



YAPSTER

CASE STUDY



east coast
concepts.

**EAST COAST CONCEPTS'
SECRETS TO CREATING
A THRIVING FRONTLINE
EMPLOYEE WORK EXPERIENCE**

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A UNIQUE TAKE ON HOSPITALITY

At East Coast Concepts, **250 talented employees** ensure that their guests receive the **best service and experience** possible in their Victors and Neighbourhood venues.

Champions of hospitality excellence but also of employee engagement, ECC have managed to create and operate unique conceptual venues where guests can drink, dine... and dance the night away!

At Neighbourhood, guests can enjoy a wide selection of globally inspired sharing dishes and cocktails during the day before the scenery changes and the venue turns into one of the trendiest UK party spots by night!

Victors bar-restaurants offer an immersive experience to guests who are invited to escape into an elegant yet bucolic Hamptons-inspired space to share little or large plates from a globally inspired menu - for lunch, brunch, or dinner.

But let's not forget that behind every great hospitality business lies an ever greater team... Because their success inspires us, we've decided to let you in on ECC's secrets to supporting their frontline team members and motivating them to perform to the **best of their abilities every single day.**

we are east coast concepts

“ ECC IS A
BIG FAMILY. ”

TOM
Bar Manager at ECC

WORK-LIFE BALANCE

At ECC, leaders support their staff to bring their best selves to work every day and encourage them to take time off when they need to. Providing employees with the ability to truly 'log off' on their time off is not only key to their productivity but also to their safety. Even the most engaged employees need time to reset, and ECC's leadership team encourages healthy boundaries between work and personal life.

“I’LL BE MESSAGING MY MANAGER AND SHE’LL BE LIKE ‘IT’S YOUR DAY OFF! TURN YOUR PHONE OFF!’”

Anna - Reservations manager at ECC

With Yapster, ECC employees can also turn off notifications when their shift ends, allowing them to truly recoup after a long day - or night - and come back the next day recharged and ready to deliver.

By focusing on wellbeing, ECC's environment has become one in which employees share their successes as well as their struggles and aren't afraid to chip in when a crew member needs help. With 49% of employees agreeing or strongly agreeing that they have a great work-life balance, ECC's leadership constantly works on providing teammates with the best working environment possible.

ECC employees' working weeks are capped at 60 hours, with the ability to choose to do more. This change resulted in fewer expectations for employees to work longer hours, which ultimately boosted the motivation and productivity of money-motivated individuals who choose to work beyond the cap. With a contract of 48 hours, most employees at ECC work around 50 weekly hours - a rare occurrence in the busy hospitality industry! Stand-by shifts are also limited to existing shifts, meaning that employees are left to enjoy their time off without worrying that they'll be called in because a colleague is sick.



49%
OF EMPLOYEES
AGREE THAT THEY
HAVE A GREAT
WORK-LIFE BALANCE



“YOUR SELF
IS THE PRIORITY
100%.”

ANNA
Reservations Manager

 YAPSTER

WELLBEING AT EAST COAST CONCEPTS

Supporting frontline staff is also about providing them with benefits that suit their needs, in accordance with the challenges faced globally by the hospitality industry at any given time. At East Coast Concepts, measures have been taken to ensure the wellbeing of employees from a mental health perspective, but also from a financial one – an initiative that proved essential in the midst of the cost-of-living crisis that followed the COVID-19 pandemic.

The only question a leader should ask themselves when choosing employee benefits is: will this truly serve them and make their lives easier? Though pizza parties and social events are great, studies show that winning benefits – those that help retain your workforce – centre around **the long-term wellbeing of your employees, such as paid leave, healthcare, and income protection**. In the aftermath of the COVID-19 pandemic, more ECC employees have made use of their benefits, with many of them logging into Wagestream for the first time to access their wages in advance. This has proven to be a wonderful addition to their employee benefits during these difficult times.

ECC employees have access to a mental health service, longer maternity and paternity leave, an extra day of annual leave on their birthday, 5 additional days of holiday after serving for 3 years, and Wagestream: a financial wellbeing platform allowing them to collect their wages before pay day. Wagestream was available to staff before the pandemic, but its value truly came to light as financial difficulties and insecurities began to plague the UK workforce. On the platform, employees are able to contribute to savings pots on a voluntary basis. To encourage financial wellbeing and reward positive behaviour, ECC contribute £25 at random to one savings pot each month.



ECC team members can receive mental health first aid training if they choose to, allowing them to become active participants in their and their colleagues' psychological wellbeing. There are now 15 mental health first-aiders available across the business at all times. Through 'spin and win' games, monthly heroes are also able to win Gousto subscriptions, mattress toppers, or weekends off – an incentive that allows great employees to be rewarded in a way that serves them!

Staff food policies have also been adjusted to encourage colleagues to bring up suggestions for new menu items and showcase their heritage and traditional cooking. Kitchen departments are usually very diverse environments – welcoming change and allowing workers to bring their own ideas to the table can only make one's food options richer! When launching a new venue, ECC leaders also ensure to pay attention to back-of-house areas to provide employees with enough space to take enjoyable breaks and truly relax during their time off.

