

Best Targeted Mental Wellbeing Campaign

AWARDS

 THIS CAN HAPPEN **GLOBAL**.

in association with

A&O SHEARMAN
Winner //

VCCP X MATRI

This award recognises campaigns addressing specific employee groups or workplace challenges with measurable engaging outcomes.

VCCP recognised that maternity transition was one of the most significant yet overlooked mental wellbeing challenges in the employee lifecycle. Although its maternity return rate of 82.5% was already above the UK average of approximately 73%, almost one in five women were still leaving during or shortly after maternity leave.

Feedback showed that the challenge was not policy, but confidence, identity, belonging and anxiety about returning to work. VCCP partnered with MATRI to create a more proactive approach that supported women throughout the transition, rather than only at key HR milestones.



Maternity transition is a wellbeing journey, not an HR process.

From Maternity Support to a Continuous Wellbeing Journey

The programme was built around a simple insight: maternity transition is a wellbeing journey, not an HR process.

Instead of offering a small number of coaching sessions, VCCP implemented a structured 24-month MATRI programme, providing continuous support from pregnancy through to well beyond return to work.

Coaching, peer connection, cohort learning, expert guidance and practical content were delivered at



Summary of MATRI Survey

the point of need, addressing the issues most likely to affect wellbeing and career confidence – including identity, maternal guilt, boundaries, workload, communication, career ambition and professional confidence.

Maintaining connection during maternity leave helped reduce isolation while ensuring employees remained engaged, supported and confident throughout the transition.

Results & Impact

The programme delivered strong wellbeing outcomes. Among survey respondents, 95% reported increased confidence returning to work, 87% increased confidence progressing their careers, and 87% felt more valued. A further 83% reported a positive impact on their career ambition, while 43% said they would have been more likely to consider leaving without the programme.

The impact translated into significant organisational results. Over three years, VCCP's maternity return rate increased from 82.5% to 93%, equivalent to nine additional women retained and an estimated £405,000 saving in recruitment costs.

With a reported 7x return on investment, the programme demonstrated that investing in wellbeing at a critical career transition can deliver both meaningful employee outcomes and measurable business value.

Its success has since led to expanded support for secondary caregivers and managers, creating a scalable model for strengthening wellbeing, retention and inclusion across the organisation. ■

Judges' comments

- + Like the focus of the maternity transition being considered as a wellbeing journey rather than an HR process.
- + Excellent and much needed initiative with a holistic approach and strong evidence on impact.

Shortlisted

- A&O Shearman
- Environment Agency