



# Workplace Wellbeing Index 2023/24

Celebrating best practice in workplace mental health



# Who we are

Get to know us

# Every year, one in four people will experience a mental health problem.

## What do we do?

We're Mind and we're here to fight for mental health. We offer mental health advice and support to those who need it; through our charity shops, our mind networks, or our Workplace Wellbeing services.

Our Workplace Wellbeing Client Services team provides support for employers to help raise mental health awareness. We do this through training courses, eLearning, and advising on better mental health policies and practices, through our Workplace Wellbeing Index.

## Why do we do it?

We all have mental health, just as we all have physical health. Considering how much time we spend working, it's not surprising that our jobs can have a significant impact on our mental wellbeing.

Our research shows that work is the biggest cause of stress in our lives. Even more than money problems. Stress can stop people from being their best. We can help your organisation understand how to best support people and create a mentally healthy workplace.

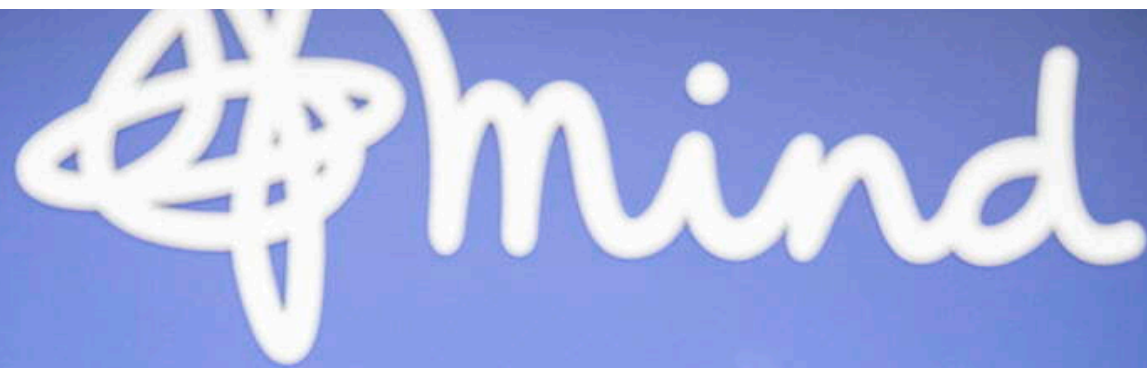
**Poor mental health among employees costs UK employers £53bn - £56bn each year.**

Deloitte: Mental health and employers, March 2022

## How can our team support you?

So what can you do to improve mental health in your workplace?



A large white version of the Mind logo is mounted on a blue wall. The logo consists of a stylized brain icon followed by the word "mind" in a lowercase, sans-serif font.

## Why work with us

Invest in workplace wellbeing

# Mental health is everybody's business.

Our research tell us that **57%** of people have experienced poor mental health whilst working at their current employer.

Index Insights 2021/22

## Why is it important?

Every employer depends on having healthy and productive employees. Valued and supported staff are more likely to perform at their best.

If you want to attract and retain committed employees, prioritising the mental health of your staff needs to be core part of your organisation.

## What is the impact?

Poor mental health at work can impact on our concentration, our productivity and our relationships with our colleagues.

The financial impact of poor mental health on UK employers is significant. Poor mental health costs employers £53bn -56bn every year. That's an average of £2,400 per employee and is made up of 3 components; **absenteeism**, **presenteeism** and **staff turnover**.

## The good news

Investing in mental health is good for your people and your business.

**We know that sustained investment in mental health works. Last year 77% of returning Index organisations saw their scores increase, and 36% of returning organisations improved their award level.**

Improving mental health knowledge, tackling stigma and improving policies, practices and culture will enable your staff to thrive.

**The return on investment for every £1 spent is £5.30**

Deloitte: Mental health and employers, March 2022

## How can we help you?

There are lots of reasons that organisations come to us for support. Some are looking to upskill and empower their line managers. Some are looking for a speaker to deliver a talk to inspire and motivate. Lots are not sure where to start.

We can work with you to create a plan and guide you on your journey towards better mental health for all.

We have a range of products and services that have been developed by experts at Mind to help employers create supportive and effective workplaces.

- The Workplace Wellbeing Index
- Virtual and face-to-face training
- eLearning
- Consultancy
- The Mental health at work commitment
- Our information booklets

## Why work with us?

- We are the leading mental health charity in England and Wales, with over **75 years worth of experience.**
- We are **experts in mental health** and we know what it takes to create a mentally healthy workplace
- In the last five years we have **helped 8 million people** have better mental health at work
- People with **lived experience** of mental health problems drive everything we do
- **We reinvest all our income into our charitable work.** By investing in your organisation, you're also investing in better mental health and wellbeing for others

**Over 9 in 10 clients are satisfied with Mind's services and would recommend us to other organisations.**



# What is our Workplace Wellbeing Index?

Join a growing movement

# Our Workplace Wellbeing Index is the UK's first benchmark of best policy and practice.

It celebrates the good work employers are doing to promote positive mental health, and provides recommendations on where to improve.

