

Workplace Wellbeing Charter

Making well-being at work your business



This pack contains an overview of the Workplace Wellbeing Charter, including the Charter Framework, the Assessment Standards and other separate documents relevant to the Charter and to your business.

For additional copies of any of these documents and further information about the Workplace Wellbeing Charter please visit:

www.wellbeingcharter.org.uk

Useful contacts

Health, Work and Wellbeing	www.dwp.gov.uk/health-work-and-well-being
Health and Safety Executive	www.hse.gov.uk
Equality Act 2010	www.equalityhumanrights.com
Health for Work Adviceline	www.health4work.nhs.uk 0800 0 77 88 44
Business Link	www.businesslink.org.uk
Mindful Employer	www.mindfulemployer.net
Bullying at Work	www.banbullyingatwork.com
Institute for Employment Studies	www.employment-studies.co.uk
Department of Health	www.responsibilitydeal.dh.gov.uk
NHS Plus	www.nhsplus.nhs.uk
The Faculty of Public Health	www.fph.org.uk
Well@Work	www.bhf.org.uk/thinkfit
Let's get healthy	www.letsgethealthy.co.uk
Federation of Small Businesses	www.fsb.org.uk
Chambers of Commerce	www.britishchambers.org.uk
ACAS (Advisory, Conciliation and Arbitration Service)	www.acas.org.uk
Chartered Institute of Environmental Health	www.cieh.org

Workplace Wellbeing Charter England

Welcome...

The Workplace Wellbeing Charter is an opportunity for employers to demonstrate their commitment to the health and well-being of their workforce. The positive impact that employment can have on health and wellbeing is now well documented. There is also strong evidence to show how having a healthy workforce can reduce sickness absence, lower staff turnover and boost productivity - this is good for employers, workers and the wider economy.

The Wellbeing Charter provides employers with an easy and clear guide on how to make workplaces a supportive and productive environment in which employees can flourish. Employers who volunteer to sign up will find help and support available through their regional Health, Work and Well-being Co-ordinator.

The co-ordinators can provide employers with access to the services and advice they need to meet the charter, and help them to build the healthy workforce that business needs for the future.

I urge all employers to consider signing up to the charter, so they can take advantage of what it has to offer both them and their employees.



A purple handwritten signature that reads "Carol Black".

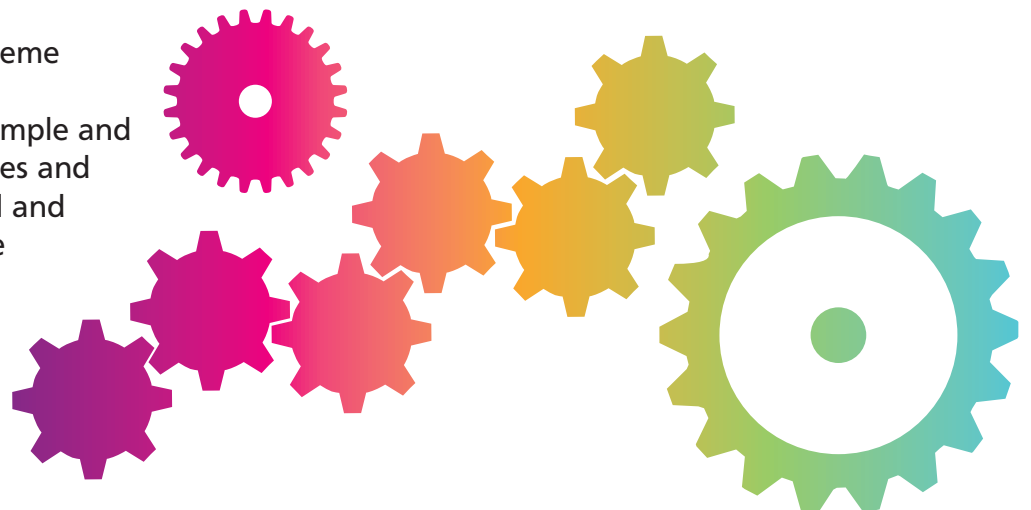
Dame Carol Black

National Director for Health and Work

What is Health, Work and Well-being?

Health, Work and Well-being is a cross-Government initiative to protect and improve the health and well-being of working age people. The initiative promotes the positive links between health and work and aims to help more people with health conditions to stay in or return to employment. It brings together employers, trade unions, healthcare professionals and other partners and builds on a growing evidence base that working is good for health.

