

Best Covid-19 Company Response: INTERNAL

Winner

Live Well Being You, NatWest Group

This category recognises organisations that have gone above and beyond to support their employees through the pandemic, keeping mental health at the forefront of their efforts and managing to uplift spirits

NatWest set out its commitment to become a purpose-led organisation on 14 February, 2020. Its vision was to become a more sustainable business and deliver better outcomes for customers, colleagues, shareholders and wider society. But a month later, the world had acquired a whole new set priorities for physical, social and financial wellbeing. NatWest enabled more than 40,000 of its staff to work from home and introduced social distancing measures for essential workers. Now it needed to address the new wellbeing challenges at an unprecedented pace and scale. The team used external research along with internal data to guide their evidence-based approach and create NatWest's Covid-19 Wellbeing plan.

Responding to the changing and differing needs of colleagues became NatWest's priority. The team quickly built wellbeing and learning into daily routines. Initiatives included the Wellbeing Covid-19 Hub, provision of 24/7 access to a GP for all staff, and the extension of support to customers. Colleagues operated various daily live wellbeing events for each other's benefit, including "deskercise", sleep classes, yoga and storytime for children. The bank also provided free access to the Les Mills Home fitness workout programme and enhanced its bereavement, financial wellbeing and



family wellbeing support. The Looking After Ourselves and Others microsite integrated wellbeing into learning.

All leaders were offered one-to-one coaching and the new Mental Health Awareness programme launched to more than 10,000 managers. More than 1,200 members of staff became Wellbeing Champions. Specialist support was also offered to colleagues experiencing

NatWest set out to help employees manage work and family life

Wellbeing Support Where to begin	Calendar of Events	Employee Assistance Programme	Mental Health Healthy mind
Physical Health Keeping energised	Financial Wellbeing Looking after your money	Social Wellbeing Staying connected	Moments That Matter + Bereavement Support
Domestic Abuse	Customer & Charities Zone	Family & Carers Zone	Leadership Zone
Wellbeing Champions Zone	Run a Team Wellbeing Event	Live Well Being You 2021 plan	Wellbeing Monthly Promotion

Highly Commended

- Lloyds Banking Group
- Pacific Life Re

Shortlisted

- Cubico Sustainable Investments
- Havas Equalise Havas Group UK
- WeMind Mental Health & Well-being Employee Network Hiscox
- HSBC Bank (UK)
- MVF: Making Mental Health 'Business Critical' MVF
- Northumbrian Water
- Nuffield Health
- Ogilvy UK
- Collective Care During the Covid-19 Pandemic Shell International

domestic abuse, the Menopause, or health conditions such as IBS and MS.

NatWest's Live Well Being You strategy needed to be accessible for all colleagues, and to take account of people's varying situations. With everyone juggling priorities during the pandemic, it was also important not to overload people with information. These considerations led to the creation of a 10 Tips for Effective Remote Working guide, help with running great virtual meetings and support with managing childcare while working from home. The bank also created an e-learning module on self-compassion.

Achievements

NatWest's multi-channel communications approach enabled it to impact more than 64,000 colleagues. The Wellbeing Covid-19 Hub received 16,027 views. The bank noted a 21.5% increase in use of the EAP online resources, while 7,290 colleagues were active on the Digital GP. A survey completed by 36,000 colleagues in May returned overwhelmingly positive results. Nine out of ten of colleagues felt their line manager truly cared about their physical and mental health, and agreed their line manager was considerate of their need to balance personal life and work, while 86% felt leaders were interested in their wellbeing (+14% above the financial services norm).

The percentages of NatWest staff who feel Covid-19 has affected their mental and financial health are lower than the ONS figures for the general UK population. Eighty-six per cent of employees feel they can flex work to meet personal needs. NatWest's evidence-based decisions, aligned with its purpose and values, have put the wellbeing of colleagues, their families and customers at the heart of everything the bank does. ■

Judges' comments



Lots of support and information available to employees. Supporting not only employees, but their families by extending coverage to an app. Also, training managers in how to support employees.



Good use of surveys to check that employees feel positive about their experience.