We can support your business to become a more active, productive, healthy and happy place to work!
Active Norfolk has been working with organisations in Norfolk for nearly 10 years, providing expertise and support to a range of local employers regarding workplace health and wellbeing.

Our Active Workplaces programme (previously Fit4Work), supported in the county by Norfolk County Council’s Public Health, has been designed to support businesses in Norfolk to become more active, productive, healthier and happier working environments.

Previous clients have included organisations from the private, public and third sector, ranging from small local employers to large international companies. This has included companies from the financial, manufacturing, construction and retail sectors amongst others, like Kettle Foods, Smurfit Kappa, Kinnerton Confectionery, Norfolk and Norwich University Hospital (NNUH), SaxonAir and Clarion Housing.

Whether you’re a small, medium or large organisation, Active Workplaces has something to offer you.

It’s hard to avoid the headlines about the issues surrounding our nation’s physical and mental wellbeing. We are 24% less active today than we were fifty years ago1, and this inactivity is contributing to a rise in the number of people suffering from avoidable health problems and an increase in the diagnosis of long term health conditions.

Economic and technological developments in recent decades have impacted on our working environments. Employers, faced with the reality of ever increasing demands to be competitive in a challenging economic climate, are seeing an increase in the number of their staff struggling with mental health issues. Stress in the workplace is reaching record levels.

Scientific evidence on the ill-effects of sedentary working is growing fast, which is bad news for the large number of office-based workers employed in predominately sedentary roles.

To make matters worse, many employees no longer step away from their desk during their lunchbreaks to disconnect from work or be active. Research shows that more than 40% of women and 35% of men are spending more than six hours a day desk-bound or sitting still2.

2. Everybody active, every day - an evidence based report on physical activity - Public Health England (Oct 2014) Page 8

About us

60% of waking hours are spent at work

Bad health is bad for business

It is clear that bad health is bad business and employers have the opportunity to make substantial financial gains by supporting their workforce to improve their health and wellbeing.

With employees now spending around 60% of their waking hours in their place of work3, the workplace itself has become a vital setting for individuals to receive the information, support and opportunities they can use to make lifestyle changes that will benefit both them and their employer.

When employees suffer from poor physical and mental health, they are not the only ones that feel the impact.

Employers incur significant financial costs from poor employee health, through sickness absence, presenteeism (attending work while unwell) and poor productivity.

- Absence costs businesses £14bn per annum4
- Over 15m days were lost to stress, depression and anxiety in 2014 - an increase of 24% since 20094
- 33% of English long-term sickness absence is attributed to musculoskeletal conditions (MSK)5
- Costs of presenteeism are estimated to be £30bn annually6

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3. Confederation of British Industry/Pfizer 2013 Fit for purpose. Absence and workplace health survey 2013
4. Labour Force Survey, various years
5. Peersman et al., 1998
6. Peersman et al., 1998
Physical activity extends far beyond just keeping our waistlines trim, and can help provide your business with the answer to many of the human resource challenges that exist in today’s workplace.

- Up to a 35% lower risk of coronary heart disease and stroke
- Up to a 50% lower risk of type 2 diabetes
- Up to a 50% lower risk of colon cancer
- Up to a 20% lower risk of breast cancer
- A 30% lower risk of early death
- A 30% lower risk of osteoarthritis
- A 68% lower risk of hip fracture
- A 30% lower risk of falls (among older adults)
- A 30% lower risk of depression
- A 30% lower risk of dementia
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It’s medically proven that people who do regular physical activity have:

Physical activity and MSK

Good musculoskeletal (MSK) health is essential to a full working life and MSK problems are one of the leading causes of absence in today’s workplace.

Physical activity at all ages is important for maintaining good MSK health. The issues are complex, and people with existing MSK conditions may find it more challenging to remain active and to know what exercise is appropriate for them.

With the right advice and support, physical activity can benefit those with MSK conditions, and increasing physical activity levels now can help protect staff from developing these conditions in the future.

