



# Healthy Workplaces

**THE  
LIVE WELL  
CENTRE**

  
**Middlesbrough**  
moving forward

# Is your business a healthy workplace?



Promoting a healthy workplace has considerable benefits for employers and can lead to many benefits such as, decreased absenteeism, staff turnover, increased productivity and improved performance, all contributing to a happy workforce.

It can also enhance an organisation's reputation standing with staff, stakeholders and the wider community.

- On average, the reported cost of absence per employee per year was £595 in 2013.
- The average level of employee absence in 2013 was 7.6 days.
- 1.6m working days were lost due to workplace injury and ill health in 2011/12 in the North East.
- 50,000 people suffered from work-related illness in 2011/12 in the North East.
- It is estimated that mental ill health costs UK employers almost £1 million per year - identifying problems early, or preventing them from the outset could result in cost savings of 30%.
- The direct cost of sickness absence to the UK economy is around £14 billion per year.
- Physical activity programmes at work have been found to reduce absenteeism by up to 20%.
- Work-related ill health was responsible for an estimated 22.7 million working days lost in 2011/12.
- Job satisfaction can help to reduce staff turnover by between 10 and 25%.



Source: [www.betterhealthatworkne.org](http://www.betterhealthatworkne.org)

Middlesbrough offers a wide range of free public health initiatives and campaigns for employers to engage in. The following initiatives and case studies, in this brochure, showcase the snippets of great partnership working in the town, which your business can be part of, and the benefits this has on the workforce.



# THE LIVE WELL CENTRE

**The Live Well Centre is a brand new venture which is at the heart of support, advice and guidance around the health and wellbeing in town.**

The centre is a unique wellbeing facility in central Middlesbrough with ambitions to make Middlesbrough a healthier and happier place to live and work. This exciting new development will put Middlesbrough on the map as a town invested in continually improving the health and wellbeing of its people.

Offering a wide range of services designed to energise people for change, The Live Well Centre promises to support both the economic and social regeneration of the

town overall. Current and future services offers, a community gym, stop smoking, weight management, sexual health, mental health, finance and welfare advice, alternative therapies, addiction services and educational programmes.

The centre also hosts an annual calendar of public health campaigns around physical and mental health, sexual health, exercise and nutrition to raise community awareness, with many opportunities for organisations to be involved, raise awareness and support their workforce. Training courses are also available for individuals to upskill and contribute to the health and wellbeing of the town.

There are various opportunities for your business at The Live Well Centre, including conference and hospitality, guided tours and partnership working. For more information on how your organisation can become involved, visit [livewellcentre.co.uk](http://livewellcentre.co.uk) or contact **01642 728 197**.





**The North East Better Health at Work Award recognises the efforts of local employers to address health issues within the workplace.**

This award scheme is free, flexible and open to ALL employers in the North East, regardless of size, location or type of business. It is an established and evidence-based workplace health improvement programme with a high coverage of the North East working age population.

Many organisations already promote healthy lifestyles and this award recognises the achievements of these organisations and helps them move forward in a structured and supported way. It is also an excellent promotional tool for businesses.

With almost 400 regional employers participating in the scheme, as well as the very favourable findings of at least two independent evaluations, the requirement for and effectiveness of the award is clear.

Individuals benefit from increased access to health information and interventions, as well as an awareness of existing services available.

According to research, businesses taking part in the North East Better Health at Work Award have reported average reductions in sickness absence of between 0.26 and 2.0 days per employee.

In 2016, data from participating workplaces demonstrated an average sickness absence reduction of 3 days per employee. There was also a wealth of evidence to support increased staff engagement through participating in the programme.

The **NHS South Tees Clinical Commissioning Group (CCG)** currently holds a Silver Award Level. As part of their Health Needs Assessment (HNA), the CCG team devised four internal teams to come up with ideas around the HNA.