Employee satisfaction is a metric one could estimate through productivity and engagement surveys, but genuine excitement and passion should never be overlooked. Hannah, People & Development Executive at ECC, describes one of her best Neighbourhood memories as an exciting yet stressful period during which a new night was launched:

“ NO ONE WANTED TO END THEIR SHIFT. IT WAS AN AMAZING NIGHT. ”

When teams are supported by their leaders, engagement will ensue:

CARING IS A TWO-WAY STREET!



 **YAPSTER**

GROWTH AND OPPORTUNITIES

At ECC, supporting frontline employees is also about being clear on growth opportunities. Tom, bar manager at ECC, started out as a barback at the age of 17 and made his way up the organisational ladder over the years. In the future, he hopes to reach an even higher decisional position such as operations manager.

“WHETHER YOU'RE A BARTENDER, A KITCHEN EMPLOYEE, OR A BARBACK, IT DOESN'T MATTER. WE'RE ALL IN THIS TOGETHER. WE ALL WANT THE SAME OUTCOME. WE WANT THE BEST FOR THIS BUSINESS.”

TOM - Bar Manager at ECC

All ECC employees are encouraged to view their time within the business as a career opportunity: if they choose to, they have the opportunity to grow right where they are.

“WE'RE WILLING TO TAKE ON NEW AND YOUNG STAFF AND TRAIN THEM UP TO WHERE WE NEED THEM, AND GIVE THEM THAT CHANCE TO GROW AND LEARN.”

JAN - Sales and Reservations Manager at Victors Newcastle, ECC

Through Yapster, leaders continuously share ECC's values with their staff members, ensuring that they are reinforced and that frontline workers can reach the support office to voice their opinions and be rewarded on the newsfeed.

By keeping the gates of communication open, ECC leaders have worked on fostering an open employee culture where enthusiasm, wellbeing, and accountability are core parts of daily operations.



“IT'S EVERYBODY'S RESPONSIBILITY TO MAKE THIS THE BEST EMPLOYEE EXPERIENCE WE CAN.”

HANNAH
People & Development
Executive

A TRANSPARENT APPROACH TO FRONTLINE LEADERSHIP

ECC's leadership strategy is anchored in their core values: doing the right thing, daring fearlessly, achieving together, raising the bar, and acting like an owner. These values were defined by team members and have become the model to be followed to reach success within the organisation.

Once ECC's values were set, communicating them with all team members became the company's next focus. Values can only truly be shared through a good communication tool! How could employees know what they are a part of if they aren't kept in the loop? Before the pandemic, ECC leadership relied on emails to send out updates to their employees, but this led to difficulties - frontline teammates often don't have access to a desktop. To answer this need for a better comms platform, ECC adopted Yapster as their communication tool.

“IF THE COMMUNICATION BREAKS DOWN AT THE TOP, IT'S DEFINITELY GONNA BREAK DOWN AT THE BOTTOM AS WELL. WHEN WE ARE COMMUNICATING VERY WELL, I FIND THAT THE NIGHT GOES A LOT SMOOTHER AND EVERYBODY'S A LOT HAPPIER...”

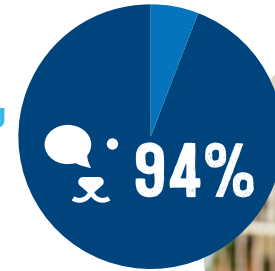
JAN - Sales and Reservations Manager at ECC

With Yapster, ECC employees are now able to seamlessly share company updates on their newfeed and to uphold their values by sending reminders and celebrating their successes on the platform. It isn't used as a simple comms platform, but as a **tool to drive engagement through content that aligns with the core values of the company.**

“WITH YAPSTER... THAT'S WHERE WE HAD TO REALLY DRIVE WHAT CONTENT ALIGNS WITH THOSE VALUES AND HAD TO SHOWCASE THROUGH THAT PLATFORM THAT WE ARE ACHIEVING TOGETHER, THAT WE ARE DOING THE RIGHT THING, THAT WE ARE ACTING LIKE OWNERS.”

HANNAH
People & Development Executive

At present, 94% of staff is onboarded on Yapster, with 81% being weekly active and 51% interacting weekly.



With the need for better communication also came the need to improve training and recruitment processes. ECC leaders worked to ensure that new team members adhered to and upheld their standards and values.

From the get-go, potential recruits are made aware of these values and are encouraged to think about what they mean to them. Transparent leadership is all about being clear on one's objectives and goals and taking good people along for the ride with them.

Through a balance scorecard system, ECC leaders let their teams know exactly what they're working towards and what is expected of them. Teammates are kept informed and held accountable for their KPIs.

Keeping track of their success allows leaders to in turn reward them fairly and motivate them to grow within the business through their benefits, from their access to Wagestream to the option to acquire extra holidays.