How active travel can benefit your organisation

Pushing Ahead is a Norfolk County Council-led project which works in partnership with a range of organisations. Using Department for Transport funding, Pushing Ahead aims to promote walking and cycling, support active travel, and boost economic growth in the greater Norwich area and Great Yarmouth.

There are a number of ways in which your organisation can benefit from encouraging, facilitating and promoting active travel including:

- Improved staff health and wellbeing
- Reduced pressure on your car park
- Reduced business travel costs
- Reduced congestion
- Easier access for employees and customers

Through our Active Workplaces programme, and as part of Pushing Ahead, Active Norfolk is looking to assist workplaces in Norwich and Great Yarmouth to promote active travel within their organisations. This support will include access to training, resources, personalised journey plans, and grants.

Based outside of Greater Norwich & Great Yarmouth?

Don’t worry, your organisation and employees can still benefit from accessing a range of free resources to promote Active Travel.

Physical activity and mental health

Physical health and mental health are closely linked, and being physically active can be very beneficial for our mental health and wellbeing.

In fact, exercise can be a more effective treatment than taking antidepressants for people suffering with mild to moderate depression. Reduced anxiety, reduced stress, clearer thinking, a greater sense of calm, increased self-esteem and a reduced risk of depression are all mental health benefits associated with being physically active.

Research shows that physical activity can also boost self-esteem, mood, sleep quality and energy.

Active travel has great potential to incorporate physical activity into our day to day lives to meet governmental guidelines. This could lead to significant improvements in health whilst reducing economic costs for businesses and society.”

Sustrans
The Active Workplaces programme has been developed to ensure that whatever the size or sector of your business, you can access the right resources and support to help make your workplace a more active, productive and happier working environment.

**Access and signposting to resources**

Find details of key partners and access resources to help your business develop your own workplace physical activity and active travel programme.

Evening events and courses run throughout the year and provide easily accessible and affordable opportunities for colleagues to enjoy some team bonding, networking opportunities with other local businesses, and most importantly the chance to have fun whilst getting active. Previous events have included: *It’s a Knockout*, football zorbing and volleyball competitions, as well as introductory courses to golf and sailing.

**Active Workplaces Event Calendar**

For any workplace physical activity programme to be successful, it is vital to have some enthusiastic, creative and knowledgeable champions in place. Active Norfolk will offer FREE training to nominated champions to provide these individuals with information, guidance and tips on how to make their workplace physical activity programme a success.

**Champion training**

**Workplace Challenge**

This is a national programme funded by Sport England which engages workplaces in sport and physical activity. Using the online activity log (and/or the Workplace Challenge App), employees can record their levels of sport, physical activity and active travel, and set personal targets. Through a variety of fun local and national challenges, users can also compete against their colleagues, friends and other workplaces using the Workplace Challenge leaderboards and win prizes.

**Our sports day for adults!**

This annual event is held each June at the Sportspark, UEA. Organisations from across Norfolk can enter a team of at least 5 people (plus subs) to take part in a range of different activities throughout the day. This is an extremely popular event and early booking is advised to avoid disappointment.

**Active Workplaces Business Games** (Previously Fit4Work Corporate Games)

Our designated project officer can provide support to your organisation to develop your own workplace physical activity and active travel programme. Through employee consultation, we can help identify the real and perceived barriers that are preventing employees from being active and in response work with your champion(s) to implement and communicate practical solutions to help employees make positive changes to increase their physical activity levels. (Eligibility criteria applies)
FAQ

How much does it cost?
Some elements of the programme are free, and some require a small charge. Contact us to get specific information on the areas that interest you.

I’m only a small business, can I still get involved?
Yes, absolutely! All sizes of business can benefit from the Active Workplaces offer.

What is the commitment?
You can take part in as much or as little of the programme as suits your business needs.

Contact us
Complete our expression of interest form and a member of our team will get in touch.

Tel: 01603 731569
katie.tierney@activenorfolk.org
www.activenorfolk.org/activeworkplaces