This Charter is a voluntary scheme designed to help employers understand these links, find simple and effective support for employees and realise the significant financial and performance benefits that are possible.



Introduction: What is the Charter?

The Workplace Wellbeing Charter is a statement about the way in which you run your business and support your workforce, demonstrated by adherence to a set of standards. To achieve the Charter you will be asked to demonstrate your commitment and support by taking action to implement any changes which may be necessary in your organisation.

The standards contained within this charter are not exhaustive and are intended to set a minimum standard on which your organisation can build. They are a guide to what success can look like and a way of benchmarking that success against others.

Charter aims and objectives:

- introduce clear, easy to use well-being standards
- improve well-being and reduce absenteeism
- provide tools to measure and evaluate progress
- identify and share good practice and real-life examples
- show that workplace health and well-being is a worthwhile investment

Who is this for?

The Workplace Wellbeing Charter is a voluntary, self-assessment scheme open to all public, private and voluntary sector organisations based in England. Whatever their size, all organisations and businesses can benefit from working towards Charter standards.



Why you should take part

There is a growing body of evidence to show the financial benefits enjoyed by organisations that implement well-being programmes, including reduced sickness absence, improved productivity and reduced staff turnover.

Case studies from the Health, Work and Well-being website show the benefits achieved by businesses across a variety of sectors (www.dwp.gov.uk/health-work-and-well-being).

'Employees' experience of work, and the satisfaction that they derive from it, can have an important impact on their physical and mental health and well-being, their commitment to their job and, therefore, their performance. Ultimately, this can affect the productivity and profitability of their employer.'

The Future of Workplace Relations – Acas (January 2010)

E.ON...

implemented a variety of well-being initiatives that made health relevant for each employee...

- 25% reduction in number of new cases and days lost through mental health-related absence.
- Continuous reduction in sickness absence over three years led to around £28.23m cost savings.

"We have always known that our most valuable asset is our workforce – recognising that having fit, healthy and motivated employees brings valuable benefits to the company... we have almost doubled our turnover and bucked the trend by increasing our staffing levels by 70% in the last year."

Karen Newman – Personnel and Development Manager, Air and Ground Aviation Limited

"After consulting with staff we ran a series of stress awareness workshops and activities at lunchtime. One of the unexpected outcomes has been a change in working relationships, they are at a different level now, much more supportive, making it a friendlier place to work."

Sarah Jewell – Manager of Health and Administrative Services, Learning Links, Portsmouth

Airbus...

introduced mental health initiatives to meet the needs of their male-dominated workforce...

- 89% of staff remain in work while using the service.
- Overall absence down from 5% to 3.4%.
- Savings of £1.1million in absence costs.
- Increased productivity.

Do it for **demographic** reasons...

Did you know that your workforce is ageing? Those aged 65 or over account for 1 in 5 of us, those aged 16 and under account for only 1 in 6.¹ On current estimates, by 2024 almost 40% of the population will be aged 50 or over.²

As we age, we become more susceptible to chronic diseases, such as heart disease and diabetes, which are on the increase. Nowadays, through sensible lifestyle choices and condition management, most of us can continue to lead normal and productive lives.

As an employer it is in your interests to help your employees by supporting their well-being through the workplace. Heart disease is often the result of poor diet, smoking and a lack of exercise – all of which can be affected by the workplace. Failing to take action is likely to lead to lower productivity, higher absence and greater staff turnover, all of which will levy a significant cost on your business.

It is basic good practice in business to protect and maintain your assets – your workforce is your most precious asset.

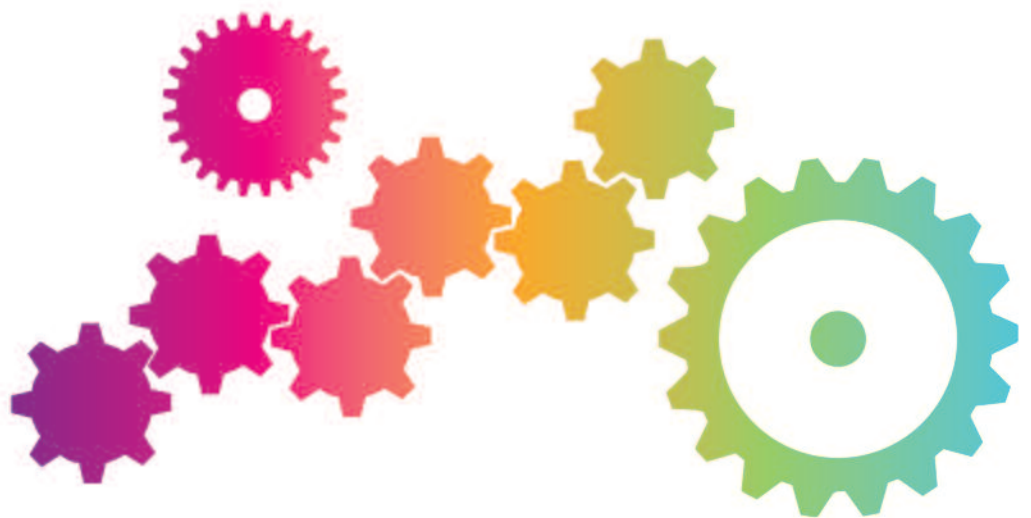
Do it for **financial** reasons...

