



# 'Transforming Culture in the NHS'

How Each Person is Transforming the NHS  
Through Reward & Recognition

each person





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# People Promise in the NHS



## NHS' Commitment Through Rewards & Recognition

The recent annual NHS Staff Survey results showed an average decline in those feeling optimistic about their career within the NHS. One area of concern, in particular, was the amount of NHS workers who felt they were not adequately recognised and rewarded. This poses a threat to the healthcare provider's People Promise.

As part of the NHS' People Promise, one of the key values include: 'we are recognised and rewarded.'



The survey showed that **48.1%** of staff were not satisfied with the recognition they received for their hard work.

This marked a 5% decline in satisfaction from the scores in 2020. Elsewhere, only 32.3% of staff working in Ambulance Trusts were content with their recognition. While only 42% were satisfied with how their organisation values their work - a 6% decline from the previous year. These satisfaction levels were the lowest in five years.

Many NHS employees still feel their immediate manager values their work, health and wellbeing. These are yet more statistics that experienced a downfall last year. 70.6% agree that their immediate manager values their work. This has fallen 2% to a five year low. Those who believe their manager takes an interest in their health and wellbeing fell by almost 2% to 68% after an improvement in 2020.



Showing your people you appreciate them is necessary to retaining staff. According to an OfficeTeam study,

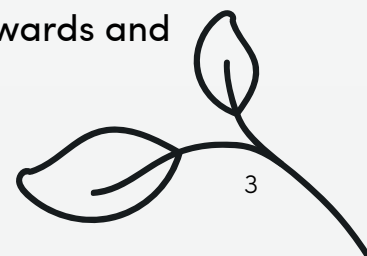
**66%** of employees admitted that they would leave their job if they did not feel appreciated.

Within the same study, it was found that “recognition-rich” companies with reliable employee reward schemes maintained a 31% lower staff turnover rate. An effective reward and recognition culture can manifest itself in many areas, such as inclusive perks at work, rates of pay and wellbeing.

Developing this area within the NHS is critical as the recent Staff Survey suggests more workers are considering leaving their jobs. **The number of people who have thought about leaving the NHS has increased by 4% to 31%.** In addition, the number of NHS workers who would recommend working at the NHS has declined from 67% to 59%.

At a time when much of the NHS is suffering from staff shortages, it is vital to find solutions to boost employee morale. Following this report, the NHS has highlighted two key areas that need to be addressed to combat staff dissatisfaction: continuing their advocacy for increased investment and support to raise staff numbers; and relieving points of pressure to foster a positive working culture across the organisation.

Consequently, NHS trusts have taken positive steps to ensure that their employees feel more appreciated for their hard work through rewards and recognition.

