



The Prince's
Responsible
Business Network
Cymru

Guidance information for the Wales Health and Wellbeing Award 2020



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
December 2019	Open for entries
6 March 2020 (17:00 GMT)	Entry deadline
25 March 2020	Judging
April 2020	Shortlist announced
25 June 2020	Awards gala dinner Cardiff





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 which also aligns to BITC's Responsible Business Map.

In the context of responsible business, the aim of the model is to support businesses to 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 should focus on impact achieved primarily in Wales. However, good examples of rolling your strategy out across the UK or beyond 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 in 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 6 March 2020

Entries received after this time will not be processed.

Contact Details

For more details about the category, please contact Jill Salter at jill.salter@bitc.org.uk

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

Guidance on Completing Assessed Section 2

- **What is the overall purpose of the programme or strategy to promote wellbeing in your organisation? (500 words max)**

Judges will be looking for:

A clear rationale and business case for the programme with qualitative and quantitative evidence

A well-structured and managed approach

An integrated focus on physical, mental and social wellbeing

That the programme is embedded into the core strategy and culture of the organisation

An approach that promotes the employer and employee responsibility for wellbeing with a strong focus on prevention

A programme that addresses wellbeing issues that are relevant to the organisation's employees and wider adult population





- **How do you engage stakeholders in your programme? (400 words max)**

Stakeholder can include:

Employees - How did you engage staff in its design, development and outcomes?

Line managers – how do you ensure line managers are confident at having conversations with their staff?

External organisations

Board members

Senior leaders – how do you ensure buy in at a senior level?

Other stakeholders e.g. customers, suppliers, schools you work with

- **How is the programme managed and monitored? Please include targets and objectives (400 words max)**

Points to consider:

How do you ensure that the initiative or strategy is embedded/integrated throughout the organisation?

What evidence formed the basis of your initiative or strategy?

How do you ensure senior leaders are held accountable?

What are your targets and how are these measured?

How do you ensure continuous improvement?

- **What are the societal and individual benefits to your programme? (500 words max)**

In this section consider:

Benefits to individuals in your employment for all aspects of the programme

How the programme is inclusive to diverse groups e.g. people with disabilities, LGBT+, BAME etc

Specific benefits of individual aspects of your programme (e.g. financial wellbeing)

- **What are the business benefits to your programme? (500 words max)**

Points to consider:

Benefits should align to your business case

Is there any evidence of ROI from the programme?

Use qualitative and quantitative evidence

Have there been any unexpected additional benefits?





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: WALES *COMPANY NAME* Awards submission 2020
6. Navigate to the file upload question in the survey and click anywhere in the grey box. 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