The winning team's idea included a 'step' challenge where each team tracked their steps and recorded in the workplace. At the end of the challenge staff had walked the equivalent of Middlesbrough to Barcelona in a week. This promoted staff morale and feedback was overwhelmingly positive. One member of staff stated; *"I really enjoyed getting the extra fresh air and also feeling more energised. People also seemed to mingle more in the office as they walked to other offices rather than emailing."*

The week had such a positive response that the team continued their motivation and took part in other sporting events including the British Heart Foundation My Marathon.

To find out more about the scheme and how to apply, visit **[betterhealthatworkne.org](http://betterhealthatworkne.org)** or contact **0191 227 5550**



# Food4Health

Food4Health is a free award scheme that recognises and rewards food businesses that offer healthy food options and promote healthy living.

The awards aim to make food healthier and balanced and to make it easier for customers to make informed food choices.

## Benefits of the award scheme:

- Opportunities to contribute to improving the health and wellbeing of local people and meet consumer demand for healthier food options.
- Help publicise your business and your contribution to improving public health.
- Increased customer satisfaction and a competitive edge over similar businesses will help increase sales.
- Free advice and support on nutrition and healthy catering practices.
- Staff development on healthy eating and healthy catering practices.



**Teesside University** has been recognised for its commitment to promoting health through nutrition and providing healthy options for students and staff by achieving a gold Food4Health award.

The University, which serves more than 4,000 customers a week, has worked hard to increase access to healthier foods and has achieved the top healthy eating award across all of its catering venues.

Debby Roberts, Teesside University's Deputy Director of Campus Services said, 'As a University our goal is to help students develop their knowledge and skills and achieve academic success. Being able to maintain a healthy diet and satisfy nutritional needs is an essential part of that success.'

*We have worked with Middlesbrough Council to take a close look at the foods we serve to our students and staff. The Food4Health award scheme has given us a good framework to help us ensure the foods we serve are nutritionally balanced and meet an increasing demand for healthy food."*

For more information on the awards and how to get involved, visit [middlesbrough.gov.uk](http://middlesbrough.gov.uk) and search Food4Health or contact **01642 513 162**.





**Middlesbrough Food Partnership is an initiative run by the charity organisation Middlesbrough Environment City (MEC), who alongside many partners, promote and support groups and organisations to become healthier and more sustainable.**

The Partnership's aim is to make Middlesbrough a place where good quality, healthy food is easy to buy, offers value for money and is produced locally. It offers the hospitality sector the opportunity to join an active network that works to improve the prosperity of Middlesbrough and the region, ensuring that food is treated as a valuable resource with production, supply and consumption being economically, socially and environmentally sustainable.

The Partnership host various events and campaigns throughout the year, with opportunities for businesses to be involved. One campaign Middlesbrough is involved in is Sugar Smart. A national healthy eating campaign that provides skills and

information to promote healthier food choices, thus improving physical and mental health, in turn having a positive impact on the workplace. More information about the initiative and how your organisation can be involved can be found online at **[sugarsmartuk.org](http://sugarsmartuk.org)**

They also support businesses from all sectors to source locally produced food and drink, bringing huge benefits to both supplier, customer and the environment. **Acorn Dairy** is a local, organic dairy that supplies healthy high quality local products direct to customers, cutting out the 'middle man' and associated costs, and developing a rapport with its customers.

Caroline Bell from Acorn Dairy stated; *"Before we started selling directly to our customers, we employed four people – now we employ 34 people, so the benefits for all are huge. We also develop great relationships with our customers, invite them to the farm to meet the cows and have team building days and also receive lovely feedback such as 'our milk tastes like it used to when we were kids'."*

For more information on the Middlesbrough Food Partnership and about the work of Middlesbrough Environment City, and how you could be involved, visit **[menvcity.org.uk](http://menvcity.org.uk)** or contact **01642 579 820**.



Middlesbrough and Stockton Mind is a leading local charity providing confidential services for people experiencing emotional or mental health challenges.