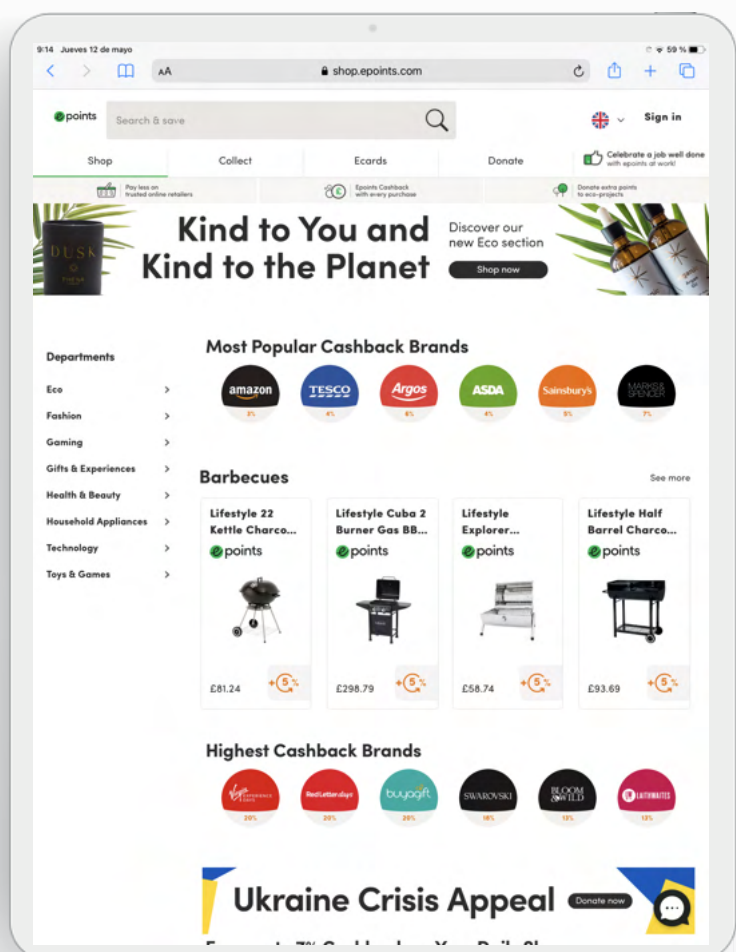


# Financial Benefits For Hard Working Staff



Across the UK, the cost of living has increased monumentally, leaving many hard-working individuals with mounting financial stress and difficulties. During these times of hardship, an employee reward scheme that also financially benefits employees is a much-needed step and a way for employers to show they care in many ways.

Each Person uniquely offers a rewards experience that saves staff money through Epoints, an exclusive online shop, which offers the highest cashback and numerous discounts from its vast range of retailers. Within the first few months of go-live, a particular NHS Trust's employees have made well over 3,000 purchases on products within the Epoints shop and reward section. **These purchases have allowed employees to save £7,308.62 in cashback.**



**If the whole of the NHS utilised Each Person, they would save a combined £22.5 million in cashback.**

# NHS' Commitments To Tackling Climate Change



There is mounting public and political pressure on large organisations to commit to reducing their impact on the environment. Health and social care providers are not immune to these calls for change.

**The NHS is taking steps to become greener and aims to become the world's first Net Zero healthcare provider. They have pledged to deliver this promise by 2045. The NHS is currently considered a world leader in its strategic approach toward sustainability, with the creation of an NHS Sustainable Development Unit.**



An eco overhaul is necessary due to the health service's vast contribution to the UK's carbon emissions;

- **5.4%** of the UK's greenhouse gas emissions come from the NHS
- **20 million** tonnes of carbon emissions come from the NHS every year

In fact, the NHS has a larger carbon footprint than Heathrow airport. The NHS is the biggest contributor to climate change in the public sector and there is growing pressure to reduce its carbon emissions.

Protecting the environment could also be interpreted as everpresent in the NHS People Promise. Values such as “we are compassionate”, “we are safe and healthy”, and “we each have a voice that counts” infer that the service is sympathetic to public health issues in the present. But also that the organisation cares about preventing further public health crises that could pose a threat if climate change escalates.



Climate change does not only affect the environment.

It also threatens human health. Therefore, it is in the NHS' best interest to commit to reducing its carbon emissions. The NHS acknowledges this on their website, where they express: "Climate change poses a major threat to our health as well as our planet. The environment is changing, that change is accelerating, and this has direct and immediate consequences for our patients, the public and the NHS."

The health risks for people presented by global warming reach far further than many consider. **In the UK, 2,500 people died in 2020 due to heatwaves.** Heatwaves are becoming more frequent as a result of climate change; nine out of the ten hottest years on record occurred in the last decade. Air pollution is also a cause for concern within health care. The burning of fossil fuels is the most significant contributor to ill-health from air pollution. The NHS theorises that over a third of new asthma cases could be avoided by reducing carbon emissions.



### **But all this begs the question as to why the NHS is such a large contributor to the UK's carbon emissions?**

The NHS is one of the world's largest employers, with 1.2 million full-time employees in England as of June 2021. With such a large workforce caring for millions of patients every year, an estimated 10% of the NHS' carbon footprint is attributed to the personal travel of employees, staff and visitors. According to The Faculty of Public Health: "There are over 9.5bn NHS related road miles per year in England which makes up around 3.5% of all road travel in England." The faculty believes that this negatively impacts air quality, resulting in £345 million of potential mortality effects and costs to society due to air pollution from NHS-related travel.

