

Excellence Awards - 2021 Entry
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Entry ID: 9518

Third Party Authorization

Are you entering on behalf of, or in association with, any third party?: No

Basic Information

Category: 24. Best Staff Well Being Initiative

Entry Information

Entrant company name: People's Postcode Lottery

Entry title:

WFH? The Well Flipping Happy at-home team!

Entry

Brief, objectives and budget:

Our mission at People's Postcode Lottery (PPL) is to make our communities and planet a better place. To do that we ensure our team are engaged and informed. This has had greater emphasis over the last year, as our 384 team members have adapted to working from home (WFH).

As an employer, the good health, physical and mental wellbeing of our team has always been of critical importance. With the challenges and uncertainty caused by the pandemic, as well as moving our entire business model to one which coped, and grew, during WFH, our objective was firmly set on supporting and enabling our team, while encouraging two-way communications throughout.

No additional communications budget was allocated, and costs associated with employee rewards and benefits were met within our operations budget.

The idea, research and planning:

Trust plays a vital part of our vision and we identified new ways to maintain meaningful engagement with the team and offered a route for any questions and suggestions to be put to our Managing Directors (MDs) and Senior Management Team for consideration. We knew from our ongoing wellbeing focus, by regularly surveying the team using the anonymised survey tool &Frankly, that our first month of lockdown was an anxious time for our team with one commenting "Lockdown is the right thing for the country. Anxious about when this comes to an end and what state our country will be in and the loss of

family/friends or neighbours.”

Our values – Fun, Courageous, Sharing, and Sustainable – set the context for all our activity to support our team’s mental, physical, and financial wellbeing.

Strategy, creativity and innovation:

Our strategy, working in tandem with our head of communications, was to ensure every team member felt connected and informed, while making a variety of wellbeing initiatives available, to help them look after themselves.

We increased the frequency of our internal newsletter EH2, drafted by the communications department. We focused on uplifting stories about our team and the charities PPL players support, with the team regularly feeding back on the inspiring news. We developed a section on our intranet where the team were encouraged to share their WFH experiences, these included Pets of Postcode Lottery, recommend what to watch through our Big Binge page, cooking tips through Foodie Friday and posting lockdown hairdos, to stay well connected.

The MDs televised live Team Talks, which kept everyone connected with business news and achievements. It was a regular platform to reiterate the strength of our team and how everyone adapted to and excelled in WFHs. The success of this initiative is now being adopted across our sister Lotteries in Europe.

The team received podcasts from our ambassadors who shared their challenges; random acts of kindness throughout the year, including encouraging healthy eating by delivering a box of fruit and veg to all the team at home; workshops on managing finances and Q&As on mental health and wellbeing.

Delivery/implementation of tactics:

HR And Comms created a Wellbeing Week, with a full programme of information and advice, exercise videos and tips to improve personal wellbeing, which was promoted in an EH2 special edition.

Breathing space initiatives included, no meetings between midday and 2pm; two days a year for paid volunteering and in Jan/Feb, an hour off every day dedicated to wellbeing. We delivered 33 courses to 1,252 participants on wellbeing. We introduced recorded mindful sessions, where 65 people learned the tools to make their day restful and calm and 94% of participants stated they would recommend the sessions.

Over the year our team grew by over 15% so we created an online Icebreaker programme which paired team members together for chats, helping aid connectivity in the absence of day to day interactions in the office.

Team engagement was enhanced with live Q&A sessions at the Team Talks and an anonymised Post Box was available for the team to pose questions they had.

Working with our ambassadors we introduced fun activities to deliver bingo, quizzes, HIIT, dance and Zumba classes and competitions.

Our annual physical Giving Tree, where two local charities receive team donations, went digital, as did the Christmas Breakfast, and Team Away Day, two key dates in the diary for the team to celebrate success together.

Measurement, evaluation and impact:

The impact of our wellbeing strategy is evidenced in the &Frankly survey of Feb 21, where team members rated the energy levels of their own team and the business higher than any time period before. The team also recorded they felt more supported, regarding WFH than at any other point of lockdown. Over 54% cited wellbeing as being a welcome

benefit to WFH.

High fives in &Frankly gave the chance for the team to highlight an individual's great work while working from home, ensuring those people enjoy recognition too! Over the year, we received 937 nominations for a high five.

Year on year to Jan 2021, absence reduced by over 12% and 86 volunteering days were delivered by the team. PPL also match funded team donations to two local charities, via the Giving Tree, which resulted in each receiving £3,000.

One of the strongest measurements came from our anonymised Post Box, which raised 147 questions, each receiving a unique response from the MDs or department heads.

With our people and team at the heart of everything that we do, it is amazing that collectively we maintained 'business as usual', and surpassed targets by increasing the funding to good causes to £700 million, despite the challenges faced during lockdown.

These comments from our surveys, reflect many given throughout the year:

"The wellbeing hour, this has had an amazing impact on my mental wellbeing and overall attitude.

"As a company who treat their staff as well - it's really made me stop and think how lucky I am to work here".

"Every day I am in disbelief about what an incredible place this is. From the support we receive, the friendly updates from MDs, I've never worked for a place like, didn't even know a place like this existed! I have been able to work through the pandemic and every day is better than the last."

Supporting Information

Additional supporting information (images, artwork, clippings and other media):

Provided

Campaign image (if entering individual/team awards, upload headshot/team photo here):

Provided

Company logo:

Provided

Please write a 30 word entry summary in the third person:

People's Postcode Lottery has enhanced its wellbeing initiatives to promote relaxation and connection across the team. Measurement shows improvements in the team's wellbeing and a strong sense of support throughout.