Transparent leadership is all about being clear about your goals and supporting frontline teams to get there!

GREAT LEADERSHIP IS ABOUT PUTTING PEOPLE FIRST

At ECC, all wellbeing incentives revolve around answering the team's needs, which allows them to bring their best to the workplace everyday.

From regular surveys to training, the success of your people can only be ensured by providing them with the tools they need to thrive at work and disconnect when they're off.

At ECC, values aren't empty words, **they're a commitment to both the employees and the company.** By working together towards a common goal and checking in with each other, ECC frontline workers have participated in the creation of a thriving work environment in which they feel supported, valued, and encouraged to do better each day.

“ WE'RE MOVING AWAY FROM THESE ARCHAIC IDEAS ABOUT WORKING THAT PEOPLE JUST AREN'T RESPONDING TO ANYMORE... YOU CAN GET THEM (EMPLOYEES) ALL THESE LITTLE REWARDS BUT IT'S ABOUT CULTURE AND EXPERIENCE, AND THAT'S WHAT I'M REALLY TRYING TO CHANGE.

HANNAH

People & Development Executive at ECC



FOLLOW EAST COAST CONCEPTS' LEAD AND BOOK YOUR DEMO NOW!

WAGESTREAM:

SHOW YOUR EMPLOYEES YOU CARE THROUGH A MARKET-LEADING FINANCIAL WELLBEING SOLUTION

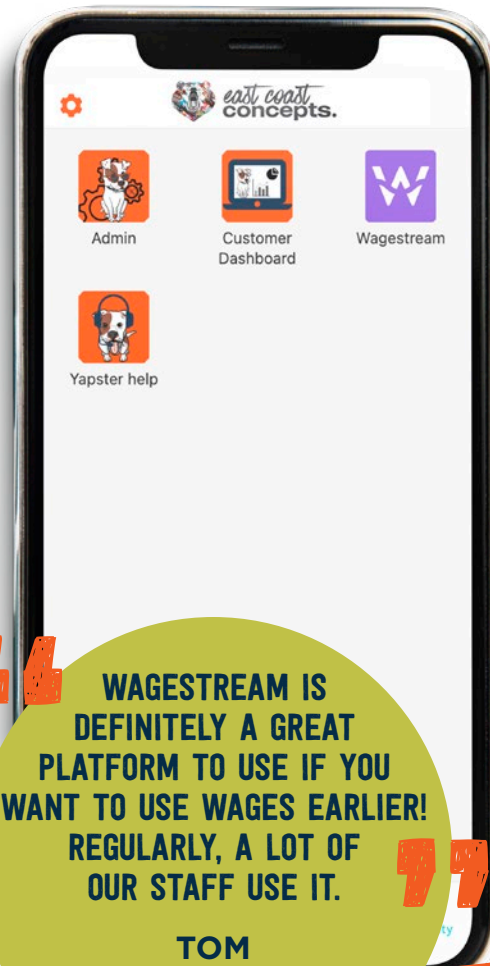
In the midst of the cost-of-living crisis, frontline employees need financial support more than ever. The Wagestream app allows frontline workers to seamlessly collect their wages before pay day. Wagestream users are also provided with a plethora of financial tools, from saving tips to personal coaching and smart budgeting tools!

Created for frontline workers and trusted by hundreds of UK employers, the Wagestream platform has been proven to reduce employee turnover by 16% on average and improve quality of life for frontline workers.



WAGESTREAM

[CLICK HERE TO BOOK YOUR DEMO AND GET STARTED!](#)



WAGESTREAM IS DEFINITELY A GREAT PLATFORM TO USE IF YOU WANT TO USE WAGES EARLIER! REGULARLY, A LOT OF OUR STAFF USE IT.

TOM
Bar Manager at ECC

YAPSTER:

TAKE THE LEAD AND EMBARK ON YOUR SOCIAL LEADERSHIP JOURNEY

Yapster has one mission:

we aim to make work meaningful - or at least not suck. Through the app, you can easily communicate with your teammates at site or company level and boost employee productivity by sharing their success on your newsfeed. Because work-life balance matters to us, employees can also choose to mute their notifications when they're off duty, thus ensuring they can get the rest they need before coming back to work!

Created with the aim of countering GDPR compliance failures and combating workplace harassment, Yapster is a secure communication platform trusted by leaders all across the hospitality and retail industries.

[CLICK HERE TO BOOK YOUR DEMO AND LEVEL UP YOUR COMMUNICATION GAME!](#)

WITH YAPSTER IT'S REALLY GOOD THAT PEOPLE FROM SUPPORT'S OFFICE ARE ON THERE AND THEY POST ON THERE EVERY DAY, REACHING OUT TO STAFF, SEEING WHAT THEIR OPINIONS ARE LIKE, AND ASKING THEM WHAT THEY'D LIKE TO CHANGE WITHIN THE BUSINESS. YOUR OPINION, IT MATTERS.

TOM
Bar Manager at ECC

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