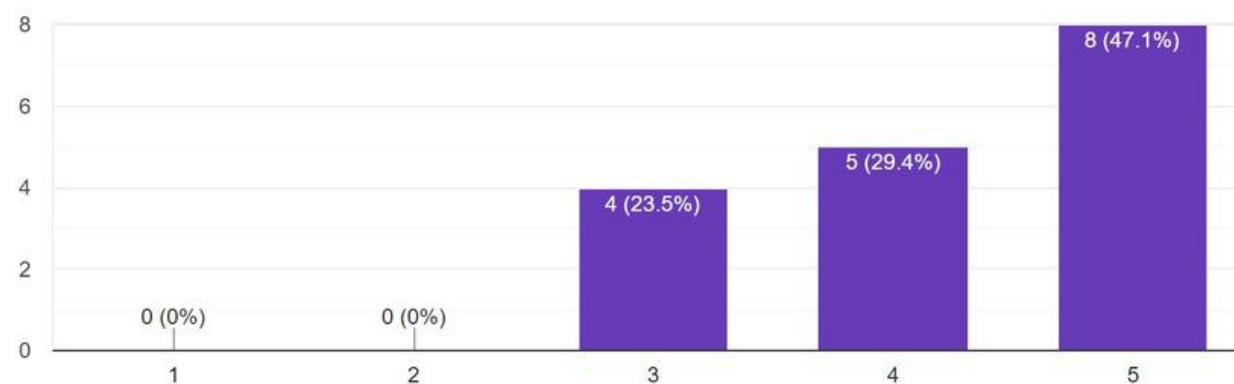
How confident do you feel in approaching management with issues or grievances?

17 responses



How would you rate the communication within the business? Do you feel you are kept up to date with goings on?

17 responses



We asked two main questions around communication:

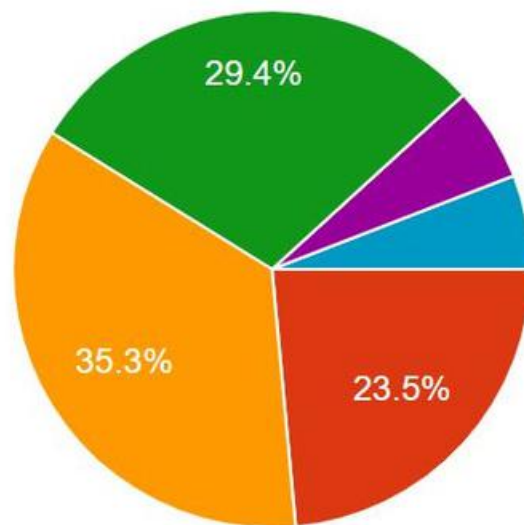
- How would you rate the communication within the business? Do you feel you are kept up to date with goings on?
- How confident do you feel in approaching management with issues or grievances?

Again results were very positive, but with room for improvement to ensure we have an open and approachable environment where staff feel up to date with business goings-on.

TRAINING AND DEVELOPMENT

Do you feel you have been given enough training and ongoing support to be able to do your job properly?

17 responses



- No - I feel I require more training
- No - I feel I require better ongoing support to develop in my role
- I feel the training and ongoing support is sufficient
- I feel the training and ongoing support is of a high standard
- I feel that the company as a whole needs to offer more training for some...
- For me in my role it is more about the...

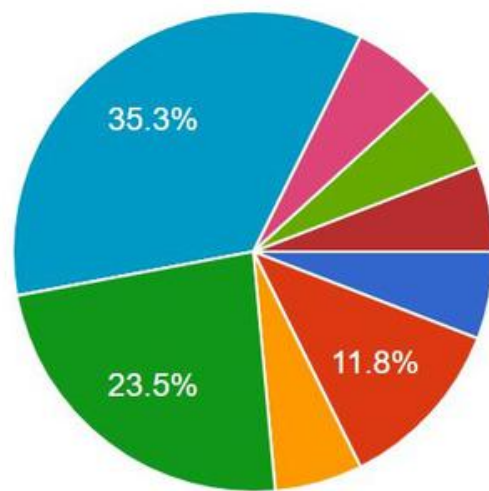
While over 64% of the team felt ongoing training and development was sufficient for their needs or to a high standard, just under a quarter said they would like more ongoing training and development.

This is something that has been difficult throughout the pandemic and with onboarding new staff remotely, but we have been working on an ongoing plan to improve this moving forward.