**The NHS has taken decisive steps to reduce its carbon footprint over the years, England's health and social care system has decreased its carbon output by an estimated 62% between 1990 and 2020.**



Each Person is committed to tackling climate change and has partnered with Carbon Footprint. They are the only employee reward service taking positive action by planting trees for every member of staff of a new business. In a recent study, it was found that many NHS employees across the service were unaware of the organisation's eco pledges: **73% of workers did not know that their employer is aiming for carbon neutrality by 2045.** In partnering with Each Person, the NHS can highlight their obligation to help save the planet, which will show its employees that they care about the environment.

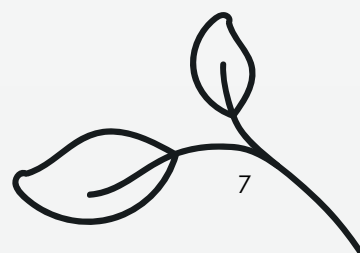


**When launching with Each Person,  
one NHS Trust has planted  
and donated**

**4,154 Trees So Far.**

Planting this number of trees is something to be proud of for staff and the organisation, especially when these seedlings could grow into a small forest! The number of trees needed to make a healthy forest fall between 40 and 60 per acre. Therefore, Carbon Footprint will be able to plant as many as 70-100 acres of healthy woodland on behalf of a single NHS Trust through Each Person. Achievements like this are vital in that they set an example for other organisations to do the same and assist in the battle against climate change.

However, with 10,000 acres of the Amazon rainforest disappearing every day, there is plenty of room for more action. If the whole of the NHS adopted this approach with Each Person, 1.74 Million Trees would be planted. Planting this amount of trees would be a significant step to offset the organisation's carbon footprint and help meet its goal of achieving Net Zero carbon emissions by 2045. In addition, NHS staff would reap the rewards of a recognition system that is already proving effective within the NHS.



# Health and Wellbeing Support



It is not just ecological improvements and benefits to the public's physical health that come with eco-friendly practices. Mental wellbeing is also affected by the environment. A study by YouGov found that **55% of UK adults experience eco-anxiety**. The majority of those concerned said they were concerned about the natural world, increased natural disasters and what the world could be like for their children and grandchildren. Ultimately, for the NHS, pledging to tackle climate change benefits the mental and physical wellbeing of the public and its employees.



On top of Each Person's ecological benefits and rewards, the platform gives employees access to much-needed health and wellbeing support through their Wellbeing Hub.



**“Health and wellbeing are really important at the organisation. Taking care of our people is a key trust priority. The site has access to lots of resources around health and wellbeing and so it's just really key for us to be able to give easy access to these resources.”**

Health and wellbeing is also another key theme throughout the NHS People Promise; **“we are compassionate and inclusive”** and **“we are safe and healthy”**. After evaluating the 2021 NHS Staff Survey results, the healthcare service identified a need to improve health and wellbeing across the organisation. Despite employees noting that there was positive action and they were able to receive health and wellbeing support, this was still low compared to 2020.



In addition, **46%** of NHS staff have been unwell due to work-related stress in the last year.

This is the fourth consecutive year that this figure has increased. This takes the figure to eight per cent higher than in 2017. Understandably, the enormous pressure that the pandemic placed on healthcare workers and the subsequent rise in work-related stress could be seen as unavoidable. These unforeseen circumstances inevitably played a role in the rise in stress levels. Therefore, now more than ever, it is essential to implement new measures to ensure staff continue to feel valued and appreciated after their outstanding work in helping the public get through the pandemic.