Each year the charity work with over 6000 people to improve their mental health and wellbeing in various ways. They also provide cost-effective training and consultancy to businesses across all sectors to support and nurture staff wellbeing at work.

Mind recently supported employees at Middlesbrough-based charity **Actes**, to support the work they were doing to achieve the North East Better at Work Silver Award, around stress management, mindfulness and interpersonal skills.

They delivered four 90 minutes workshops in Stress Management, Mindfulness and Interpersonal Skills. In return, this enabled staff at **Actes** to:

- Know the causes, signs and symptoms of stress, including coping strategies
- Open up a dialogue about stress in the workplace
- Think more about work/life balance
- Understand what mindfulness is and how to be mindful at work and home
- Learn about communication, open questioning and listening skills
- Be more empathetic and handle conflict situations more effectively



Carol Kerr, Business Manager at **Actes** and one of the organisation's North East Better Health at Work advocates, said: "Actes is committed to improving the health and wellbeing of all of its employees and this is underpinned by the Better Health at Work programme.

*The Mind workshops covered a broad range of topics and were delivered in a really interesting and engaging way with practical tips for managing stress, being more mindful and communicating more effectively, that we could all use in the workplace and our everyday lives.*

*Not only have the workshops helped our staff individually, they have provided project delivery and provided staff with additional skills that will benefit our clients such as open questioning and listening skills."*

For more information about Middlesbrough and Stockton Mind and how you can become involved, visit [middlesbroughandstocktonmind.org.uk](http://middlesbroughandstocktonmind.org.uk) or contact **01642 218 361**.



# Tees Mental Health Training Hub

The Tees Mental Health Training Hub delivers free targeted mental health training for key frontline staff. A range of accredited training courses are available, and it also holds an annual 'Continuing Professional Development' (CPD) event that brings together trained staff to share experiences of how their training has helped in the workplace and to offer continued learning.

At the most recent CPD event 'Building a Resilient Teesside', Rosina Hodges from **Cygnel Law** and Phil Spencer from **Cleveland Police** spoke about the impact of the training in regard to upskilling their staff in mental health awareness. A common theme was the wider impact of the training in enabling whole organisational change, impacting on policy making, and an investment in staff wellbeing support mechanisms.

The delivery of the level 2 course, Applied Suicide Intervention Skills training (ASIST), is making a significant impact to organisations in their ability to respond appropriately to clients experiencing a mental health crisis. One organisation in Teesside, a hostel for clients with complex issues including, drug and alcohol misuse, mental health and a history of offending, have been able to access training for 33 staff through the Training Hub.

They state; "Our staff all have different skill sets and experience and we recognised a need to invest in mental health training. Over the last few years we have seen an increase in what appears to be mental health problems (many drug induced). Responding to these clients has been increasingly challenging due to criteria of services not willing to work with individuals presenting under the influence. We have also seen an increase in individuals threatening suicide.

As a service we would initially respond to a mental health crisis by contacting relevant people and support organisations however the response and support we received was not always immediate or active.

We enrolled our staff on the ASIST training. This training equipped staff with the skills to respond appropriately to individuals displaying signs of both mental health and suicide. Staff are now much more confident in dealing with situations and feel they have a good understanding of different mental health issues.

The outcome of the training is that as a service we do not contact the Crisis team as much as staff are able to deal with many more issues and situations."

For more information about the Tees Mental Health Training Hub and how your organisation can get involved visit **[www.rcmind.org](http://www.rcmind.org)** or contact **01642 296 052**.



Middlesbrough Cycle Centre is a town centre cycle park offering free bike storage, access to showers, cycle maintenance and advice.

It is Council led and promotes various initiatives offering employers lots of opportunities to be involved in various national and local cycling campaigns throughout the year to support healthy lifestyles to employees.

