

## City University London

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### **A brand for wellbeing**

A University has created a recognisable brand to unify all its wellbeing communications. Along with buy-in from senior managers, has the bold brand made these wellbeing initiatives more successful?

#### **What did you want to achieve?**

We mainly wanted to address sickness absence and long term sickness. We wanted to combine student and staff wellbeing campaigns under one wellbeing brand, and show everyone at the University that we were serious about wellbeing.

By improving the wellbeing of the people that are the heart and soul of City University, we believe there will be better morale, increased productivity; happier staff and students; and less stress all round.

#### **What did you do?**

The wellbeing brand

We wanted a brand to bring the initiatives from Occupational Health and the Sports Department together. We looked into the possibility of having a recognisable symbol next to everything we do for wellbeing. The marketing team wrote the brief, and of the four samples we choose a water drop design. <http://www.city.ac.uk/well>

It didn't come cheap, especially using a creative agency from outside the University, but we wanted to focus on a professional campaign. We've found that a professional feel pays dividends and people can tell when you've approached something seriously. People like it, it's easy to understand, and it brings all the separate wellbeing initiatives together.

#### **Wellbeing activities**

We hold wellbeing events and roadshows several times a year, where we give a whole day over to health checks, screening, counselling, stress checks, demonstrations and body MOTs. We take over the University and use outside contractors for the medical tests such as blood sugar, cholesterol and bone density checks. For staff wellbeing we work on the basis that we're not going to do it for you, but we're here to help you.

#### **How are you set up?**

This is a top down project and our VC is committed to the wellbeing of our staff. Occupational Health and the Sports Department work on wellbeing with both heads of department as lead. They both meet with a task force every month to steer the programme and address the heads of schools and services in regular meetings.

Buy-in from senior management and generous funding has helped put wellbeing at the centre of the organisation's overall strategy, as well as the departmental strategy and HR strategy

**How do you get people involved?**

The institution is spread across most of London, so it is very challenging finding the right times for events during the academic year. We made a plea to all heads to allow these people to take flexible lunch breaks so they can pop over and join us.

We held a big event when the wellbeing brand was launched, where we invited the local university staff and alumni to talk about wellbeing. Paralympian Giles Long MBE was there too and talked about wellbeing and diversity.

**Are you measuring the impact of this work?**

We carry out surveys after the roadshows and wellbeing days. We are creating a strategy for this area but it's too soon to see if the wellbeing project has improved overall staff wellbeing. We are planning to run more wellbeing days alongside a staff wellbeing survey. This will be the first time we get definitive answers about how people perceive wellbeing at the University, so we're excited about what the results will be.

Over the coming year we will be starting a number of new initiatives such as Well City week to promote physical and mental wellbeing. Our 09/10 calendar of events is posted already and we have added more than last year as we have more momentum.