

Forster Communications

Forster Well

An employee wellbeing scheme

We believe every employer has a responsibility to encourage staff wellbeing: physical, mental and social health. It makes good business sense too - while reducing sickness is an obvious benefit, positive wellbeing also helps employees feel more fulfilled, confident, creative and emotionally resilient, which leads to working more productively too.

While wellbeing has long been a deeply embedded value at Forster, in 2011 we wanted to focus our efforts and create a clear campaign to inspire every employee to make positive changes. Instead of imposing the challenge top-down, we held brainstorming and strategy workshops where team members explored ideas and fleshed out the various options. The **Forster Well** scheme was developed through this.

Each employee receives a wellness card and earns stamps across five areas: physical exercise, nutrition, culture, social engagement, community support plus three 'free' stamps for extra challenges. This encourages an holistic approach to wellbeing, which is proven* to have a greater long term impact than focusing on just one area.

Some people earned stamps for giving up caffeine for or alcohol for a month, others by eating their five a day for a week. Company walks or exercise classes also earned stamps, as did having lunch with a colleague you hadn't spent time with before, visiting a gallery or volunteering in the local community. As a reward for completing a card's 8 stamps within a financial quarter, employees receive an extra hour off work or a £25 voucher of their choice. This amount is to reflect the average hourly pay across the company.

* <http://www.neweconomics.org/publications/five-ways-well-being-evidence>

What our employees say

Following the initial pilot, 76% reported that they have improved their fitness, social connections, cultural fulfilment and/or community engagement. In a recent anonymous staff survey, the scheme was cited as an indicator that Forster cares about health and wellbeing of its staff and over 70% stated that it would be detrimental to their time at Forster if the scheme was removed. **Forster Well** has been running for a year and the most recent quarter saw the strongest uptake yet with 86% of staff claiming stamps and taking time to focus on their wellbeing.

76%

reported improvement in their fitness, social connections, cultural fulfilment and/or community engagement.

70%

state that it would be detrimental to their time at Forster if the scheme was removed.

86%

of staff are claiming stamps and taking time to focus on their wellbeing.

“Forster Well gives me a structure to think about how I look after myself. Our industry can be stressful, so regular reminders of ways to take a break from work and concentrate on other areas of life really help to alleviate that, and recharges my energy levels. And being incentivised to do all of this shows that the company is investing in keeping us healthy.”

Rosie Warin, Project Manager, Forster

“Putting a high priority on wellbeing to create workplaces with happy and fulfilled staff who relate well to each other is not only good for employees but makes huge business sense. It is very encouraging to see the Forster Well scheme setting out to deliberately work towards these goals.”

Juliet Michaelson, Senior Researcher,
Centre for Wellbeing, New Economics Foundation

How it works

1

At the beginning of a financial quarter, each staff member is given a **Forster Well** card to collect stamps.

2

Staff members must collect a stamp for each of the activity areas: physical exercise, social engagement, cultural activity, community support, nutrition, and also collect the three 'free' stamps.

3

The General Management team regularly offer suggestions of ways of achieving stamps, and encourage uptake of activity.

4

Staff collect stamps throughout the quarter, and the first five employees who complete a card win the chance to go to lunch together paid for by the company.

5

All employees who complete a card within a quarter receive a £25 voucher of their choice, or an hour off work for each card they complete.

6

New cards are distributed at the beginning of the next quarter.

The stamps

Physical



Physical exercise

This can be gained through additional physical activity throughout the day such as walking to meetings, cycling home or a lunchtime run.

Social



Social engagement

This can be gained by organising an event such as Book Club, Swishing, or lunch with a colleague from a different team.

Culture



Cultural activity

This can be gained by attending a lunch time concert or exhibition or sharing a review of a book or film with colleagues.

Community



Community support

This can be gained through community activities such as giving blood or volunteering at a local charity.

Nutrition



Nutrition

This can be gained by eating more fruit & veg, reducing caffeine/alcohol intake or by making a healthy meal for colleagues.

Free



Free

These stamps can be gained by achieving additional activity in any of the other categories.

For further information or support to set
up your own scheme please contact

Kate Parker

kate@forster.co.uk

020 7403 2230

www.forster.co.uk