



CASE STUDY

University of Lincoln

Background

The University of Lincoln has circa 1,500 employees and a HR and Reward team committed to attracting and retaining high performing staff in a sector where there is always direct competition from higher placed Universities in the league tables.

Identifying the need for change

Part of the University of Lincoln's workforce modelling framework acknowledges the concept of succession planning and talent management, making the need to attract high performing managers of great significance – as they form the management of the future to deliver the next stages of the agenda. Against this backdrop it seemed vital, when the University of Lincoln began looking into producing total reward statements, that this group should be the initial focus.

Whilst the University of Lincoln was already acknowledging core benefits such as pension, annual leave and salary it was becoming increasingly important to be able to demonstrate to senior managers the total reward package available to them and to bring the full range of benefits together in one document.

The University of Lincoln HR and Reward team had also become aware of the need to adopt a private sector mentality when recruiting staff from this background. These individuals have worked in environments where benefits have been more focused towards health and wellbeing, lifestyle benefits and green travel initiatives and the University of Lincoln felt they needed to ensure their offering was also well promoted to compete in this area.

The wish list

Top of the wish list for the University of Lincoln was to be able to showcase the value of their comprehensive rewards package including benefits unique to their organisation such as the library, sports centre membership and their performing arts centre performances.

One other challenge was to ensure the total reward statements truly engaged senior managers as they are a communication network to cascade positive feedback and knowledge of reward across the organisation. They also play a pivotal role in raising awareness with other staff members to their rewards package.

The Prolog Print Media solution

Members of the HR and Reward team from the University of Lincoln had previously met representatives from Prolog Print Media through working closely with the Institute of Payroll Professionals (IPP) and they had no hesitation about approaching us for the design of their reward statements for the Senior Management Group.



The first step taken was for the University of Lincoln to share with Prolog Print Media information about all the rewards they wished to cover in the statement and the corporate guidelines that needed to be met. Our implementation and design team then created the rules, logic and a clear and structured layout for the statement. Consideration was given on how to present variable financial benefits for each individual, in a structured and clear way while showcasing the detailed information from the extensive range of rewards.

The University of Lincoln with the support of Prolog Print Media were able to develop a professional looking total reward statement independent of other departments and systems, enabling them to circulate information promptly without straining internal resources.

By focusing specifically on the Senior Management Group, Prolog Print Media were able to tailor the language and design of the statement to appeal to that group and also allow the University of Lincoln to utilise 'white space' in the document to deliver key corporate messages on areas of focus for the year ahead.

Client's view

"Feedback from the reward statements has been extremely positive on a number of levels. Managers have said they were not aware of certain benefits and in turn can now cascade this information to all levels of the business. Other managers have simply said they had never looked at their total package before and it was great to simply capture all the benefits in this easy to view format. We have also seen a tangible increase on our staff satisfaction survey in terms of employee morale and stability which we hope is partially due to this awareness."

Ian Hodson
HR and Reward Manager

The University of Lincoln is also now working with Prolog Print Media to review incorporating the statements in to a usable document for the whole workforce and as a recruitment tool.

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