

Jane Abraham

**SW Regional Health, Work & Wellbeing
Coordinator**

Department of Health South West



HEALTH WORK WELLBEING

'Ginsters – When a project becomes a way of life'



Ginsters Today...

- **2300 Employees in Cornwall (*Samworth*)**
- **Brand leader in the pastry market**
- **Over 3 million Ginsters pastries per week**
- **2 million delivery calls a year**



Mission Statement

Our success depends upon our constant respect for people, quality and profit.

We believe that our most important asset is our people. Every individual will be treated with dignity and respect at all times, and be given every opportunity to develop to their maximum potential.

We will continuously improve the quality of the facilities for our people, the products and service for our customers, and the partnerships with our suppliers.

We earn our profits to reinvest in the future of the business for the benefit of our customers, our people, and the communities in which we work

Active Workplace Scheme

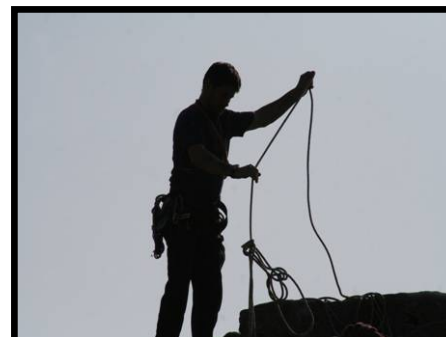
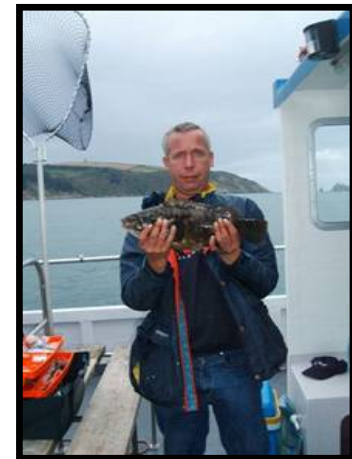


“ I’ve always been a great fan of partnerships and this project at Ginsters is a great example of how they can really deliver – even better than we could have imagined.”

John Turner. Council Leader. Caradon District Council

Ginsters Active Workplace Project... when a project becomes a way of life

- Building trust with safe and pleasant activities
- Nurturing healthy behaviours both physical and emotional
- Permission to grow personally and professionally
- Better way of life for our staff and their families
- Increased employee engagement
- Helping the community to thrive
- Pride in the Brand and their peers



Where did it all begin?

- Natural extension of the learning culture
- Workplace health assessments
- Linked into local authorities
- Perception of health not reality
- Staff unaware of key health issues
- Felt right!
- Funding available



Project Idea

To work with partners to provide the evidence to support the investment in health promotion within a workplace

Initial data collected suggested

Perceptions of fitness vastly differed from the reality

Higher than average levels of raised blood pressure

Poor diet choices and nutritional awareness

Very poor fitness levels

High % of smokers

Main reasons given for not being physically active

Not enough time

I can't be bothered

I am too old at 40!

The walk/cycle routes are unsafe

No facilities available

I am already fit enough

I need someone to exercise with

Of those that live within a 2 mile radius of Ginsters - 75% drive to work!

The Challenges of supporting such a programme

- Part of the large Samworth Group
- Annual turnover of £220 million at retail price – growing by 12% each year
- Capacity doubled in 3 yrs
- Selling own brand labels to Marks and Spencer, Tesco and Co-op
- Increasingly automated and computerised labour
- Set in a rural location where there is a low income economy and pockets of extreme deprivation
- Approximately 520 staff at Ginsters in Callington – 20% ethnic minority
- 24 hr a day, 7 days a week, 364 days a year operation
- 4 shift teams of 12 hour shifts



What are we doing?