## How will it help your organisation?

- Comprehensive assessment areas to gain employee feedback on how well you support their mental health
- Analysis and reporting of results with recommendations on areas to improve
- Find out where you rank with workplace mental health in comparison to peers and other organisations participating in the Index
- Show evidence of your commitment to create a mentally healthy workplace, and improve recognition of wellbeing initiatives
- Track your organisation's mental health and wellbeing progress over time by regularly taking part in the Index.

## Who is it for?

You might be an organisation just beginning to take action on mental health, or you could already be demonstrating your ongoing commitment and accountability by getting involved in our Index.

Wherever you are on your journey we encourage you to see this as a learning process and a long-term commitment to a better way of working. Not only for individual employees, but for the success and productivity of your whole business.

Hear from current participants







**How it works**

# The Index cycle

The Workplace Wellbeing Index runs on an annual basis, so all the participating organisations go through the process at the same time.

Date	Milestone
June - November 2023	Registration for Index 23/24 Last day to register: 10 November 2023
10 January - 20 March 2024	Survey period
May 2024	Results, report & Workplace Wellbeing Awards
July - August 2024	Support from us with action planning & recommendations



**You can organise a time to speak with one of our team to find out more about the Index.**

**Register your interest**

# The participation process

## Step 1: Sign up

- Gain senior buy-in within your organisation to sign up
- Speak to a member of our team
- Officially register via a link that will be emailed to you by your dedicated Mind contact

## Step 2: Prepare to take part

- You will receive a welcome pack, including resources to support you to promote the survey to your staff
- Prepare your internal communications approach to ensure maximum survey response rate
- Start collecting evidence for the employer assessment

## Step 3: Take part in the assessment

- Complete your employer assessment and launch your staff survey
- The survey period launches on 10 January 2024 and closes on 20 March 2024
- The deadline for submission of your employer assessment is 8 March 2024

## Step 4: Receive your results

- Survey results and analysis will be delivered in May
- Review recommendations and make plans for implementation

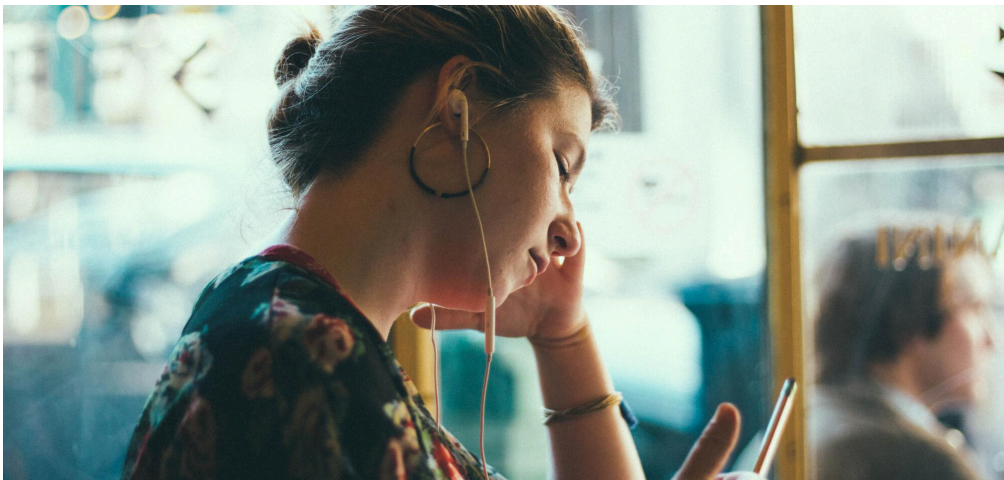
## Step 5: Celebrate the Index

- Index rankings will be published and you'll be invited to celebrate your achievement our Workplace Wellbeing Awards

# Our assessment areas

If you decide to take part in the Workplace Wellbeing Index, there are five areas that will be assessed through an employer assessment and a staff survey:

- Culture and engagement
- Wellbeing initiatives
- Knowledge, awareness, and skills
- People management
- Support



## Culture and engagement

This key area focuses on organisations' general wellbeing culture and agenda, alongside staff perceptions of positive change, work/life balance and what proportion are motivated by their workplace culture.

## Wellbeing initiatives

We assess the physical environment and the initiatives employers are implementing to improve wellbeing. We also look at what staff think about these initiatives and whether they feel connected, active and have time to reflect.