HEALTH AND WELLBEING

Versus the typical 9-5, what hours of the day are you getting your work done?

17 responses



- I'm still doing a typical 9-5
- I start earlier and finish earlier (eg 8-4)
- I start later and finish later (eg 10-6)
- I take an hour or two break throughout the day and work later (eg 9-1pm, 4-7pm)
- I start earlier but still finish at 5
- I consistently start earlier than or at 9am
- 9 am - 7pm
- Start at 9am but tend to finish between 10am and 11am
- I work the hours where my workload is highest

We asked our team how they have been feeling mentally, and while 65% said good-very good, that's still 35% that were only feeling average, with 1 below average. Mental Health has been difficult especially throughout the pandemic, and we are doing our best to give sufficient support, compassion and flexibility to our team.

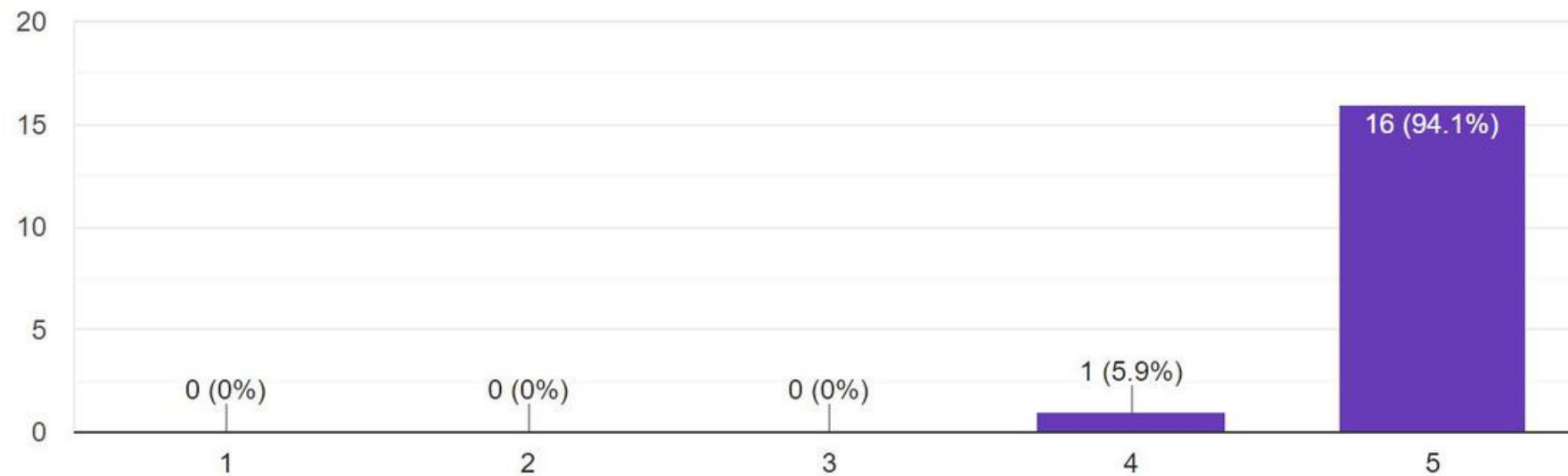
There is also a pattern of some of our team working beyond their 9-5 hours. This is often the nature of recruitment, however this is something we obviously want to watch closely as it's important to us that staff have a good work-life balance and are not burning out or feeling under pressure.

BENEFITS

Our survey showed that the team were very happy with existing benefits, with our flexible working, Vitality Healthcare and paid days off between Christmas and New Year (out with holiday allowance) proving very popular.

From 1-5, how important to you is the 3 days complimentary paid leave between Xmas and New Year as part of your benefits?

17 responses



We also asked what new benefits they might like to receive in future, some of which are under review.

