

Case Study - ReAssure

Implementing Physical Activity in the Workplace



Norwich based pensions and life company, ReAssure, began implementing a range of workplace activities for its staff to take advantage of after an initial survey revealed a number of staff members were totally inactive. Since working with Active Norfolk to develop workplace activity initiatives, the company has seen boosts to team morale, improved health levels of its workforce and greater productivity.



Since taking part in the Fit4Work Corporate Games (now the Active Workplaces Business Games) in 2010, ReAssure have embraced the importance of physical activity as a part of wider employee health and wellbeing.

When an internal wellbeing survey revealed that a number of employees didn't participate in any organised activities, ReAssure re-engaged with Active Norfolk to find ways to encourage those employees without any experience to try something new.

ReAssure operates a Wellbeing group that is coordinated by staff volunteers. Members of this

committee have undertaken Workplace Health Champion Training provided by Active Norfolk, which has provided staff with resources and information they can adapt and introduce to their workplace.

ReAssure places a high degree of importance on employee health and wellbeing. By coordinating access to a diverse range of opportunities for employees to be active in and around the workday, ReAssure Norwich demonstrates the important role that physical activity plays on staff mental and physical wellbeing.

“At ReAssure we understand the importance of employees’ wellbeing and believe in creating a culture of health that motivates and engages all employees.”

Matt Cuhls, CEO ReAssure

What are they doing?

Due to the nature of the business, a large proportion of ReAssure staff are desk-bound for much of the working day. To combat this, and help encourage employees to activate their bodies by standing or doing desk-based exercises, ReAssure has introduced:

- A slide deck of 6 desk-based exercises that show on rotation on team TV screens
- Regular deskercise sessions within teams
- Walking, cycling, and running communities
- A schedule of internal tournaments and challenges like table football, pedal exercise and penalty shoot-out challenges
- Free classes at the on-site fitness studio
- Staff social events now include active events, and elements of active travel
- Printed maps with local walks in break areas to inspire employees to be active
- A Cycle to Work scheme

ReAssure has also made environmental changes to its Norwich office building and fixtures, acknowledging the importance of reducing time spent sitting and being active, including:

- Renovating a number of traditional staff break out areas into Activity and Wellbeing areas
- Converting one meeting room to a permanent standing meeting room

Introducing this wide range of engaging initiatives encourages all employees to both reduce sedentary time and increase their physical activity levels.

What benefits has ReAssure seen?

- An emerging trend of reduced employee absences
- Improved communication and team building
- Improved pride in the workplace and reinforcement of ReAssure's One Team working ethos
- Improved team spirit and pride in the workplace
- A boost in corporate social responsibility fundraising through sponsored challenges

Many of the ideas for staff wellbeing and engagement activities have been so successful in the Norwich office that they are being shared with other ReAssure offices across the country.



"I really enjoy being involved in the Active Workplace, it has given me the opportunity to interact with fellow members of my workplace. The activities are really good and enjoyable and it has also given me opportunities to try out new activities which I wouldn't usually try if I wasn't working for ReAssure."

Rachel Duke-Customer Service Rep. Pension Customer Care