

Committee: Health and Wellbeing Board – For Information	Dated: 07 May 2021
Subject: Business Healthy Annual Update Report	Public
Which outcomes in the City Corporation’s Corporate Plan does this proposal aim to impact directly?	2, 3, 5
Does this proposal require extra revenue and/or capital spending?	N
If so, how much?	N.a.
What is the source of Funding?	
Has this Funding Source been agreed with the Chamberlain’s Department?	N.a.
Report of: Andrew Carter, Director of the Department of Community & Children’s Services Dr Sandra Husbands, Director of Public Health	For Information
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Summary

This report provides an update on the key achievements of the Business Healthy network from March 2020 to date, including progress against its strategic objectives and overall aim to provide support and signposting to employers in the City of London to help them improve the health and wellbeing of their workforce.

Recommendations

Members are asked to:

- Note the report and the role Business Healthy has played throughout the pandemic.
- Support the promotion of the Business Healthy network to employers within their wards and other key stakeholders.

Main Report

Background

1. Since being established in 2014, the Public Health-led Business Healthy network has been providing signposting and support to employers in the City of London and beyond, of all sizes and sectors, to help them to improve the health and wellbeing of their workforce.

2. Through partnership working with key stakeholders, Business Healthy also supports the delivery of a “Health in All Policies” approach with regards to business engagement, sharing the evidence base for investment in workforce health and wellbeing, and the interventions that work.

Current Position

3. Over the past year, throughout the ongoing COVID-19 pandemic, Business Healthy has continued to support City employers to improve the health and wellbeing of their workforce, leveraged Business Healthy contacts to promote COVID responses and achieve successes across its key strategic objectives:
 - Expand the Business Healthy network
 - Make Business Healthy the “go-to” health and wellbeing resource for City businesses
 - Secure high-level buy-in
 - Make BH financially self-sustaining

These priorities formed the latest Business Healthy strategy (2017-2020). It was hoped that the strategy could be refreshed in 2020, however this has been postponed due to the prioritisation of the local COVID-19 response.

4. Discussions about the future direction of Business Healthy are ongoing, and work to refresh its strategic direction will be reinstated this summer, subject to the progression of the Government’s COVID-19 roadmap. A more detailed plan will be presented to the Health and Wellbeing Board, as well as Community and Children’s Services Committee, at a later date.
5. These discussions will be formed within the context of recovery from COVID-19. They will consider the socioeconomic impacts of recovery on workforce health and wellbeing, as well as opportunities identified to “build back better”. Examples are addressing health inequalities experienced by specific cohorts within the workforce (such as routine, service and manual workers), and a recovery with socially and environmentally responsible and sustainable businesses as key stakeholders in this. Promoting the existing evidence base around the business benefits of a happy and healthy workforce will continue to be central to this work.

Key Data

6. This report outlines the key areas of work and achievements of the Business Healthy network over the past 14 months.

Covering the period March 2020 to April 2021:

7. Key network growth metrics:
 - Newsletter subscribers: 4% increase to 1,813
 - Twitter followers: 7% increase to 1,294
 - LinkedIn followers: 17% increase to 349
 - Number of individual organisations registered as members: 9% increase to 937. 59% of registered City firms are SMEs

8. Key engagement metrics:
 - 18 newsletters published, opened a total of roughly 2,000 times, as well as being available to read on the Business Healthy website.
 - 20,500 hits on the Business Healthy website – 93% of which were classified as “new” users.

9. Business engagement and sharing Public Health information:
 - Provided a trusted, authoritative approach to ensuring businesses are supported in understanding COVID-19 guidance, including infection prevention control, outbreak prevention, control and reporting, testing and vaccination
 - Hosted seven sessions, including:
 - Two online roundtable sessions with the City’s legal sector, focusing on workforce mental health and wellbeing, and chaired by Policy Chair Catherine McGuinness.
 - Three Suicide Prevention Awareness sessions delivered to the local business community, in partnership with Samaritans and City of London Police. Attendees represented 19 different organisations.
 - Masterclass with Maggie’s, focusing on employees with cancer.
 - Webinar promoting the City Wellbeing Centre.
 - Key note speaking at a range of forums on Public Health COVID-19 considerations for employers, including:
 - UK Finance
 - London Banks’ Health and Safety Forum
 - Clean City Award Scheme
 - Aldgate BID
 - Heart of the City
 - City HR Association
 - Jointly hosting a “reopening advice” session for City and Hackney businesses, in partnership with the Hackney Business Network and the City and Hackney Environmental Health teams.Further engagement sessions are being planned, for example for SMEs with the City Business Library.
 - Business Healthy was also featured in the Lord Mayor’s City A.M. column twice, in a City Matters article on the mental health of City workers, and in a Culture Mile Radio Local interview on mental health and wellbeing.

10. Business Healthy has continued to promote City Corporation-commissioned services to employers in the City, and has worked with the ELoPE (East London CVD Prevention Group) at Barts Heart Centre to deliver a series of CVD prevention masterclasses to the City’s business community.

11. In addition, Business Healthy has taken a lead role in convening a group of key stakeholders, including the City Mental Health Alliance, Lord Mayor’s Appeal, GLA, PHE London, Bank of England, Legal and General, and others, to focus on tackling health inequalities experienced by the City’s “hidden” workforce – routine, service and manual workers in cleaning, security, facilities management, construction, and other roles. This work will be continuing through 2021.

12. Through activities, Business Healthy has generated an income of £1,400 during this period.

13. Feedback:

- *“I have shared info on Domestic Abuse and COVID-19 from your newsletter and it has been very well received”* – PHE London
- *“Loads of really good information in here and will be sharing with my team”* – GLA
- *“Some really useful and great content in the latest newsletter. Thank you 😊”* – Oil and gas company
- *“Another useful resource for wellbeing in the City is Business Healthy”* – Business Healthy member organisation
- *“This [the Suicide Prevention Awareness session] was the excellent course I attended”* – City security contractor firm
- *“A number of us will subscribe to the Business Healthy newsletter, there looks to be a wealth of information included”* – UKI Chief Operating Officer for a global financial services firm
- *“So proactive, as always”* – Operations Manager at a large property management company
- Listed as one of seven of the best workplace wellbeing blogs and apps, by digital financial adviser service, MyEva.
- Through regular polling of readers of the newsletter, 100% of responders rated the newsletter as either “very useful” (81%), or “somewhat useful”.

Corporate & Strategic Implications

14. While this report is not a proposal, the activities it serves to update on have clear alignment with a number of the objectives outlined within the Corporate Plan, including:

- People enjoy good health and wellbeing
- People have equal opportunities to enrich their lives and reach their full potential
- Businesses are trusted and socially and environmentally responsible

15. Business Healthy will continue to play a role in supporting the City Corporation’s ambitions for a strong and sustainable COVID-19 recovery in the Square Mile by helping to ensure businesses implement COVID secure arrangements, including testing, promoting vaccinations and responses to outbreaks.

Conclusion

16. This report provides an update on the work of Business Healthy over the past year, including examples of progress and achievement against key strategic objectives. With the expected return to a “Business as Usual” way of working in 2021, it is hoped that there will be opportunities for the further development of the future plans for Business Healthy and strategic direction of the network. This will take place within the context of the increased visibility and understanding of the value of workplace and workforce health and wellbeing among employers and other stakeholders, as a result of the COVID-19 pandemic.

Appendices

- None

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