

The Workplace Wellbeing Charter



The story so far...

The Charter

The Workplace Wellbeing Charter is an opportunity for employers to demonstrate their commitment to the health and well-being of their workforce.

The Charter provides employers with an easy and clear guide on how to make workplaces a supportive and productive environment in which employees can flourish.

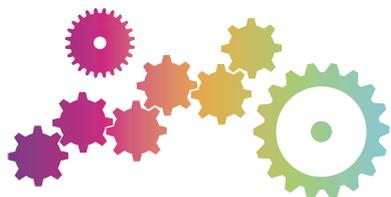
It provides a clear set of wellbeing standards, taking a holistic approach that includes physical and mental health, health promotion and ways to evaluate the services and information you are offering. It also aims to share best practice about health and wellbeing within the workplace.

The Charter focuses on three key areas - leadership, culture and communication - where even small steps can make a big difference to the health of staff, and therefore the profitability of an organisation.

The Workplace Wellbeing Charter is open to all and comes in three levels, each containing different standards that need to be achieved. Some, or all, will be relevant, depending on the size and direction of the organisation.

The support offered in Liverpool consists of:

- An initial meeting with a professional workplace health advisor to discuss the different levels, the organisation's current health and wellbeing activity, and to decide which level to aim for.
- An in-depth consultation to identify gaps in the workplace health strategy and offer advice and support to ensure a holistic approach to health, safety and wellbeing and the achievement of the Charter standards.
- Charter accreditation meeting; a trained consultant will review the collated evidence and talk to staff about their experience of health, safety and wellbeing within their workplace.



The story so far

The development of the Charter was a recommendation from the University of Liverpool's Health is Wealth Commission's final report in 2009.

Liverpool Primary Care Trust identified an opportunity to develop a product that could be used to stimulate positive change among employers and subsequently worked with Health@Work to design, develop and deliver the Charter across Liverpool.

The Workplace Wellbeing Charter was launched in Liverpool in April 2010 as part of the Year of Health and Wellbeing, driven forward by Liverpool PCT and Liverpool City Council.

In the first year 56 organisations were accredited

Between April 2011 and March 2012 126 organisations were accredited

Between April 2012 and March 2013 185 organisations will be accredited

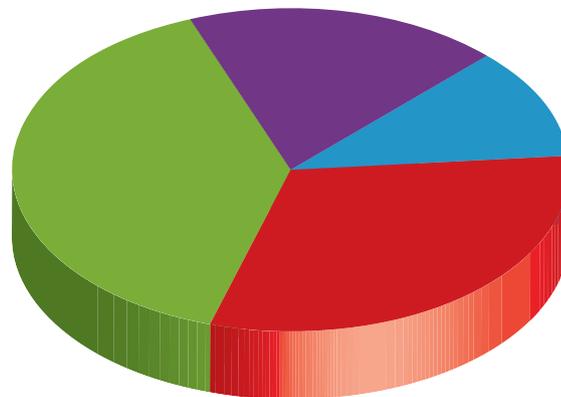
Health@Work has also been delivering the Charter in Ashton, Leigh and Wigan on behalf of Active Wigan and the Primary Care Trust, since April 2012. This is the start of a three year programme that will result in 120 organisations being accredited.

Organisations benefitting from the programme range from small to very large employers:

A Quiet Place, Liverpool Hope University, Alzheimer's Society, Medicash, Abercromby Nursery, Met Quarter, Documents Direct, Merseyside Network for Europe, John Lennon Airport, Symphony Housing Group, Five for Families Trust, KIND, HMP Liverpool, Kuumba Imani Centre, Liverpool City Council, Everton Children and Family Centre, HMRC Queens Dock, GMB, Marriott Hotel, Liverpool Muslim Society, Liverpool Lighthouse, STEC, Liverpool City Council Ethnic Minority & Traveller, City Square Liverpool, Everton Children and Family Centre, Achievement Service, Liverpool Chamber of Commerce, KIND, Gillmoss Medical Centre, St Paschal Baylon's school, Mencap, Westminster MC, Job Centre Plus, Kenyon Fraser and many more.



Size of Liverpool Charter Organisations



- Large 250+ employees**
- Medium 26-249 employees**
- Small 6-25 employees**
- Micro 1-5 employees**

What the clients have to say...

96% used the Charter to demonstrate their commitment to health

Employers agreed there were very high levels of awareness of the intervention

83% have directly benefitted from the programme

The top benefits identified are:

- Levels of awareness and activity regarding health and wellbeing increased
- Staff morale increased
- Improved policies and procedures

“It has opened management’s eyes to happy healthy employees improving their productivity. There’s a realisation it is important and it’s cheap to implement”

“There have been no real interventions previously in the workplace - it’s a new fresh idea”

“Taking part in this initiative has instilled confidence within the team”

“We were able to show that we are committed to the well-being of our staff. The programme also highlighted where we can offer further help to our staff. It has been a worthwhile initiative to complete as an organisation and we are really pleased to show our commitment to our staffs well being.”

“Worthwhile programme, found the process easy to follow and well delivered by Health@Work, we are thrilled to have achieved the Charter”

“I found the Charter process really easy to follow and I was really impressed with the support I received from Health@Work, they were really flexible, professional and extremely helpful”

“The process was really quite straight forward; the evidence produced was scrutinised by Health@Work, who helped coach us in the right direction to ensure completion of the Charter.”

