## Small budget – BIG impact!

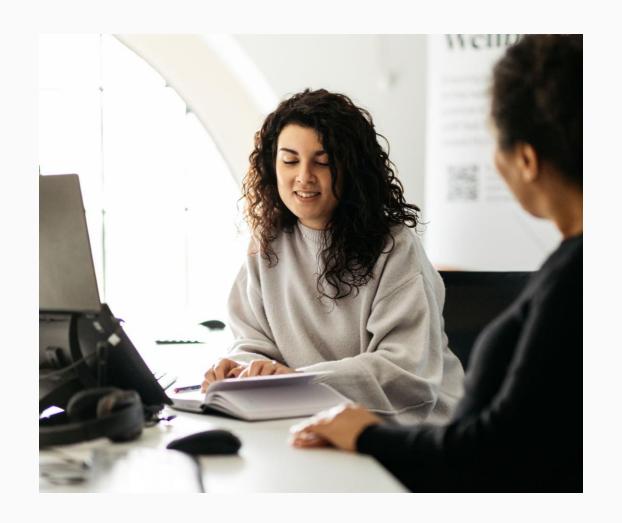
How we are doing more with less!





#### Unpacking the Starting Line

- A very 'static' webpage with a limited list of benefits
- Lack of knowledge and interest about the benefits we had
- New staff were given little/no information at Induction
- Limited joined up working between departments
- Operating in an environment where benefits were not viewed as a priority.





#### What We Were Up Against

- No budget
- Rising expectations of a total reward package
- Challenges of the HE Sector
- Disengaged workforce





#### The Numbers We Needed to See...

#### Our Workforce:

| No of Staff | No of Staff on Permanent<br>Contract | No of Staff on Temporary/Fixed Term Contracts |
|-------------|--------------------------------------|---|
| 9824        | 6477                                 | 3347  |

#### By Gender:

| No of Females (%) | No of Males (%) |
|-------------------|-----------------|
| 54.39%            | 45.61%          |



#### Population by Grade:

| Grade              | Typical Salary (approx.) | Computer Literacy (approx.) |
|--------------------|--------------------------|-----------------------------|
| Grade 2            | £24K                     | Low                         |
| Grade 3            | £26k                     | Low - Medium                |
| Grade 4            | £28k                     | Low -Medium                 |
| Grade 5            | £30k                     | Low-Medium                  |
| Grade 6            | £34k                     | Medium                      |
| Grade 7            | £45k                     | High                        |
| Grade 8            | £55k                     | High                        |
| Grade 9            | £66k                     | High                        |
| Professor/Grade 10 | £87k +                   | High                        |



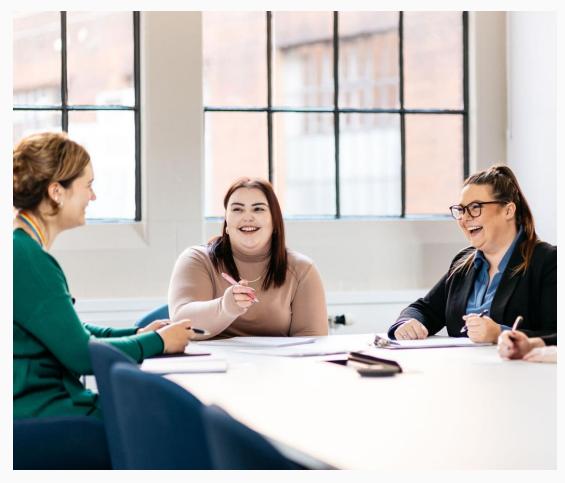
## Clearly, we needed a plan!

So, we played to our strengths...





#### Shaping the Path Forward



- Used surveys and informal feedback to discover what matters to employees.
- Worked with staff networks to gather further insights
- Partnered with internal departments to highlight what we actually do
- Leveraged external partnerships to the employee advantage at no cost to us



#### The Vision We Were Chasing



- 1. Boost staff engagement
- 2. Enhance accessibility
- 3. Improve benefits utilisation



#### Unlocking What Matters

- Providing a suite of benefits that matter to our staff
- Weaving in personal wellbeing
- Educating staff as to how to utilise and access the benefits we have









We encourage **We activate** 

birmingham.ac.uk

### A new Platform with Real Impact & Universal Access

- A new look intranet site
- Accessible on multiple platforms
- Staff benefits is now part of all department inductions









We encourage We activate

birmingham.ac.uk



#### Communicate with Purpose

- A dedicated Teams channel
- Monthly wrap ups
- Linking in with internal comms all staff newsletters
- Attending in person events







We encourage We activate

birmingham.ac.uk

#### Standing Out Where It Counts

- Constant visibility
- Targeted messaging
- Story telling
- A big annual event





# Big wins on a budget

Initiatives that cost little but deliver big

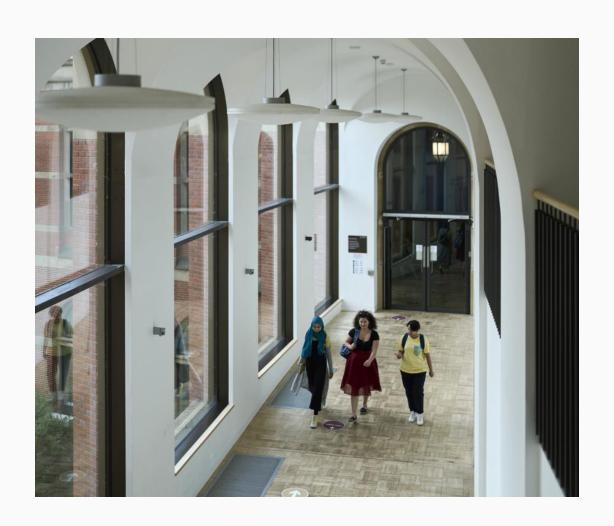




#### Creating Magic Without Money

- Wellbeing related webinars and events
- Staff benefits Teams channel
- People friendly policies that cost nothing but mean everything
- Providing more than just a salary
- Making the most of what we have...
- Free resources staff networks





### Building on Brilliance

As we are just getting started......





#### What Comes Next — and Why It Matters



- Maintaining the momentum, whilst adapting when necessary
- Increasing financial wellbeing resources and awareness
- Continually being aware of benefits trends



What we've learnt along the way.....

It's not about how much you spend it's about how well you listen, communicate,
and connect with your people.







We encourage We activate

birmingham.ac.uk