## Knowledge, awareness, and skills

This section covers mental health awareness, training and information provided by employers, alongside employees' views on how they develop knowledge and skills at work.

## People management

This includes feedback opportunities, guidance and appraisal processes provided by employers and staff views of their duties and responsibilities.

## Support

This key area covers the support provided by employers, what employees think of them and how they're used.



**Mind gave us the opportunity to work with a credible and reputable organisation and really look at our health and wellbeing offer to make sure that we were going in the right direction.**

**I'd absolutely recommend getting involved with the Index and working in partnership with Mind; it's given us that objective viewpoint, it's made sure that even the pandemic hasn't derailed our health and wellbeing strategy and having that real scrutiny and that honest feedback is going to help us go from strength to strength.**



Justine Forster, CEO, Advocacy Focus

**Since launching the Index in 2016 we have worked with 383 employers with over 257,679 staff members sharing their views on how their mental health is supported.**



# Investing in the Index

# What's included

## Key Service

Participation in Employer Assessment and Staff Survey

Step by step guidance and support tools

Assessment report including:

- Top line overview of score, award and recommendations
- Benchmarking against Index participants
- Recommendations for improvement

Index Award badge and comms toolkit

Access to best practice learning

Invite to Workplace Wellbeing Awards and client events

## Key Service

Account Manager support

Account Manager delivery of Index Report (video teleconference)

Regular check-ins from an Account Manager throughout the Index journey

In-depth assessment report including:

- Two sub-group questions relating to the structure of your business (e.g. department, job level, location)
- A full set of data tables breaking down staff survey results by your sub-groups
- Anonymised quotes

# Pricing & Customisations

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## Small organisation:

20 - 250

£3,000

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## Medium organisation:

251 - 1,000

£7,000

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## Large organisation:

1,001 - 9,999

£12,000

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## Very large organisation:

10,000+

£16,500

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**Please note:** Our prices are not inclusive of VAT and these will be charged at the prevailing rate of 20%.





# Customisations

## Definitions

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### Industry benchmarking

Comparing performance against organisations from the same industry sector participating in the Index (\*subject to sufficient number of organisations per Industry).

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### Sub-group question and analysis

An additional level of analysis to break down key survey results by operational groups (e.g. location/ department/ grade). Up to 4 total questions can be included in the survey to identify responses from these groups. Two questions are included; price is per additional question.

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### Text analysis report

The Index text analysis report provides unique insights into what your employees think you could do better as an organisation through the thematic display of up to 100 quotes categorised by top trends (such as management, workload, and culture). The report also includes visual sentiment analysis which provides a simple, yet powerful overview of employee opinions.

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### Policy review

Following a review of up to 9 key policies we will provide a written report and suggested recommendations to make sure each policy takes staff wellbeing and mental health into account.

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### Report delivery meetings (face to face)

Conducted by your Account Manager once the report has been received by the client. Discuss findings, recommendations, an action plan and how to implement them.

#### Open full table in browser:

Index dashboard

<https://mind.turtl.co/story/workplace-wellbeing-index-brochure-202324/page/6/3>, featuring interactive data visualisations.

## Customisations

Component	Price	Purchase deadline
Policy review: small / medium organisation	£1,800	10 November 2023
Policy review: large / very large organisation	£2,400	10 November 2023
Industry benchmarking	£600	29 March 2024
Additional sub-group question & analysis (on top of 2 already included)	£480	10 November 2023
Report delivery meeting (face-to-face)	£540	1 June 2024
Text analysis report – top 3 trends: small / medium organisations. <sup>1</sup>	£1,800	29 March 2024
Text analysis report – top 5 trends: large / very large organisations. <sup>1</sup>	£2,400	29 March 2024
Standard dashboard (including up to 2 sub-group group question slices). <sup>2</sup>	£2,500	29 March 2024
Bespoke dashboard (client able to select question slices). <sup>2</sup>	£3,500	29 March 2024

**Open full table in browser:**

<https://mind.turtl.co/story/workplace-wellbeing-index-brochure-202324/page/6/4>

We have brochures available for the following customisations:

- [1. Text analysis](#)
- [2. Index dashboard](#)



# Workplace Wellbeing Awards

Recognising your commitment



Every organisation taking part in the Workplace Wellbeing Index is invited to attend our Awards ceremony to celebrate and recognise the commitments of everyone who has taken part.

At the awards we reveal the organisations who have ranked in Gold, Silver or Bronze, and some outstanding employees who are making a difference to mental wellbeing in their workplace.

**Have a look at some of the participants in our 21/22 cycle**



Our top employer in the 21/22 Index, Advocacy Focus

Talk to our team about signing up to the  
Workplace Wellbeing Index 2023/24

# Get in touch

[Fill in our webform](#)

[Find out more](#)