

FREE

THE bright^{hr} STANDARD



Must-have HR insights for small businesses

Weather report | Stocks & shares | TV guide | Health & wellness | Sports | Ask B.L. | Puzzles

2021 had plenty of headline-hitting events to make your staff want time off throughout the year.

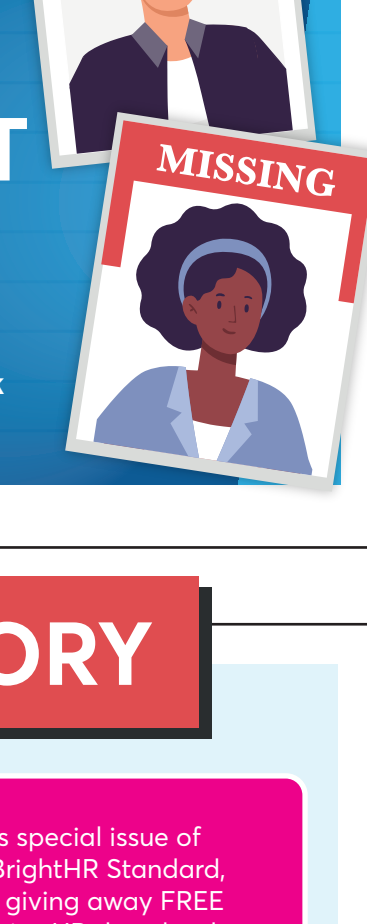
The nation fell sick with footy fever, lost sleep over a Korean TV hit, and bunked off to revel in the 'rule of six'—all in favour of turning up for work.

Now BrightHR is back with our annual infographic, and after digging through our data we're ready to expose exactly which national events made employees take time off in 2021. Plus, we lift the lid on how the ongoing pandemic has impacted you and your staff.

So, let's take a look at 2021's top news stories...

SOLVED: WHY 2021'S STAFF WENT MISSING

BrightHR unmasks what was keeping your staff away from work (and the results may surprise you!)



THE VIRAL NEWS STORY

COVID ROADMAP SEES STAGGERING 571% SPIKE IN LEAVE REQUESTS

When Boris announced his roadmap out of lockdown on the **22nd of February**, the nation went completely mad for a whiff of fresh air, and managers were left to deal with a whirlwind of annual leave requests. Our data saw an astonishing **571% rise in holiday requests** compared to the same day in 2020.

ATTENDANCE SLIPS FOR RULE OF SIX

After being locked up for the better part of a year, the British public were crying out for human interaction. So, unsurprisingly, on the **29th of March** (the day six people could meet outside) our software recorded **152% more staff taking annual leave** compared to the same day in 2020.

EXTRA, EXTRA—A BRAND NEW MUTATION

Just when we thought the worst was over, December smacked the UK with a new, highly transmissible COVID variant. It was soon dubbed with the suitably sci-fi name 'Omicron' and set about terrorising the UK.

Sickness was up 90% compared to December 2020, and **increased by 31% compared to the average month in 2021**. But this time we somehow swerved another lockdown. Let's hope that sets the tone for 2022...

FREEBIE!

In this special issue of The BrightHR Standard, we're giving away **FREE** exclusive HR downloads, bundles, blogs, and more.

Click these icons for exclusive HR freebies

FREEDOM DAY IGNITES HOLIDAY FLURRY

On the **19th of July**, the PM eased lockdown restrictions and **holiday requests soared by 294%** compared to the average day in 2021. It was coined 'Freedom Day'... but not so much for managers, who were suddenly swarmed with an influx of annual leave admin. Yikes.

LEAVE REQUESTS FLY IN AS STAFF FLY OUT

When green and amber travel lists were scrapped on the **4th of October 2021**, the flight gates opened and staff rushed to book a last-minute holiday—leaving managers to fight through **14% more annual leave requests** than the typical month in 2021.

HEATWAVE FORECASTS BRITISH BEACH RUSH

We recorded a **55% increase in annual leave requests** when the heatwave hit on the 17th of July. Cramped British beaches? Who could've predicted that...

STORMY YEAR BATTERS STAFF LATENESS

Some major storms hit the UK in 2021—and not just in the media. But which severe weather events blasted staff lateness the most? Here's our report...

