

Committee(s):	Dated:
Health and Wellbeing Board	16 June 2017
Subject: Business Healthy Strategy 2017-20	Public
Report of: Andrew Carter, Director of Community and Children's Services	For Decision
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Summary

This report introduces the Business Healthy Strategy, 2017-20.

Business Healthy is an award-winning public health funded initiative that provides City employers with free support to promote better health and wellbeing among their staff, including events and signposting. Businesses are also encouraged to share best practice with each other. It also supports and promotes ongoing initiatives around health and wellbeing in the Square Mile, such as the Lord Mayor's Appeal's "This Is Me – In the City", the London Healthy Workplace Charter and work being undertaken by other teams in the City Corporation.

Recommendations

The Health and Wellbeing Board Members are asked to:

- Approve the Business Healthy Strategy
- Annually review the progress of the actions within the Business Healthy Action Plan (to be finalised in July 2017)

Main Report

Background

1. The City of London Corporation, as the local authority for the Square Mile, has a responsibility to ensure the health and wellbeing of not only its residents, but also more than 450,000 people working in the area each day.
2. Health and wellbeing is crucial to ensuring organisations' success and increasingly, to being able to attract the best talent. This contributes to the City being able to attract the best talent and to be seen as an excellent place to do business.
3. The City has the highest density of jobs and firms in London and over 98% of businesses located in the Square Mile are SMEs (small and medium-sized enterprises, with 250 staff or fewer).

4. The Joint Strategic Needs Assessment and research published in May 2012¹ identifies City workers as a group that is generally younger and more male than London's population, who work long hours and experience high rates of stress, anxiety and depression. There are also high levels of smoking and other substance misuse. They often find it difficult to access healthcare without taking time off work, which makes the workplace an important setting for promoting and supporting healthy behaviours.
5. Business Healthy is an award-winning public health funded initiative that provides City employers with free support to promote better health and wellbeing among their staff, including events and signposting. Businesses are also encouraged to share best practice with each other. It also supports and promotes ongoing initiatives around health and wellbeing in the Square Mile, such as the Lord Mayor's Appeal's "This Is Me – In the City", the London Healthy Workplace Charter and work being undertaken by other teams in the City Corporation.
6. This helps to fulfil both local and national strategic objectives around creating and maintaining health workplaces and a healthy workforce.

Current Position

7. The health and wellbeing of workers, including mental and physical, continues to be a growing priority for local and national stakeholders. Within this, Business Healthy's role to support and signpost City employers is increasingly important.
8. Business Healthy's network is growing, with currently 308 City organisations registered as members. This means that the variety of different businesses' needs is increasing, as are the topics within the umbrella term of workplace health and wellbeing. This must be reflected in Business Healthy's work going forward. To be able to remain relevant to City businesses, while recognising limits around resource and capacity, a strategic approach is required, outlining key priorities for the coming years.

Proposals

9. A Business Healthy Action Plan is currently being developed, which will detail outcomes against the different priority areas. The Action Plan will be reviewed on an annual basis to measure progress and to ensure that it reflects the broader public health aims of the City of London Corporation.
10. Overall objectives of this action plan are to are to:
 - Promote the health and wellbeing of City workers.
 - Make sure that Business Healthy remains a relevant and useful resource for City businesses.
11. The following areas have been identified as priority areas for Business Healthy
 - Expand the Business Healthy network
 - Make Business Healthy the "go-to" health and wellbeing resource for City businesses

- Secure high-level buy-in
- Make Business Healthy financially self-sustaining

12. The latest research into the health and wellbeing of City workers was carried out in 2012 and a refresh is required. This will be included in the Business Healthy Action Plan.

Conclusion

13. The Business Healthy strategy 2017-20 sets out how Business Healthy will contribute to the promotion of City worker health and wellbeing.

Appendices

Appendix 1 – Business Healthy Strategy, 2017-20

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[1https://www.cityoflondon.gov.uk/business/economic-research-and-information/research-publications/Documents/research-2012/The%20Public%20Health%20and%20Primary%20Healthcare%20Needs%20of%20City%20Workers.pdf](https://www.cityoflondon.gov.uk/business/economic-research-and-information/research-publications/Documents/research-2012/The%20Public%20Health%20and%20Primary%20Healthcare%20Needs%20of%20City%20Workers.pdf)