“Since achieving an ‘Excellence’ rating, HMP Liverpool have encouraged prison service employees and prisoners to stay fit and well, identify potential health problems, improving staff morale and effectiveness and reducing sickness absence levels”

What the employees have to say...

- 1 in 3 stated the programme had made a great deal or noticeable difference to their health and wellbeing
- Another 1 in 3 felt the programme had made some difference
- That is 20,000 people! Or 17% of the full time employees in Liverpool!

Differences in health and wellbeing most likely to be:

- Increased awareness of health issues
- More healthy eating
- Improved staff morale

Medicash health reward

A LEVERSHOLM health reward was awarded for its efforts to boost staff health. Medicash has been named the Workplace Wellbeing Champion for Liverpool F.C. for a month of getting involved in the charity's work. The award is given to the company that has made the most progress in the workplace.

Government sickness absence review

Healthcare professionals have been asked to take part in a government review of the current state of the NHS. The review is being led by the Health Secretary, Andrew Lansley. It will look at the way the NHS is run and how it can be improved. The review will also look at the way the NHS is funded and how it can be improved.



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Make working good for you

Advertisement for 'Make working good for you' featuring a photo of a woman in an office setting and text describing the benefits of working for a company that values its employees.

Good to see sick days are falling

It's good to see that the number of sick days taken by employees is falling. This is a positive sign for businesses and for the economy as a whole. It shows that employees are taking better care of themselves and that businesses are providing better support for their staff.

Hotel sets standards

The Marston Hotel in Liverpool has been recognized for its efforts in maintaining high standards of workplace wellbeing. The hotel has implemented a range of measures to support the health and wellbeing of its staff, including providing access to fitness facilities and offering flexible working arrangements.



More firms sign up for stress-busting service

LEVERSHOLM charity has reported an increase in the number of firms signing up for its stress-busting service. The service provides support and resources to help firms manage stress in the workplace. This is a positive sign for the charity's efforts to improve workplace health and wellbeing.

Advertisement for SHP (Shareholders' Health Plan) featuring a screenshot of the website and text describing the benefits of the plan.

Making health a top priority

HealthWatch CIC has been named as the priority of long-term investors. This is a recognition of the charity's commitment to improving the health and wellbeing of the community. The charity has implemented a range of measures to support the health and wellbeing of its staff and the community.

Advertisement for 'The heart of the matter' featuring a photo of a red apple with a heart cutout and text describing the importance of heart health.

Push to make Bold Street the healthiest in Liverpool

Advertisement for Bold Street featuring a photo of three people holding a colorful object and text describing the initiative to make Bold Street the healthiest in Liverpool.



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Insurer awarded

A LEVERSHOLM health insurer was awarded for its efforts to boost staff health. The insurer has implemented a range of measures to support the health and wellbeing of its staff, including providing access to fitness facilities and offering flexible working arrangements.

Advertisement for 'Healthy outlook for businesses' featuring a photo of a group of people and text describing the benefits of a healthy workforce.

Advertisement for 'Award for healthy workers' featuring a photo of a group of people and text describing the award for healthy workers.

Advertisement for 'It's time to quit' featuring a photo of a person and text describing the benefits of quitting smoking.

Why do we need workplace health and well-being programmes?

131 million days were lost due to sickness absences in the UK in 2011. [Source: Office of National Statistics Sickness Absence in the Labour Market, April 2012]

For many organisations the cost of absenteeism alone can be huge. Below are some examples based on 2011 from the Chartered Institute of Personal Development's Absence Survey Report.

Public Services

In the public sector the average days lost per employee per year is 9.6 and the average cost per employee per year is £889. An organisation in this sector employing 1000 people will have a cost of absenteeism of around £889,000.

Production and Manufacturing

In the production and manufacturing sector the average days lost per employee per year is 6.5 and the average cost per employee per year is £754. An organisation in this sector employing 250 people will have a cost of absenteeism of around £188,500.

Call Centre

In the call centres the average days lost per employee per year is 12.4 and the average cost per employee per year is £940. An organisation in this sector employing 250 people will have a cost of absenteeism of around £235,000.

Professional Services

In the professional services sector the average days lost per employee per year is 5.1 and the average cost per employee per year is £904. An organisation in this sector employing 50 people will have a cost of absenteeism of around £45,200.

Evidence suggests the cost benefit ratio for programmes targeting absenteeism is between 2.5 and 10.1. [Source: Nice Synopsis of Evidence]

Physical activity programmes at work have been found to reduce absenteeism by up to 20%: Physically active workers take 27% fewer sick days. [Source: Department of Health research July 2011]



Beyond Liverpool

The Workplace Wellbeing Charter, designed and developed in Liverpool, was adopted in its entirety as the national model and endorsed by Dame Carol Black the National Director for Health and Work.



The Charter is now recognised across the UK and is being actively delivered in many areas. Health@Work works alongside partners across Merseyside, Greater Manchester, Lancashire, the South West, Bristol, Coventry, London and the North East. Training, advice and consultancy have been delivered to disseminate the experience Liverpool has in the promotion and implementation of the Workplace Wellbeing Charter.



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