- **Started July 2006**
- **3 year partnership with Sport England/Caradon Council**
- **Project Evaluation with UWE**
- **On site fitness suite**
- **Active workplace co-ordinator**
- **Around 15 regular physically based activities**
- **Taster Sessions (canoeing, horse riding, archery, orienteering, snowboarding, scuba diving)**
- **New menus in Restaurant + Free Fruit for all staff**
- **Free water stations across the site**
- **Chiropody/Podiatry/Reflexology**
- **Smoking Cessation**
- **Slimming club and nutritional sessions**
- **Health Surgeries (Drugs, alcohol, BP, BMI, diabetes, audio and weight management)**
- **Passion @ Academy - After Work Hobby Sessions (camera club, allotment talks, holiday web search)**



Partnerships

Liskeard Chiropractor Clinic

Avron & Innes Salsa Club

NHS Stop Smoking service

Callington Cycles

Lower Tokenbury horse riding centre

Lily Russel Indian Head Message

Caradon District Council

Jeffery Canoeing/climbing/archery

Ian Nobel Fishing Company

Barn Tavistock Climbing School

Dartmouth Charters Fishing Company

KGS Tennis Company

Skyline Skydiving company

S Platt Kettlebell coaching

Plymouth Ski Centre

Orchard Dane Studios

Surfs Up, Polzeath

Cheryl Clark, Podiatrist, Torbay Hospital

Sport England

Osmond ergonomic Workplace Solutions

Bujinkai Karate Association

Callington Bowling Club

Monica Rowe Reflexology

St Austell Scuba Diving Club

Learning captured and utilised

- **Assess and react to demands**
- **Engage with staff**
- **Ensure people feel encouraged and not pushed**
- **Safe environment with real people**
- **Celebrate successes appropriately**
- **Free at first, then introduce charges with buy in**
- **Make it part of the learning and development programme**
- **Involve families wherever possible**
- **Promote, celebrate, update and communicate as part of your normal communication strategy**



Emotional as well as professional development by linking informal learning into formal learning plans

Employee Development Programmes covering: Positive Psychology, coaching, stress management, time management, employee engagement and motivational skills

