

# Health and wellbeing Award

## Winner

# Wincanton



**W**incanton realised it had a problem in 2013 when it experienced some driver deaths linked to long-term health and lifestyle issues, with an increasing number of drivers found to suffer from some form of cardiovascular health issue.

This kick-started a two-year programme of increasing health awareness, not just among drivers but all Wincanton staff. The result: a trackable and significant reduction in deaths related to heart conditions – from 10 in 2014 to three in 2015.

Other notable results included a

reduction in absence rates which, based on an average salary of £25,000, saved the company £335,000. On top of this was a saving made on those deaths in service and on those having to leave due to ill-health. The total ROI, once the total invested was factored in, was an impressive £869,000.

No surprise then that our judges were blown away by this strategy as one with “great solutions to real issues” that was “simple, inexpensive and impactful”.

One judge simply commented: “Wow – love this”, with another humbled and impressed by HR as “literally lifesaving”.

The judges were impressed with the creativity of those activities initiated and with the senior-level buy-in achieved. Activities were launched by the executive management team at business briefings and through health and safety and HR communities via a series of hosted calls and presentation materials. There were also many updates provided on Wincanton’s intranet and on notice boards at all sites.

Activities at the sites were wide-

- ### Finalists
- .....
  - Allstate Northern Ireland**
  - Luminus Group**
  - Moy Park**

ranging. While GSK Gloucester installed a salad bar for site workers and lunchboxes for drivers, and introduced ‘free fruit Friday,’ the Lea Green site made a wellbeing kiosk and offered health assessments with an occupational health advisor (identifying six people at high risk of developing cardiovascular disease).

Meanwhile at Chippenham, lunch time ‘walk away your worries’ promenades were introduced, as well as after-work yoga sessions. Most creative perhaps have been the company-wide competitions. These have included a healthy recipe competition, seeing two finalists serve their dishes to 100 colleagues; a 30-day ‘planking challenge’; climbing Ben Nevis; a stop smoking competition; and pedometer challenges.

And the company is not finished. Its biggest event, a bike ride from Land’s End to John O’Groats to mark Wincanton’s 90th birthday, has just taken place. And the HR team has its sights set on mental health as the next area it feels Wincanton employees could really benefit from support in.

No doubt more lives will be saved – and many more radically improved – in the years to come.

### Highly commended

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#### SLH Group

South Liverpool Homes (SLH) is a housing association based in Liverpool. In 2013, it decided its existing wellbeing programme – consisting of part-time therapists providing a range of massages and holistic remedies – needed an overhaul to become more wide-ranging and so suitable for all, and a more integrated part of the business overall.

As well as introducing a range of physical health initiatives, launched in close consultation with employees, the organisation turned its attention to mental health, for example creating a Living Room space for staff to switch off and enjoy a range of calming activities from crafts to choir sessions. Changing core hours, so employees can pick up children, has also had a huge impact. The judges were impressed by how “genuine and CEO-led” the programme was, by its creativity, and by its “good links to corporate strategy”.

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