SOCIAL RESPONSIBILITY

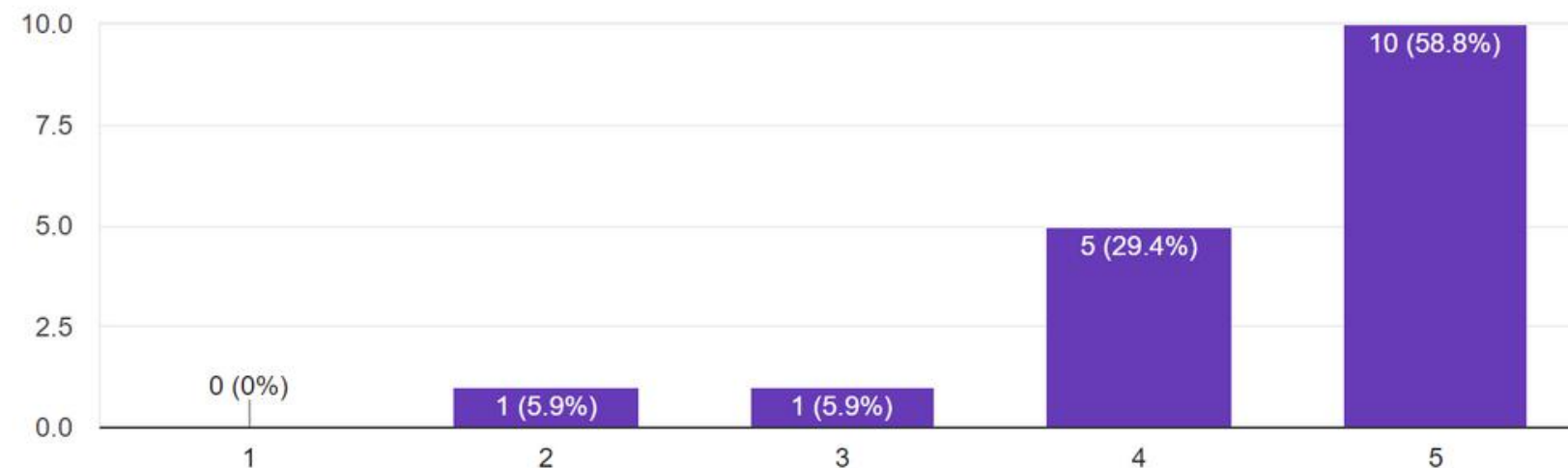
We asked the team how important the following areas of SCR were to them:

- Environmental Responsibility
- Diversity and Inclusion
- Health and Wellbeing
- Ethical Responsibility
- Fundraising and charity

Health and Wellbeing and Diversity and Inclusion were the most important to our team, although all areas scored highly.

Please rate the following Social Responsibility Initiatives based on how important it is to you that Bright Purple commits purposefully to these areas: Health and Wellbeing

17 responses

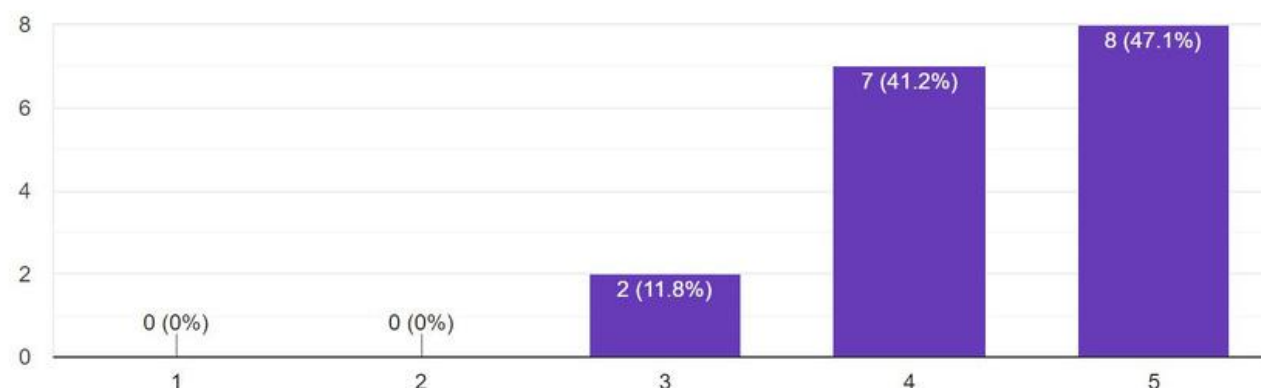


WORKING FROM HOME

We asked the team if they liked working from home, and how much they'd like to continue working from home moving forward.