STORM DARCY	☔ ☁	↑20.3%
STORM EVERT	☔ ☁	↑46.3%
STORM ARWEN	☔ ☁	↑68.4%

(compared to the average day in 2021)

FREEBIE! Document: Severe weather policy

STOCKS & SHARES

BRITAIN STOCKS UP ON WINTER HOLIDAY

With an average of 8.8 days left to take, staff hoarded **40% more annual leave in November 2021 than November 2020**. Could it be because Christmas wasn't cancelled this year?

1,080,550 Clock-ins in November

ONE MILLION BLIPS CLOCK NEW RECORD

Workers clocked-in 1,080,550 times in November using our mobile clocking-in app, Blip. That's more than 11% of the total blips for the year (keen bears).

BRIGHT EXCHANGE BOOSTS BUSINESS

70,000+ people have visited Bright Exchange, our exclusive small business marketplace, since its launch in October 2021. And with those numbers, managers are set to see their business boom in 2022!

MOST REQUESTED DAY OFF EXPOSES FIVE YEAR TREND

The Friday before the **August Bank Holiday** was the most requested day off for the fifth year on the trot, proving even COVID can't dampen our thirst for a long Bank Holiday weekend.

In 2021 it was the **27th of August**, but the exact date changes each year. So, a word of warning for managers... find out next year's date and write it in your diary!

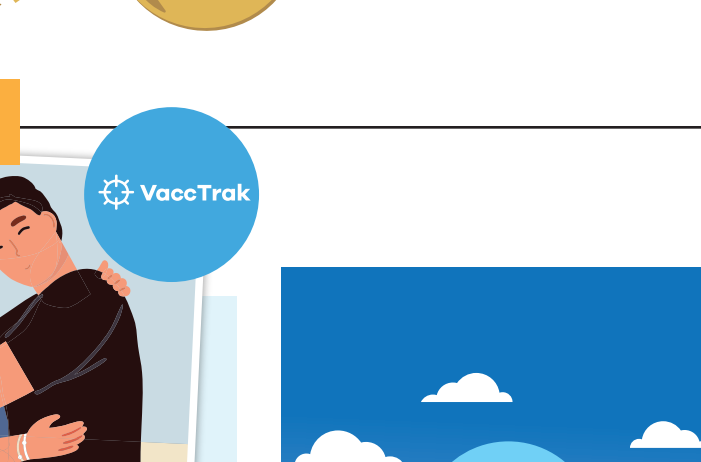
AUGUST BANK Holiday

FREEBIE! Blog: How to fairly refuse staff holidays

TV GUIDE

RED LIGHT: SQUID GAME HALTS STAFF ATTENDANCE

Whether it was an all-night binge or nightmare-fueled insomnia, it seems the Korean smash hit kept staff up all night. Following Squid Game's UK premiere on the 17th of September, **sickness was up 24% and lateness climbed by 8%** compared to the average Saturday in 2021.



HEALTH & WELLNESS

HOW LOVE IS POWERING A HEALTH KICK

COVID vaccinations have been a hot topic—but what spurred more people than ever to get the jab? We looked at our VaccTrak data, and the results can be put down to one thing...

(1) The week beginning on the 15th of March saw **9,302 managers update their staff's vaccination statuses** in VaccTrak, two weeks before the 'rule of six' was set to come into effect.

(2) And **VaccTrak recorded a since unrivalled 5,764 managers updating their team's booster jab statuses** in the week commencing on the 13th of December—a day after Boris announced all over 18s could get the vaccination top-up (and just in time for Christmas!).

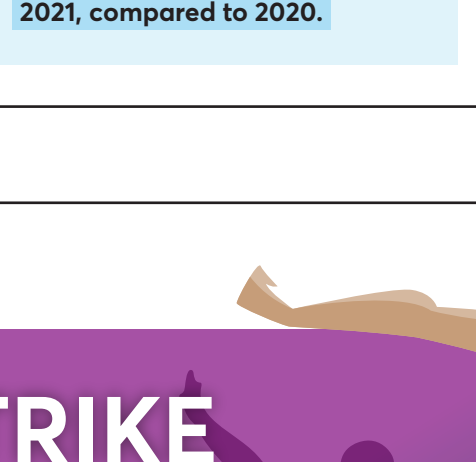
So, it seems the overwhelming force pushing people to get vaccinated is the chance to socialise with loved ones. How adorable.

