

# Workplace Wellbeing Movement

In partnership with



**Build a healthy and happy workforce**

# What we do

Bradford District and Craven Mind are an independent mental health charity delivering person-focused mental health support.

We are affiliated with national Mind but rely on our own resources to support people across Bradford District and Craven.

We support local businesses with their Workplace Wellbeing by providing Mental Health Training. We believe creating a positive attitude to mental health in the workplace is key for employees and businesses to thrive.

## Vision:

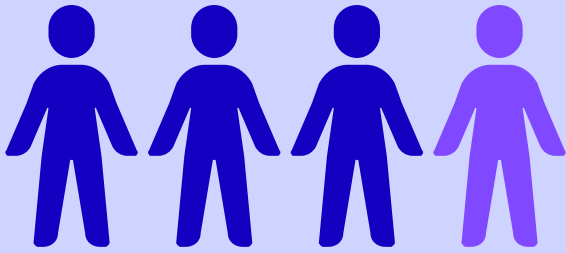
No one in Bradford District and Craven has to face a mental health issue alone.

## Mission:

To make the best possible difference to the mental health and wellbeing of the greatest number of people.



# Mental health in the workplace



One in four people will experience a mental health problem every year in the UK.



One in five UK workers report feeling unable to manage stress and pressure in the workplace.



Poor mental wellbeing costs employers in the UK an estimated £42 billion to £45 billion annually through presenteeism, sickness absence and staff turnover.



On average, there is a positive return on investment of around £5 for every £1 invested in mental health in the workplace.





# Workplace Wellbeing Movement

The Workplace Wellbeing Movement is our membership programme for businesses dedicated to promoting a positive approach to mental health in the workplace.

By becoming a member you'll benefit from making valuable connections with like-minded organisations and access to expert learning resources towards building a positive workplace culture. Membership will also signal your commitment to mental health and leave a meaningful impression with your employees and stakeholders.

**If your organisation cares passionately about the mental health of your workforce then the Workplace Wellbeing Movement is for you.**

When you invest in Workplace Wellbeing your business will benefit from:

- Reduced staff turnover
- Improved working relationships
- Enhanced reputation as an employer
- Improved productivity, performance and culture
- A ripple effect beyond your business into the community

# Benefits of Membership

**As part of the Workplace Wellbeing Movement you will have access to these incredible benefits:**

Promotion on Bradford District and Craven Mind's Social Media channels.

Quarterly training opportunities will be provided for one of your employees who will be the designated Mental Health Representative.

Our mental health services packaged as an alternative support alongside your Employee Assistance Programme. Employees may feel more comfortable seeking mental health support from an external charity.

Quarterly networking events with other members including expert talks at our Mind your Business events.

20% discount on mental health training delivered in-person and online throughout the year.

Access to learning resources that develop skills and knowledge on mental health at work.

Support from our partners, The Workplace Collective, to develop and maintain a workplace wellbeing strategy.

Be part of an exclusive group with opportunities to connect with like-minded businesses.

10% discount on entry to our fundraising challenges and events.



# Investment

The Workplace Wellbeing Movement welcomes businesses of all sizes to join. Our membership fees are based around the number of employees in your business.

## Membership fees:

- Small businesses of up to 20 employees is £250 per year.
- For businesses with over 20 employees, the investment is £12 per employee, per year. For each employee that's just £1 investment into their wellbeing every month across the calendar year.

**All proceeds contribute towards funding our vital mental health services that support people of all-ages in Bradford District and Craven.**

## Enhanced Membership:

You can also join our Enhanced Programme and benefit from additional support, including:

- Annual wellbeing audit with review and recommendations,
- 360° staff survey, analysis and results,
- Workplace Wellbeing policy review,
- Lunch & Learn event(s) in your workplace.



# Make a positive impact!

As a member of the Workplace Wellbeing Movement we will support you to give back and offer a 10% discount on fundraising events tickets.

Whether you have Corporate Social Responsibility or are simply passionate about supporting your local mental health charity, we'll provide opportunities for your business to volunteer, fundraise or take part in mental health awareness events.

## You will have access to:

- Fundraising events like The Great Yorkshire Abseil, Five-a-side Football Tournament, Local Race Places and more
- Event sponsorship opportunities
- Bradford District and Craven Mind logo to showcase your support
- Access to fundraising merchandise and equipment



At Barton Legal, we will be supporting the charity through fundraising, awareness and ensuring our team have access to training and guidance on mental health issues.

**Trish Barton, Barton Legal**



In aid of  
**mind**  
Bradford District  
and Craven





# Workplace Wellbeing & Training

As a member of the Workplace Wellbeing Movement you'll benefit from a 20% discount on all training courses and workshops provided by our training partner, The Workplace Collective.

In addition, one of your employees, designated as the internal Mental Health Representative, will have access to free training every quarter.

Our wellbeing programmes help organisations create sustainable, healthy workplace cultures while giving individuals the tools they need to thrive.

## Programmes include:

- Mental Health Awareness for Managers
- Strengthening Personal Resilience
- Managing Stress and Anxiety
- Working with Human Distress
- Building Resilience for Managing Workplace Conversation
- Creating an Inclusive Workplace
- Navigating Redundancy with Confidence

[View Training Brochure](#)



It gave us the opportunity to sit back and think 'am I doing these things in the best possible way?'. We got some really good feedback from the staff and from the management team following our training.

**Zoe Freedman, Manager, Citizens Advice**







# Mental Health support

We have over 15 different services at Bradford District and Craven Mind which are free to access by people of all-ages in the region. Services can be accessed over the phone, in-person and support can be provided on a one-to-one basis or in groups.

We support people at every step of their mental health journey without the need for any formal mental health diagnosis. We provide specialist support to people with a diagnosed Severe Mental Illnesses and we provide same-day support for anyone who is experiencing mental health distress.

**A full list of our services can be found on our website. Here are two of our 365 day a year services that your employees living in Bradford District and Craven can access whenever they need it:**

## **Guide-Line Helpline & Live Chat Support**

0800 884 884 | Every day 8am - midnight

Guide-Line provides confidential, emotional support to people of all-ages every day of the year from 8am until midnight.

## **Safe Spaces**

08009 521 181 | Call First Response 24 hr line

Safe Spaces is an award-winning service that supports people experiencing mental health distress. Support can be provided in-person at our Bradford Hub or Keighley Hub, or over the phone. Call First Response to make a referral.

# Next steps:

## **I'm have questions about how this could work for me**

If you would like to find out how the Workplace Wellbeing Movement will work for your organisation then get in touch with our team to book a discovery call.

## **I am ready to sign-up as a member:**

If you are ready to sign up then get in touch so we can start the onboarding process with you and the team.

### **Nicki Nalton**

Corporate Partnerships Lead

#### **Email**

[corporate@mindinbradford.org.uk](mailto:corporate@mindinbradford.org.uk)

#### **Call**

07860 644512





T: 01274 730815

[mindinbradford.org.uk](http://mindinbradford.org.uk)

[corporate@mindinbradford.org.uk](mailto:corporate@mindinbradford.org.uk)

Bradford District and Craven Mind,  
Kenburgh House 28 Manor Row,  
Bradford BD1 4QU

Registered charity no. 1142357