Informal Learning = Fostering Curiosity

Active Workplace Activities

Charity Challenges

Camera Club

Language evenings

Computer & Internet

Family History

Art & Music Lessons

Cookery

Pet Talks

Allotments Workshop/Talks

Christmas Club: cakes, wrapping & puddings

Presentation Skills

Work Experience host training

Salsa Dancing

Fear of public speaking

Financial Awareness

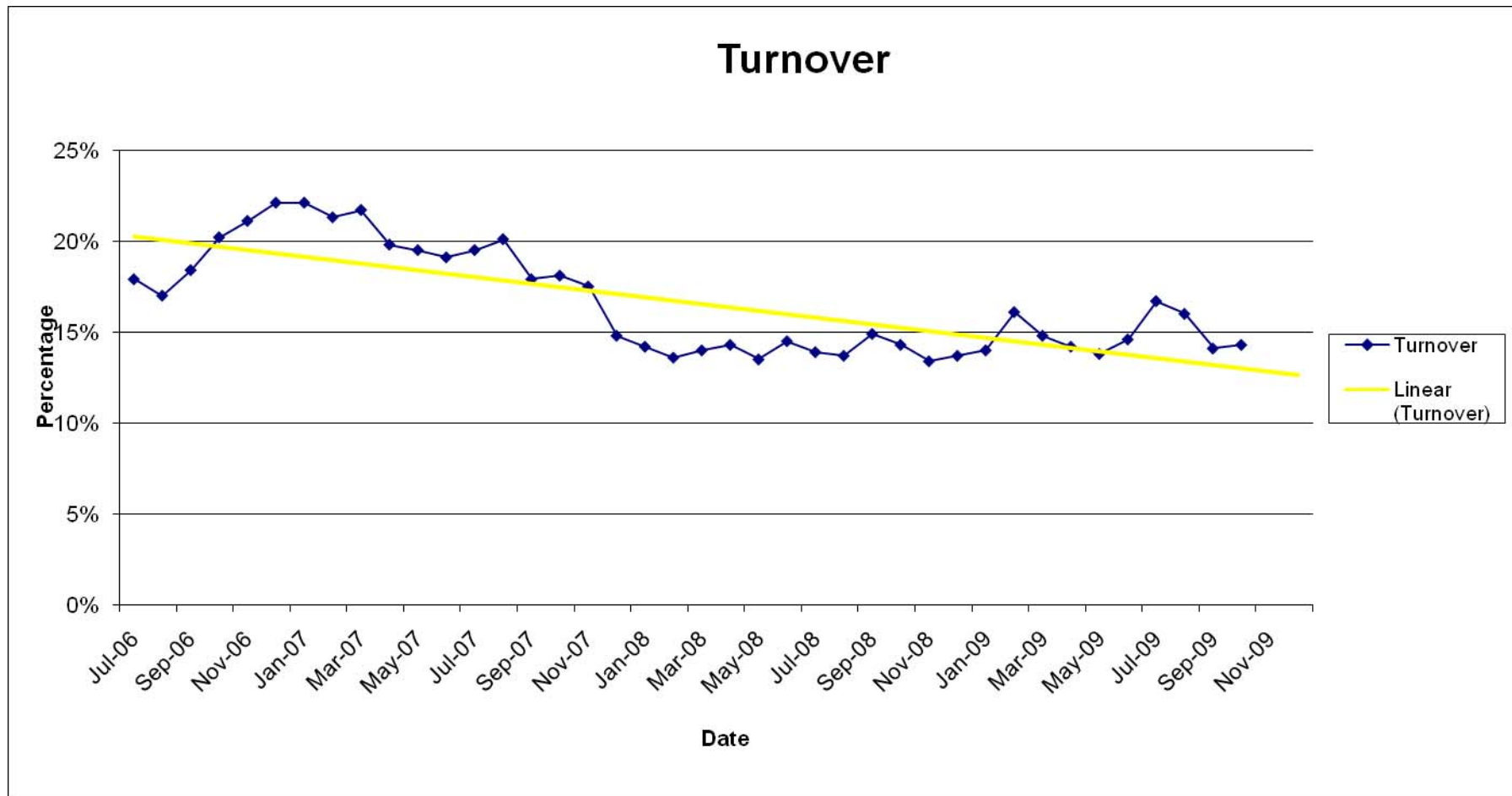
Webwise: Ebay, Holiday searching

Creative Writing

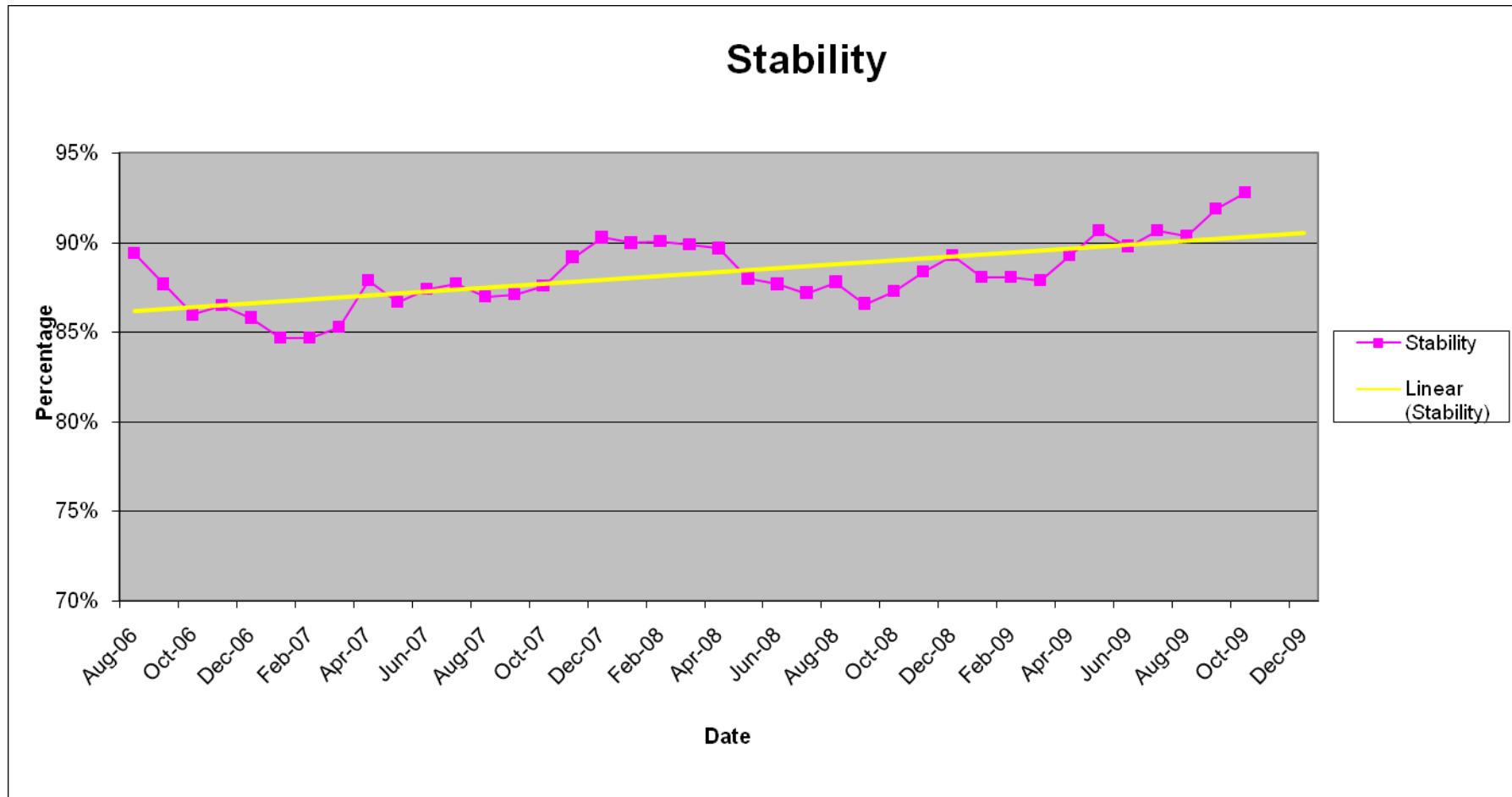
December 2009 Participation

	Activity	No of Participants
1	Gym	424
2	Running/Walking/Letterboxing	66
3	Weight Management	44
4	Spinning	37
5	Zumba	46
6	Health Assessments	45
7	Gig Rowing	12
8	Kettlebells	32
9	Pilates	8
10	Allotments	30
11	Badminton	24
12	Smoking Cessation	6
	TOTAL	774

Business Benefit



Business Benefit



Business Case

Ginsters is able to demonstrate to other businesses the economic viability of investment in health promotion within the workplace

Health Insurance Premium Reductions (*cost per eligible employee*)

2004/5	2005/6	2006/7	2007/8
338.44	336.88	306.45	288.81

This is a direct result of the reduction in the number of claims by employees

Reduction in cost of advertising and agency fees indicate the trend of candidates approaching Ginsters direct and the impact of excellent staff stability

Employer of choice

Year	2006	2007	2008