IS BLUE MONDAY FACT, OR JUST A FAD?

Okay, some people are sceptical about the science behind Blue Monday... but after our software recorded a **50% increase in sickness** compared to an average day in 2021, we're a bit more convinced.

THE FEVER THAT NEVER WENT OFF-TREND

Year two with COVID at our side, and things haven't got any easier. In fact, we've only got queasier. Our absence management software recorded a **23% increase in sickness in 2021, compared to 2020**.

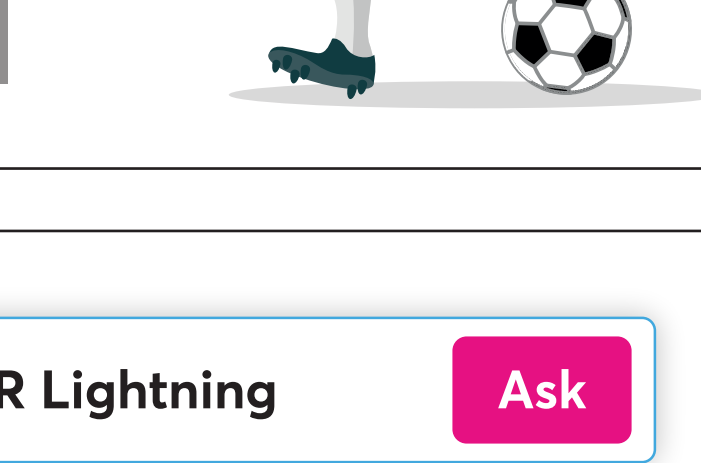


FREEBIE! Document: Wellness Bundle

SPORTS

STAFF STRIKE FOLLOWING EUROS FINAL

After England's near miss at the UEFA Euro football final, the nation drowned its sorrows—and felt it the next morning. **Sickness was up 140% and lateness was 124% higher** than the average day in 2021.



Dear BrightHR Lightning Ask

THIS YEAR'S MOST ASKED QUESTION

Every day we take your most pressing HR questions and run them through our AI-powered problem-solving super machine, BrightHR Lightning. In return, you get a super-fast expert answer for FREE!

In this very special edition, we're looking back at your most asked question of the year. So, drumroll please...

What can I do if I refused an annual leave request then the employee calls in sick on that day?

Ask BrightHR Lightning

PUZZLES

WORKER'S WORDSEARCH

Welcome to the wordsearch! All about people management. Can you find the answer to this work-based question among the jumbled letters?

Today's question:
Which 3 cities had the highest average of lateness in the UK?

A	X	D	U	R	H	A	M
F	B	A	C	E	D	G	H
X	L	B	S	W	G	E	S
P	A	O	P	V	B	W	T
I	V	H	N	U	S	F	O
M	S	G	N	D	E	Y	K
O	L	S	H	E	O	U	E
T	L	H	Y	D	B	N	P

THE CLOCK-IN CROSSWORD

Your daily attendance-based crossword (niche, we know).

C	H	R	I	S	T	O	P	H	E	R
A										
R	Y	A	N							
A										
H										

ACROSS

2. Top male name with the highest instances of lateness in 2021. (6)
4. What male name was second most likely to clock in to work late in 2021? (11)
6. Male name with the third highest instances of lateness in 2021. (4)

DOWN

1. Which female name clocked in late the most in 2021? (6)
3. Female name with the second highest instances of lateness in 2021. (4)
5. The third most likely female name to clock in to work late in 2021. (5)

Transforming people management—that's the BrightHR standard

In 2021, we grabbed headlines for our suite of multi-award-winning HR software... Because with BrightHR, you can accurately track staff work hours, calculate and manage holidays, stay health & safety savvy and much more.

And we know business never sits still, so neither do we. We're constantly bringing innovative new tools to support businesses with whatever they're going through—that's the BrightHR standard.

It's no wonder **70,000** businesses trust BrightHR for their people management...

So find out what all the buzz is about. Book your **FREE** demo today:

Book my **FREE** BrightHR demo