Sickness absence and worklessness associated with ill-health costs the British economy £100 billion a year.³

With employers and employees bearing the burden of sickness absence costs, and the economy losing the output of those who are not in work, it's in everyone's interests to improve the health and well-being of working age people.

'For many employers, the costs of ill-health, which, given the ageing population and the increase in chronic disease, will only grow in the absence of intervention, is enough to justify a comprehensive wellness scheme.'

PriceWaterhouseCoopers LLP
Building the Case for Wellness (2008)



¹ Office for National Statistics (2007). Population Estimates.

² Department for Work and Pensions (2007). Welfare Reform.

³ Dame Carol Black's report: Working for a healthier tomorrow (2008)

There is plenty of evidence to demonstrate the impact that poor health and well-being is having on both individuals and their employers.

The facts:

- Around **135 million working days** were lost to sickness absence – approximately five days per employee – in the year to March 2011 (Labour Market Survey)
- More than **90% of people with common health conditions** could be helped to return to work if basic principles of good health care and workplace management principles were followed (Waddell, G., Burton, A.K. and Kendall, N. Vocational rehabilitation: what works, for whom and when?)
- The total annual cost of Statutory Sick Pay to employers is estimated to be more than **£1.5 billion** (Department for Work and Pensions estimate – July 2011)

‘At one level this is a matter of corporate social responsibility, but employers are also concerned about the impact of sickness absence on organisational performance and productivity. High levels of absence represent a waste of productive potential.’

‘Good Work’: Job Quality in a Changing Economy – The Work Foundation (2008)

Do it for **social** reasons...

As an employer, is your only success measured in terms of financial profit? Many larger organisations are now measuring their employee satisfaction and well-being as an indication of success because it leads to increased performance and, therefore, profitability.

This shift is also likely to be a reflection of the benefits reaped in the labour market – high competition for skilled staff means those organisations looking after their employees will be more attractive to the right people. This in turn makes them more attractive to their customers.⁴

⁴Sinclair, A. (2007). Creating a Well Workforce: A Case Study. Institute for Employment Studies.

Do it for **legal** reasons...

The Charter standards will help your organisation to consider the variety of ways your employees are affected by work, some of which you may be under a legal obligation to monitor. For more information, please visit the Health and Safety Executive and Equality Act 2010 websites listed under 'Useful Contacts'.

There are many reasons why health and well-being initiatives can help your organisation. Follow the Charter standards and you can introduce a programme to put your business ahead...



Charter Framework

To achieve the maximum benefit and return on employee health and well-being, it is important your organisation has three key elements in place to make your initiatives both successful and sustainable – **Leadership, Culture and Communication**.

The diagram below shows some examples of what could support each of these areas.

The Three Key Elements of the Charter Framework



Next steps...

1 How healthy is your business?
Where are you now?
Identify your business and staff needs.

2 Embedding workplace health
into your business.
Do you have a workplace health
and well-being champion?
Are your senior staff supportive?

3 Are you engaging
with your staff?
Are your staff involved?
Have staff been asked
what their priorities are?

4 How will you know if you
have got it right?
Identify outcomes you want.
What will success look like?
What are the quick wins?

5 How will you evaluate your work?
Has the programme worked?
What has worked well and what
needs improving?

6 What are your next steps?
How will you change it to
make it better next time?
What difference has it made?



Now look at the standards and visit the Wellbeing Charter website to find information on how to get started.



Visit the Workplace Wellbeing Charter website for full details of why and how your business would benefit from improved and sustained workplace well-being. The site includes comprehensive information about the Charter, useful links and an online self-assessment tool.

www.wellbeingcharter.org.uk