**Dr Bike** is an initiative that is run throughout the summer months. It consists of free bike maintenance sessions which prove popular with businesses and are often provided to staff as part of a Better Health at Work programme.

Many organisations are involved in the various initiatives to promote cycling, which not only is beneficial to an individual's health, but also on or carbon footprint.

For more information on how to be involved, search for Middlesbrough Cycle Centre on Facebook or contact the centre on **01642 219 620**.



Middlesbrough is Breastfeeding Welcome. The Breastfeeding Welcome scheme aims to improve access and provision

to breastfeeding facilities in Middlesbrough and allow women to feel comfortable and confident breastfeeding when out in public.

By joining the scheme and showing that you support breastfeeding you receive free publicity on national platforms as well as being promoted locally.

Other benefits for the scheme may include an increased customer base as women share the positive experience they have had and an increase in use of other services

Signing up to the scheme is free and easy to do. All that is required is that you provide a welcoming atmosphere for breastfeeding mothers, adopt a sample breastfeeding policy and ensure staff and the public are made aware that your business is Breastfeeding Welcome by displaying provided resources.

Over 100 businesses in Middlesbrough are 'Welcome' venues including restaurants, cafes, community venues and dentists, among many other businesses. Anywhere that a woman could potentially breastfeed is a suitable venue for this scheme.

For information on how to become a Breastfeeding Welcome venue visit **[breastfeedingwelcomescheme.org.uk](http://breastfeedingwelcomescheme.org.uk)** or email **[breastfeedingwelcome@middlesbrough.gov.uk](mailto:breastfeedingwelcome@middlesbrough.gov.uk)**

# Middlesbrough Council Health Development

**The Health Development team run extensive physical activity interventions to help support healthy lifestyles of people that live and work in Middlesbrough.**

This is primarily direct via GP referral exercise programmes and partnership working with companies, utilising various venues around Middlesbrough including The Live Well Centre and Everyone Active Leisure facilities.

The team will meet with individual businesses to discuss physical activity needs and offer advice on setting up sessions and also signpost employees to existing sessions in the area.

Anne Waller, a Health and Wellbeing Champion for the **HMRC** in Middlesbrough identified the need for physical activity and the benefits to both the mental and physical health of staff within the workplace, so contacted the Health Development team to explore options to support this need.

After discussing requirements, the team provided an Instructor to go out to HMRC and offer weekly Pilates sessions. Nearly four years have passed and staff are still benefitting from weekly, hourly sessions. Many of the participants have attended since day one, which is a testament to the excellent instruction provided. The sessions are welcoming and cater for all abilities and because classes are held in the workplace has meant that staff that wouldn't normally take time to go to a gym, can attend at work.

Due to the success of Pilates they continue to build on their healthy workplaces 'offer' and the Health Development team now also provide an Instructor to arrange weekly Nordic walking sessions. The Instructor is highly knowledgeable and approachable and staff look forward to the healthy walk each week.

The benefits to both classes are clear to see. Both fitness levels and the staff morale is second to none. Anne stated; *"the benefits of being involved in a healthy workplaces initiative far outweighs any small costs that may be associated in order to physically see the difference in performance and productivity in the workplace."*

To find out more about physical activity options for your staff, contact the Health Development Team on **01642 513 025** or email **healthdevelopment@middlesbrough.gov.uk**



Everyone Active operates Middlesbrough Council's leisure facilities including Middlesbrough Sports Village, Neptune Leisure Centre, Rainbow Leisure Centre and Middlesbrough Golf Centre.

They fully recognise the benefits of a healthy workforce and so offer corporate partners an 'Active Partner Membership', providing a saving on monthly memberships to individuals to access a range of gyms, fitness sessions, public swimming and a range of leisure activities.

Many businesses are already involved including the emergency services and the Armed Forces as well as Middlesbrough based companies, **AV Dawson** and **Teesside University**.

