

Best Targeted Mental Wellbeing Initiative

Winner

NatWest Group



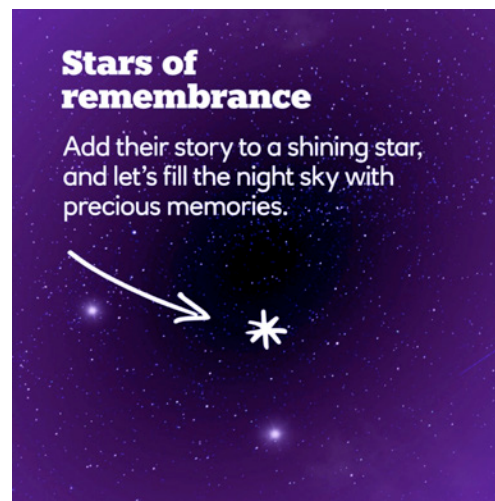
This category celebrates wellbeing initiatives implemented for a specific group of employees, or to solve a particular workplace challenge – for example, addiction at work, menopause or stress

NatWest Group is guided by its purpose- championing the potential of people and families. Taking proactive action to support the mental health of colleagues (including support for colleagues experiencing bereavement) plays a crucial part in achieving this purpose.

In 2020, the NatWest bereavement group came together – made up of five colleagues with personal experiences of grief for close family members. With the support of the Wellbeing team, their goal was to address the taboo of grief in the workplace, increase the support available to colleagues’ experiencing a bereavement and to open up a culture of talking about grief at work.

It was agreed that NatWest Group globally would benefit from a culture where talking about grief was not just accepted but encouraged. The bereavement group was created to give this topic the focus it deserves. The group aimed to build a culture at NatWest where colleagues and line managers can support each other in difficult times; to have the right support materials and training/learning available for both colleagues and line managers and to remove the idea that grief is taboo and shouldn’t be talked about in the workplace.

They went about creating this culture through a wide range of initiatives. NatWest worked with other organisations to share information, ideas and research into bereavement in the workplace.



Monthly bereavement cafés provide a safe space for colleagues to connect. The group also runs themed cafés, such as the baby loss café to specifically support those struggling with fertility and loss.

A line manager guide was created to help them support colleagues experiencing bereavement. A bereavement policy was introduced with employees entitled to a minimum of two weeks’ paid bereavement leave following the death of a significant person in their life. The team posted articles on the company intranet to raise awareness of the support available.

The annual Stars of Remembrance campaign runs on a digital platform, where colleagues can choose a star in a virtual sky to leave a memory or message for a lost →



The bank's Gayle Forsyth shared her story of losing her sister in Stars of Remembrance

loved one. Customer and colleague journey teams provide the best support possible for those dealing with bereavement.

Colleagues and senior leaders shared their personal stories of grief and loss, aiming to normalise the conversation. The "Let's talk about grief" chatroom is open to all to share articles and ask questions.

Achievements

NatWest's 2022 internal wellbeing index noted a favourable score of 81 percentage points - up three points from its 2020 survey and four points above the global financial services norm. The 2022 employee sentiment survey noted a favourable score of 82 percentage points when asking colleagues if their stress levels felt manageable at work - an increase of three points from the 2021 survey.

Since 2020, the group has held 21 bereavement cafés, supporting around 400 colleagues. The 2021 Stars of Remembrance campaign saw 749 colleague stars/messages; for the 2022 campaign, this increased to 1,439 stars/messages. The chatroom has around 400 active members - an increase of around 10 members a month.

Bereavement accounted for 14% of the 3,567 EAP calls over 2022 - this was up from 11% in 2021, suggesting a slight culture shift with more colleagues seeking professional support for bereavement. ■



✦ The Stars of Remembrance are a lovely thing to do

✦ A keenly targeted initiative that supported an oft-forgotten section of mental health, well executed and well tracked in terms impact metrics

✦ Strong use of partners and external support as well as initiatives that were more homegrown

✦ The use of various communication platforms to benefit the community has been key to the success of this campaign

Highly Commended

- dunnhumby
- Fertility Matters at Work



Shortlisted

- Intuit
- Suez Recycling and Recovery UK
- VolkerRail

