

Striide.

Business Wellbeing Insight

September 2023

The data surrounding effective wellbeing support is incredibly valuable and provides good insight in to the current service offering, and the gaps within it - but only when we factor in the people that are being impacted.

Striide recently engaged in a period of consultations, during which we sat down with a number of businesses to ask them about their current wellbeing service offering, the impact it's having on their teams, and any gaps they'd like to explore, to better support the physical and mental health of their staff.

We managed to gain some incredibly valuable insight, and the bottom line is that whilst wellbeing support services continue to improve, there's still a common theme of gaps and areas for improvement across the board.



What we discovered

50%

of companies we spoke to currently have a formal wellbeing strategy in place, meaning the other 50% currently have no way of supporting or tracking the physical and mental wellbeing of their staff.

100%

of companies encourage and facilitate team development activities, but with half of these having no wellbeing strategy in place, they have no way of tracking the impact these activities and initiatives are having on staff

100%

of companies agreed that wellbeing strategies (or lack thereof) contribute to staff satisfaction, turnover, absence from work and presenteeism, which raises the question for those without a wellbeing strategy - why do they not have one in place?

We asked if staff felt supported in different areas of physical and mental wellbeing

Physical health

83% YES 17% NO

Mental health

67% YES 33% NO

Sustainable working practices

66% YES 34% NO

Career progression support

50% YES 50% NO

We asked about company culture and more specifically the current culture within each business that we spoke to

50%

of companies we spoke to said they feel recognised and appreciated for the work that they do.

67%

of companies we spoke to said their company prioritises equality, diversity and inclusion



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We asked companies whether or not the following wellbeing services would benefit their teams and the company as a whole

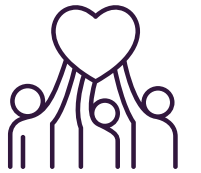
Wellbeing strategy	100% YES
Team away days	84% YES 16% NO
Strategic business retreats	50% YES 50% NO
Performance coaching	66% YES 34% NO
Team development initiatives	100% YES
Unique team socials	100% YES
Access to trained wellbeing professionals	83% YES 17% NO

We asked companies what they thought an effective wellbeing strategy should include, some common answers were:



ENCOURAGED TO SPEND TIME AWAY FROM THEIR DESK - WELLBEING ALLOWANCE - FAMILY CONSIDERATIONS - ACCESS TO WELLBEING FOCUSED EVENTS - STRESS AND MENTAL HEALTH SUPPORT - ACCESS TO TRAINING/CPD - SIGNPOSTING TO WELLBEING PROFESSIONALS - WORKLOAD MANAGEMENT SUPPORT - NUTRITIONAL ADVICE AND SUPPORT

We asked companies what they could currently do better to support the physical and mental wellbeing of their staff, some common answers were:



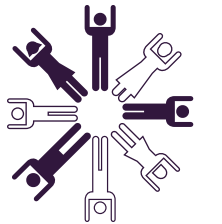
WELLBEING ALLOWANCE - ACTIVE NETWORKING EVENTS - ENGAGE WITH WELLBEING COMPANIES - BETTER INTERNAL COMMS - CREATE MORE OF A COMMUNITY - BETTER TRAINING OPPORTUNITIES - NUTRITION SUPPORT AND SIGNPOSTING

We asked companies what types of events, initiatives and experiences they think their teams would benefit from the most, some common answers were:



FUN AND ENGAGING TEAM EVENTS - WORKSHOPS - EXERCISE AND NUTRITION EDUCATION - CHALLENGES - ACTIVE SOCIALS - COACHING

Finally, we asked companies if they could create the perfect company culture for people to work in, what 3 things would be most important to implement, some common answers were:



TRUST - CLARITY - PHYSICAL ACTIVITY SUPPORT - FLEXIBILITY - STRATEGY - CPD - CLEAR PROGRESSION OPPORUNITIES - MENTAL HEALTH ACKNOWLEDGEMENT - AUTONOMY - MASTERY - OPEN DOOR POLICY

“At Striide, we’re wanting to support businesses in a way that provides tangible benefits to teams and companies alike. Wellbeing support has been a box ticking exercise for far too long, with very little strategy or long term impact taken into consideration. We value the feedback and insight of all of the Striide members, and the wider business community, on how we can better support them to keep their teams happy and healthy, which when done properly, not only impacts the individuals positively, but the company as a whole.”



JAMES WEBSTER
Operations Manager