The Sport and Leisure team also recognise that different businesses will have different needs around health and well-being and as such offer bespoke advice and can support organisations in a number of required services such as:

- Small group training
- Personal training
- Online training
- Access to special events

The team are committed to working with Middlesbrough's business network to contribute to the health and wellbeing of its staff.

For more information on the 'Active Partner Memberships', visit **everyoneactive.com** and search for Active Workforce, contact **0300 4560 551 (option 2)** or email **neptuneinfo@everyoneactive.com**

For information on how the Sport and Leisure team can help your business, contact **01642 515 625**



## DEMENTIA FRIENDLY MIDDLESBROUGH

**Part of the town's vision is that all workplaces become dementia friendly.**

The Dementia Friendly Middlesbrough project offers organisations one-off training sessions to become dementia aware and become part of a wider network of 'Dementia Friendly' outlets.

Organisations who have joined the initiative have committed to improving the lives of people living with dementia by making their workplaces more accessible and has had a number of other significant benefits to the business.

The project aims to ensure that people living with dementia are able to:

- Remain active and included member of their communities
- Maintain their independence for as long as possible
- Be treated with understanding and respect

91 organisations, including retail, leisure, health and hospitality, have signed up to being dementia friendly, outlining the steps

they will take to meet the needs of their customers and their carers. These include, increasing awareness and understanding about dementia among appropriate staff and making the physical environment more accessible for people living with dementia.

**Cineworld Cinema** in Middlesbrough joined the initiative early 2017. It's Dementia Friendly film screenings enable people living with dementia and their carers to attend the cinema in a safe and comfortable environment, giving them the chance to get out and socialise. Screenings are open to everyone, but are enhanced to suit the needs of people living with dementia.

During the film low lights are left on inside the auditorium, the volume of the soundtrack is reduced and there is a welcoming environment for members of the audience to express themselves.

Approximately 60 people are attending the screenings that normally wouldn't, which is improving the life of others by enabling them to enhance their social setting as well as generating an economic benefit for the town.

For more information on how to become a Dementia Friendly Workplace, as well as tips and resources, visit **[dementiafriendlymiddlesbrough.co.uk/business](http://dementiafriendlymiddlesbrough.co.uk/business)** or contact **01642 611 110**



## Middlesbrough Recovering Together

The Middlesbrough Recovering Together (MRT) service offers free training to the workforce in how to provide advice, guidance and support for drug and alcohol recovery within the workplace.

They offer this support through one to one and group settings to adults and young people with drug or alcohol issues.

A local chemical company, **Chemoxy International Ltd**, recently embarked on the North East Better Health at Work Award Bronze level and came across an opportunity at a networking event. They spoke to a Health Champion Volunteer at the charity, **Hope North East**, MRT's partner organisation, about their work helping to improve the health and wellbeing of people seeking recovery in Middlesbrough and the company wanted to help out.

Chemoxy International Ltd, donated three new bikes with safety and repair equipment to Hope North East in order for them to fulfil their work programme around cycling activities for groups to help improve the health and wellbeing of the people seeking recovery in Middlesbrough and to improve their social setting.

Dot Turton, CEO Hope North East said; "We really appreciate the donation and they will certainly go some way in improving individual's lives recovering from addiction."

MRT can support businesses by providing advice and guidance to groups or individuals through self-referral and offer peer mentoring opportunities.

For more information on how your business can become involved, contact  
**01642 876 323.**



## NHS Stop Smoking Service

The NHS host a Stop Smoking Service across the South Tees area. Stopping smoking is one of the single most beneficial things that anybody can do for their health.

The team of specialist advisors have lots of experience in helping people to quit smoking and people who receive support from their local stop smoking service find it easier to stop and are four times more likely to stay smoke free.

Smoking impacts on employers in directly and indirectly. Lost productivity and the absenteeism of smokers has the largest direct impact.

Across Teesside it is estimated that Smoking costs the local businesses £51 million in smoking breaks and over 100,000 days of lost productivity due to smoking related sick days.