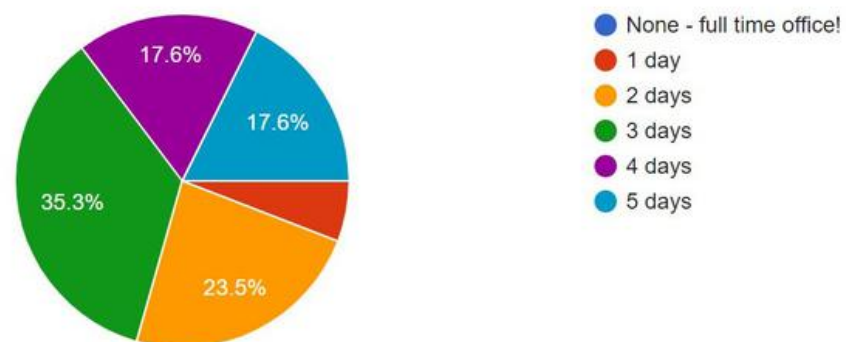
How much do you enjoy working from home?

17 responses



How many days would you ideally like to work from home post-pandemic?

17 responses



It's clear that our team thrive on home-working, and we have taken their views into large consideration when refining our hybrid working policy.

ACTION POINTS



Following from the results of the survey, the Senior Management team got together and discussed what actions we could implement based on survey feedback in our aim to become the best employer we can be.

While some actions are still under review, the following are the main agreed upon actions that will be implemented into the business either immediately or from an agreed start date.

A couple were existing benefits (such as Vitality Healthcare) but we've included these in our actions to remind the team of their existence and the additional benefits that come with these.

HYBRID WORKING UNTIL AT LEAST 2022.

Following the success of working from home for our team, we are continuing a hybrid working policy until at least 2022, and most likely further into the future.

The majority of our team will work to an 80/20 model, only required in the office for 1 day of their choosing per week. Resourcers and junior staff will work to a 60/40 model, coming to the office twice a week as agreed with their line manager. Of course the team are welcome to come in more often if they choose, and we've already seen a few team members doing so.

QUARTERLY TEAM- BUILDING DAYS.



With the team having worked remotely for over a year, and with ongoing hybrid working in place, we felt it was important to arrange set days each quarter for the team to get together.

We hope these days will help with a few of the survey action points, including peer to peer support, communication, mental health and wellbeing and general team social activities which was requested by several team members.

Our first event is already in the works!

AN EXTRA DAY OF ANNUAL LEAVE.



Beginning at the start of next year, we'll be giving the team an extra day of annual leave for their birthday.

We asked the team what extra benefits they would like, and while this was not mentioned, we decided to add it as an extra perk.



MORE TRAINING WORKSHOPS.

Admittedly, training is something that probably suffered throughout the pandemic, with a lack of ability to get everyone in a room, and Zoom training proving difficult.

Before the survey went out, we'd been working on a variety of training such as advert writing, sales and business development. New training documentation is coming together and we will be utilising the wealth of experience in our senior team to host in-house workshops and training in each area. Before the pandemic we also did regular training with external companies, and will continue to do so where necessary,

As has always been the case, the team are also welcome to propose specific external training courses that they feel would benefit them in their job, which we review and fund on a case-by-case basis.

VITALITY HEALTHCARE.

Mental health support within Core Cover

Included as standard

Rewards for physical activity



Getting active helps your mental health – and earn your regular rewards.

[How Vitality rewards work](#)

Mindfulness app



Link your Headspace app to Vitality and track your minutes to get rewarded.

[Healthy Mind](#)

Online support community



We've partnered with Togetherall to give you access to a 24/7 online mental health community.

[Learn more about Togetherall](#)

Talking Therapies



Refer yourself through the Vitality GP app to access up to eight sessions.

[Talking Therapies](#)

Our Vitality Healthcare plan has been a staple of Bright Purple benefits for some time for anyone past 6 months in the business.

While many team members use this frequently, we are going to work on reminding and encouraging the staff to utilise the benefits of Vitality, which include numerous mental health tools and support, active points and rewards such as coffees, cinema tickets, and numerous discounts for necessities like glasses and contact lenses.



TRUE FLEXIBLE WORKING.

While Bright Purple has always been a flexible business, the pandemic has obviously made this even more essential.

We don't want our team to feel restricted by a 9–5 working day, and encourage flexibility. If our team need to take an extra break at lunch and work it in the evening, that's fine! They work when it works for them.

SUMMARY

We are delighted with the overall results of the survey, and while there will always be room for improvement, we hope that our actions will be positive steps in addressing the key areas highlighted from the survey results.

We will continue to work closely with our team to ensure an ongoing strong relationship with our team where their thoughts, opinions and concerns will always be heard and valued.

If you have any questions around our survey, please contact Abby Scott at abby.scott@brightpurple.co.uk



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