

The Employee Lifecycle at The Grove of Narberth

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Introduction to The Grove of Narberth

1. 5-star luxury country house hotel in Pembrokeshire, part of Seren Collection
2. Renowned for fine dining, Welsh hospitality, and award-winning service
3. Strong employer brand built on culture, quality, and guest experience

(CIPD, 2023) (Seren Collection, 2024)

(Visit Wales, 2023)

Attraction: Employer Brand & Culture



1. Employer relationship begins with brand exposure
2. Seren promotes a "family-like" culture rooted in Welsh values: warmth, authenticity, hiraeth
3. Awards and reputation attract high-quality applicants
4. Active social media and storytelling enhance brand visibility

(Armstrong & Taylor, 2023) (Seren Collection, 2024) (HR Magazine, 2023) (Visit Wales, 2023)

Recruitment

1. Digital recruitment via Seren careers portal and LinkedIn
2. Transparent job descriptions and inclusive messaging
3. Focus on personality and cultural fit over experience
4. Uses modern HR tools for application tracking
(CIPD, 2023) (LinkedIn Talent Solutions, 2024)
(People Management, 2023 – Application tracking systems)
(Seren Collection, 2024 – Careers Portal)



Onboarding



1. Structured induction programme and welcome sessions
2. Mandatory health & safety and service excellence training
3. Mentorship from senior staff to ease transition
4. Early feedback sessions to build confidence

(Seren Collection, 2024 – Induction and training) (Hospitality Net, 2023) (HRZone, 2023 – Feedback and engagement)



Development

1. Continuous professional development (CPD) through Seren Academy
2. Career coaching and cross-training opportunities
3. Annual performance reviews and goal setting
4. Encourages progression within the Seren Collection group

(CIPD, 2023) (Seren Academy, 2024) (HR Magazine, 2023) People Management. 2023)

Retention



1. Recognition programmes and staff awards
2. Competitive pay and benefits (e.g, meals, accommodation discounts)
3. Supportive leadership and wellbeing initiatives
4. Internal promotion pathways
5. (CIPD, 2023-Pay and benefits) (HR Magazine, 2024-Recognition and engagement) (Wellbeing Journal, 2023 – Wellbeing initiatives) (Seren Collection, 2024 – Promotion pathways)

Separation

1. Exit interviews conducted to gather feedback
2. Positive offboarding experience – thank-you letters and references
3. Encourages alumni connections for future rehiring

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(CIPD, 2023 – Exit interviews and feedback) (Hospitality Net, 2024- Respectful transitions) (HR Magazine, 2023 – Offboarding practices) (LinkedIn Talent Solutions, 2024-Alumni networks)



Conclusion

1. The Grove's lifecycle reflects best practice in hospitality HR
2. Strong alignment between culture, development, and retention
3. Continuous improvement through feedback and innovation



References:

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