Helping staff to stop smoking is the most effective intervention employers can make in improving staff health and productivity and this service offers businesses one to one and group support to achieve their aims.

For more information on how the Stop Smoking Service can support your business and employees contact **01642 383 819.**



## NHS Screening

The NHS, partnered with Middlesbrough Council, offer various screenings to individuals and businesses can sign up free of charge to offer the following services to employees.

### Heart and Lung Checks

The Public Health team at Middlesbrough Council can come into the workplace and provide healthy heart checks and lung checks to staff using a nurse bank, linking in with the NHS national programme which supports the checks routinely offered by GP practices. For more information, visit **[healthylivingtees.co.uk/healthy-heart-checks](http://healthylivingtees.co.uk/healthy-heart-checks)**

### Chest X-Ray Service

The team also host a 'drop-in' chest x-ray service aimed at diagnosing lung cancer earlier, for smokers aged 50+ with one or more symptoms e.g. lasting cough, lasting chest pain, coughing up blood. If your staff meet the criteria they can turn up at a clinic, available 7 days a week, without the need for an appointment. The service is available through clinics at James Cook University Hospital, Mon-Fri, 9am-5pm and Redcar Primary Care Hospital, Sat-Sun, 11am-3pm. For more information visit **[reduce-your-risk.co.uk](http://reduce-your-risk.co.uk)**

### Cancer Prevention Support

The Public Health team have a range of campaigns and programmes that workplaces can get involved in by promoting the key messages internally via health champions or via the Better Health at Work Awards for example. For more information visit **[screeningsaveslives.co.uk](http://screeningsaveslives.co.uk)**



**Middlesbrough Council** signed up to a national campaign, run by Jo's Trust, the leading charity on cervical screening, which aims to get organisations to pledge their commitment to allow employees time off work to attend important screening appointments.

Around five million women are invited to attend cervical screening each year. According to Jo's Trust, there has been a recent and worrying trend of fewer women attending screening, with only one in three not taking up their invitation in 2014/15. This increases the risk of cervical cancer therefore these campaigns will raise awareness and encourage women to attend their appointments when invited. To find out more visit **[jostrust.org.uk](http://jostrust.org.uk)**

For more information on these free services and to find out how your organisation can be involved, contact The Live Well Centre on **01642 727 579**.

As a nation we have faced significant challenges in relation to poor health outcomes and spiralling health inequalities.

A growing number of large organisations across Middlesbrough are currently engaged with various of these initiatives including, Middlesbrough College, Middlesbrough Council, Middlesbrough Football Club, South Tees Hospitals NHS Foundation, Tees, Esk and Wear Valleys NHS Foundation Trust and Teesside University, which collectively employ over 20,000 staff and volunteers, as well as providing multiple contact points to our local population of 139,000.

The Live Well Centre host an annual calendar of Public Health campaigns around physical and mental health, sexual health and pregnancy, exercise and nutrition to raising community awareness, with many opportunities for organisations to be involved in to help raise awareness and support their workforce. They also host a variety of Public Health training courses for individuals to upskill and contribute to the health and wellbeing of the town.

Having a local population of staff, volunteers and individuals trained to an accredited level in Public Health skills is bringing about considerable health and wellbeing benefits for the local population of Middlesbrough. Therefore, your organisation being involved in one or more of these initiatives contributes to the reduction of health inequalities by delivering effective health interventions on a large scale.

For more information visit [livewellcentre.co.uk](http://livewellcentre.co.uk)  
or contact **01642 728197**.

# Healthy Workplaces

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CENTRE



North East  
Better Health  
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everyone  
ACTIVE



Middlesbrough  
and Stockton

Middlesbrough  
moving forward



Food4Health

DEMENTIA FRIENDLY  
MIDDLESBROUGH

South Tees Hospitals NHS  
Foundation Trust

Tees, Esk and Wear Valleys NHS  
Foundation Trust