**Workplaces that are able to demonstrate that they care about their employees and value not just their performance at work but also their wellbeing are statistically more likely to retain their employees. According to Forbes, 62% of employees noted that wellbeing benefits were a deciding factor when job-seeking.**



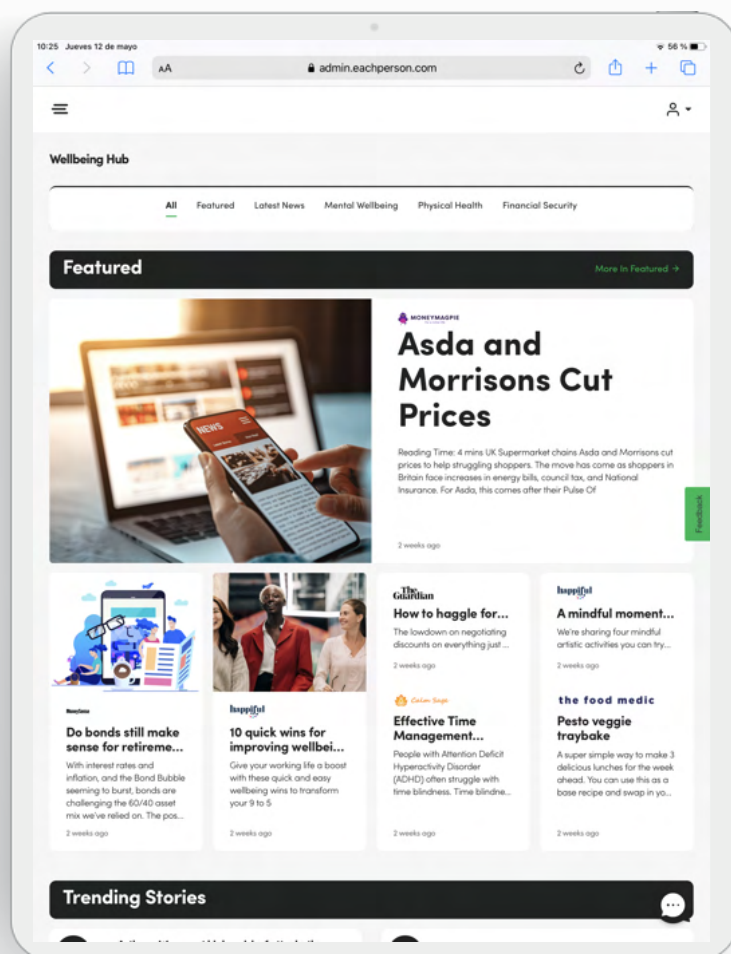
With 89% of employees noting that their poor mental health negatively impacts their working life, mental and physical health benefits are a necessity. From a business perspective, this is a cause for concern.



**Lower productivity and staff turnover cost UK employers £42 billion.**

The Each Person Wellbeing Hub gives employees access to mental and physical health resources that can help them develop healthy habits. Ultimately, this boosts productivity, and staff satisfaction and improves morale.

Providing these additional resources to workers in the healthcare sector is particularly vital. NHS workers face enormous responsibilities every day in order to meet the complex healthcare needs of patients. This pressure can cause mental strain on employees. NHS Employers found that mental health is one of the key reasons for sickness absence within the NHS.



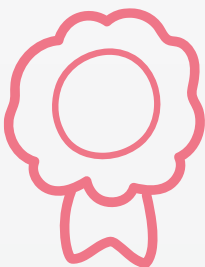
# Giving NHS Workers a Voice

Employee of the Month campaigns are a great way to keep staff motivated. However, they're often over-complicated and require unnecessary admin that healthcare workers do not have time for. Each Person allows users to nominate employees for awards alongside the Ecard function. This nominations capability can be utilised when setting up nominations for National Administrators Day.



This is a sentiment shared across the NHS. The following pledges: **“we each have a voice that counts”** and **“we are recognised and rewarded”** are a testament to the direction the NHS is heading. Whereby they wish to create a culture in which staff feel appreciated and heard. The HR dashboard on the Each Person platform enables this.

Ensuring staff feel valued is fundamental to staff retention levels. According to a study conducted by Office Teams:



there is a **31%** lower staff turnover rate in companies with “recognition-rich” cultures and reliable employee reward schemes.

Additionally, eight in ten millennials say they would quit their job if they didn't feel appreciated.



Analysis of the NHS Staff Survey identified the need to employ and retain more of their workforce as the number of employees feeling burnt out due to being understaffed has increased in the last year.

