

CASE STUDY



The award-winning Hoxton Urban Lodge offers guests affordable luxury in its trendy Shoreditch setting; aiming to redefine the urban hotel experience. The business recognises people play a vital role in delivering this goal and therefore invested in a bespoke learning and development programme which focused on the hotel's core culture, vision and values.

Business challenge

- Independent hotel with no in-house learning and development support or HR department
- Highly successful in operational and financial terms but lacking defined values and behaviours that people could relate to
- Looking to expand the brand by opening additional hotels—needed a programme which could easily be rolled out elsewhere
- Did not want a 'Disney' style customer services learning programme or culture
- Needed to retain key talent within the business until further sites were acquired



David Taylor
General Manager, The Hoxton

Solution

A bespoke programme was designed and implemented by learnpurple following the completion of an employee opinion survey which revealed how the hotel could benefit from a 'purple revolution'.

- The programme was designed for everyone in the business— from front line to senior managers
- A clear set of values and behaviours were established—not only helping build a robust internal culture but to also to help heads of department manage their teams more effectively
- Coaching was provided to key departmental managers to aid personal growth and overcome any challenges
- A series of innovative tools, such as Hox Bingo, were rolled out across the business to 'catch' the team doing fantastic things and living the values; offering recognition such as a £50 cash reward

"The introduction of the learning and development programme within The Hoxton Urban Lodge has created a real buzz across the hotel, with our people talking about and engaging with our values and behaviours.

"MJ Flanagan (Training Director, learnpurple) knew exactly what needed to happen and got to grips with the 'Hox' way immediately. She, and learnpurple, were a pleasure to work with and we look forward to continuing this relationship into the future."

David Taylor, General Manager

Outcomes

Since the roll-out in 2010, The Hoxton Urban Lodge has witnessed:

- All of the team living by the Hox values, incorporating them into everything they do to enhance the guest experience
- Increased self-confidence in departmental managers which has aided general communication and their ability to coach junior team members
- A defined culture and framework; allowing The Hoxton to recruit and manage talent in its existing hotel and any future sites
- Vastly improved levels of motivation among team members and departmental managers