



Winning strategy example: Best strategy for supporting employee health & wellbeing

Our strategy stayed true to our core internal communications style... fun, informal, helpful, and consistent, while ensuring each message was accessible and engaging. The RSG campaign followed a month-by-month content calendar, each aligned with a seasonal wellbeing theme such as winter escapism, New Year nutrition, and outdoor wellness in spring.

Every month featured:

- A themed blog written in conversational language, linking directly to wellbeing tools on our Connect platform.
- A simple poll or light-touch question for entry into that month's prize draw.
- A unique, theme-based prize to sustain motivation and visibility.

Prizes were selected for broad appeal – whether colleagues loved fitness, tea, tech, or a moment of calm. Highlights included: November – MyFitnessPal subscription, December – Bose headphones, January – Huel bundle, February – “Gym in a Box,” March – Body Coach app subscription, April – National Trust membership, May – annual Odeon cinema pass for two, June – Brew Tea hamper, July – premium yoga mat, and August – folding bike.

Promotion ran across multiple channels:

- Monthly: Blogs, ReConnect newsletter, “Need to Know” briefings, and updated Connect homepage banners.
- Quarterly: Connect-Live webinars with stories, fun facts, and interactive recommendations for films, music, and mindfulness.

Colleagues were encouraged to contribute their own tips and stories, creating a two-way wellbeing conversation.

We also hosted monthly “Lunch & Learn” sessions in Liverpool and Harrogate, featuring guest speakers from Reward Gateway, Halfords, and Specsavers. Two major appreciation events – the 10th Anniversary Leaders’ Summit & Gala dinner and our annual “HFS Fest” team building celebration – strengthened connection across the organisation.

Finally, a colleague wellbeing survey informed a refreshed benefits package, with a key addition: giving employees dedicated time back to rest, recharge, or spend with loved ones. This multifaceted approach made wellbeing visible, enjoyable, and practical for every colleague, in every location.

