



FROM CHAOS TO CALM: 5 SIMPLE WAYS TO BOOST RECRUITMENT AND RETENTION IN HOSPITALITY

Let's be honest finding and keeping great people in hospitality isn't easy right now. Between post-Brexit staffing challenges, shifting expectations, and plenty of competition, it can feel like a constant juggling act. But here's the thing you don't need to do a complete overhaul to make a difference. Sometimes, small, meaningful tweaks are all it takes to turn things around.

Here are five practical ideas that could help, no fluff, just things that work.

1. Show Off Your Culture

People want more than a payslip they want to feel like they belong. If you've got a decent team culture even if it's just sharing birthday cake or having a good laugh on shift talk about it. Share it on your socials, in your job ads, and during interviews.

A Caterer.com report found that over two-thirds of people are more likely to apply if they get a feel for the team vibe. That's a big deal.

“A positive work environment and inclusive team culture are now as important to job seekers as pay or location.” Kate Nicholls, UKHospitality

So don't be shy. Show them what it's like behind the scenes, those everyday moments are what make you stand out.

2. Ditch the Boring Job Ad

Long lists of duties don't get anyone excited. Flip it. What's a day in the job actually like? What do your current team enjoy? What can someone expect to learn, experience, or be part of?

Indeed UK research shows that ads focusing on people and what they'll gain tend to get way more interest. Just speak like a human, no buzzwords, no waffle and show your personality.

"Think of your ad as a conversation starter, not a legal document." James Reed, REED Recruitment

3. Support Your Managers

Let's be real people usually leave managers, not jobs. And in a busy hospitality setting, how your team are led matters more than ever.

If you've got good managers, keep them strong. If they're struggling, help them out. A bit of training, a proper chat, or even just giving them time to breathe can go a long way.

People 1st Ireland found poor management is one of the top reasons people leave hospitality within the first year. So investing in your leaders is time well spent.

"Empowering your managers is one of the most effective ways to improve retention." CIPD UK

4. Keep Talking

Don't wait for the annual review. A five-minute catch-up over a brew can tell you more than a formal sit-down ever will. It's not about ticking boxes it's about staying connected.

WorkL's recent report found staff who had regular chats with their managers felt happier, more valued, and were more likely to stick around.

"Frequent, informal conversations build trust and trust builds loyalty." David D'Souza, CIPD

5. Ask What Matters

Want to know what'll make your team stay? Just ask.

You don't need a fancy survey a quick, honest conversation works. It might be more flexibility, clearer feedback, or better mental health support. Everyone's different.

Hospitality Ulster found most workers had never been asked what they need yet the top requests were simple: flexibility, more support, and a bit of recognition.

“The act of asking shows you care. And people stay where they feel heard.” Niamh O'Reilly, Workplace Consultant, Ireland

This industry moves fast, but when it comes to recruitment and retention, slowing down to listen, support and celebrate your people can make all the difference. You don't need to do everything at once. Just start somewhere.

Because when your team feels looked after, they're far more likely to look after the business.