



The Prince's
Responsible
Business Network



Responsible Business Awards 2020 - Guidance Information

Bupa Health and Wellbeing Award



This award recognises businesses that embed health and wellbeing into their culture, creating good work that enhances the wellbeing of everyone.

Successful entrants should evidence that their business is having an impact in one or more of the following criteria:

- **Creating psychologically safe work environments**
- **Positioning health and wellbeing as strategic boardroom issues**
- **Demonstrating leadership behaviours that enable an inclusive culture by embedding wellbeing into management accountability, operations and tools**
- **Establishing accountability and transparency by publicly reporting on wellbeing performance (for example, in annual or sustainability reports or on your website).**



Royal Founding Patron: HRH The Prince of Wales
Chairman: Jeremy Darroch
Chief Executive: Amanda Mackenzie OBE

Business in the Community is a registered charity in
England and Wales (297716) and Scotland (SC046226).
Company limited by guarantee No. 1619253.

Registered Office:
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Key dates for your calendar

Date	Awards Milestones
27 November 2019	Open for entries
21 February 2020 (17:00 GMT)	Entry deadline
w/c 30 March 2020	Results revealed to all applicants by email
12-14 May 2020	Judging panels for award finalists
Summer 2020	Awards celebration event London





Category Details

In the context of responsible business, the aim of the Wellbeing Campaign is to create environments where individuals and organisations can be at their best and flourish.

We promote a whole person, whole organisation and inclusive approach to health and wellbeing. Business in the Community (BITC) defines wellbeing as the mutually supportive relationship between an individual's mental, physical, social and financial health and their personal wellbeing.

Taking a whole organisation approach to embedding wellbeing into an organisational culture is key to achieving maximum impact. The campaign is underpinned by [BITC's Workwell Model](#) – an evidence-based framework for embedding health and wellbeing into organisational culture and which also aligns to BITC's Responsible Business Map.

In the context of responsible business, the aim of the model is to support businesses create environments where individuals and organisations can be at their best by taking a preventative approach. The model is evidence based, widely endorsed and positions employee health and wellbeing as strategic boardroom issues linked to securing business objectives.

BITC's [Wellbeing campaign](#) advocates that health and wellbeing should be positioned as strategic boardroom issues supporting thriving people, thriving business and thriving communities.

Eligibility

This category is open to all members and partners of Business in the Community (BITC) and any non-member private sector business.

The entry could focus on impact achieved primarily in the UK. However, good examples of rolling your strategy out internationally can be included.

Businesses of any size can enter.

Assessment Criteria

Successful entries will demonstrate a health and wellbeing approach that:

- Positions health and wellbeing as strategic boardroom issues aligned to business objectives
- Demonstrates authentic leadership with evidence of senior leaders leading by example
- Normalises mental health, positioning it on a parity with physical health
- Positions the enhancement of wellbeing through good work as a priority corporate objective
- Takes an evidence-based approach to supporting the physical, mental, financial and social health of all employees
- Creates psychologically safe work environments
- Supports line manager capability to support health and wellbeing
- Acknowledges and supports poor mental health, whatever the cause, including non-work related causes such as loneliness, and relationship and financial issues





- Takes an inclusive and employee-led approach to providing tailored support
- Takes a 'whole organisation' approach to embedding wellbeing into management accountability and operations
- Achieves significant and measurable impact for employees, the business and the wider community
- Provides inspirational and innovative examples of best practice from which others can learn
- Provides evidence of public reporting of the health and wellbeing performance of the organisation. For example, annual or sustainability reports

Deadline

17:00 GMT on Friday 21 February 2020

Entries received after this time will not be processed.

Contact Details

For more details about the category, please contact Louise Aston at louise.aston@bitc.org.uk

For any technical issues and other awards related queries, please contact awards@bitc.org.uk

Guidance on Completing Assessed Section 2

- **What role do senior leaders (board members, senior executives and senior managers) play in promoting wellbeing in your organisation? (300 words max)**

How do they demonstrate authenticity, what kind of activities are they involved in and how are they held accountable?

- **What is your initiative or strategy to promote wellbeing in your organisation, including targets and objectives? (400 words max)**

How do you ensure that the initiative or strategy is embedded/integrated throughout the organisation? How did you engage staff in its design and development? What evidence formed the basis of your initiative or strategy?

- **What role do line managers play in promoting wellbeing in your organisation? (300 words max)**

What training and support do you provide to support them? What kind of activities are they involved in and how are they held accountable?

- **Do you acknowledge and support employees experiencing mental health issues caused by issues outside of the workplace? (200 words max)**

For example, have you supported employees mental health issues around marital or relationship issues, loneliness or financial difficulties? How have you done this? What programmes or support do you have in place?





- **What policies, guidelines or protocols do you have in place that support managers to provide reasonable adjustments or workplace modifications for employees with long term conditions or impairments, especially those experiencing mental health issues? (300 words max)**
- **Describe how you are ensuring that conversations about mental health are happening across the organisation – from the boardroom to your frontline – to normalise mental health. (200 words max)**
- **How have you ensured that your health and wellbeing programme is inclusive to your whole workforce? (200 words max)**

This might include different approaches for diverse groups including, for example: black, Asian and minority ethnic people (BAME); LGBT+; people with disabilities etc.

Uploading supporting files

Total files uploaded must not exceed 30MB. BITC reserves the right to only process content below the maximum file size for assessment.

At the end of the awards questions there is a file upload option. You can upload multiple supporting files if the documents are compressed into a zip. file before uploading.

How to zip multiple files for this Qualtrics process:

1. Select all the files you want to zip together by holding the CTRL key and clicking on each one.
2. Right click and select 'Send to' from the menu that appears.
3. Select 'Compressed (zipped) Folder' from the secondary menu.
4. This will create a new Zipped Folder, which will show up as a new icon.
5. Please name the folder using this structure: COMPANY NAME Awards submission 2020
6. Navigate to the file upload question in the survey and click anywhere in the grey box (see screenshot below). This will open a dialogue box where you can navigate to the relevant zip file, select the file and click open. Your supporting documents and images will then be uploaded

Please note: All logos should be supplied as hi res eps, png, .ai or svg. Images should be hi res, above 2mb