Number of Applicants	2481	3641	3764
Advertising Costs	£507.43	£338.05	£181.26

Business Benefit

Engaged Employees – increased positivity scores by 10% in three years

- **Reduced Costs of recruitment and selection (£9500pa) just based on Labour turnover reduction**
- **Reduced Health Insurance costs (£10,000pa)**
- **Employer of Choice = less agency and advertising (£10,000pa)**

Morale

- **Visible investment in staff**
- **Fully inclusive**
- **Barrier/myth breaking**
- **Involves families**
- **Develops new skills/attitudes**
- **Confidence**

Result: Increased positivity scores by 10% in three years (Samworth Staff Survey)

What's next?

- **Increase focus on lifestyle issues, ie discretely target obesity/smoking/ alcohol**
- **Partnerships with local businesses and Cornwall College**
- **Extend academic involvement with Peninsula Medical School to ascertain whether this model can be replicated across a partnership of all organisations in Cornwall and reduce ill health amongst working age people**

In Summary

- **We have improved the Health and Wellbeing of Staff**
- **The financial investment has been returned (and more)**
- **It has strengthened our links in the local community**
- **It is managed largely by our own staff and is integrated
into our learning and development programme**

Contact details

jane.abraham@dh.gsi.gov.uk

Mob : 07788 928833

Tel : 0303 444 6731