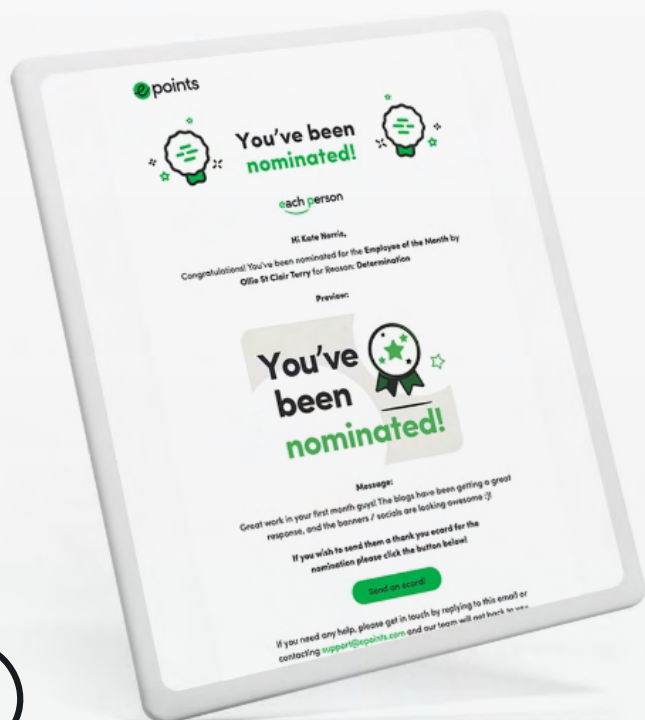
Those suffering from burnout due to their work in the NHS reached

**34.3%** in 2021.

While 31% of workers said they did not have enough energy to spend time with their friends and family or partake in leisure activities as they were too tired.



**Therefore, retaining staff is an integral part of delivering the NHS People Promise.**



This is because it allows the workforce to be well-staffed so that the service is not over-stretched. Rewarding and recognising employees is identified throughout the NHS People Promise as a way to make the healthcare service a positive workplace. Through its nomination capabilities, Each Person allows peer-to-peer recognition that shows employees that they are valued.

# What Can We Conclude From These Findings?

**There are three core areas of focus to help deliver the NHS People Promise.**

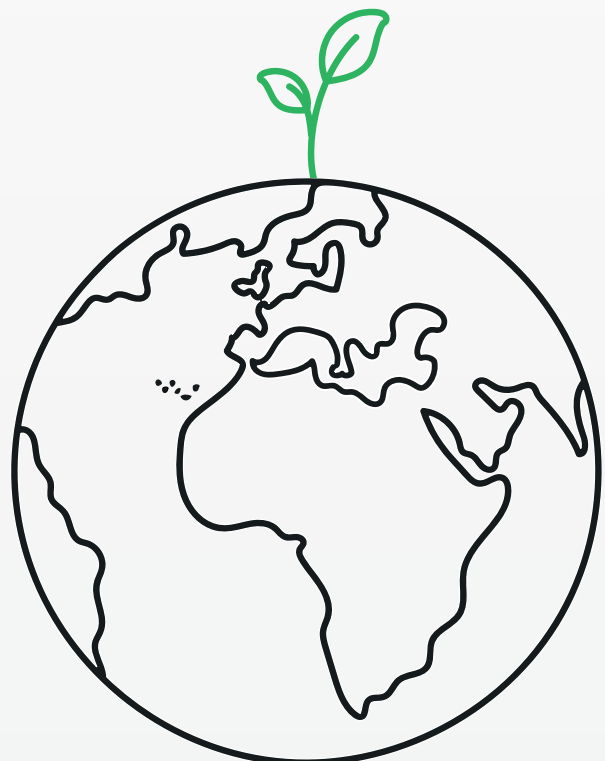


**The first is recognising that more needs to be done to help NHS workers with regard to their job satisfaction and wellbeing.**

The NHS Staff Survey highlighted that NHS workers are overstretched, more likely to leave the organisation and are increasingly dissatisfied with how their hard work is recognised and rewarded.

**Secondly, the NHS can do more to commit to its climate change obligations.**

If the whole of the NHS teamed up with eco-companies like Each Person, they could take significant steps to deliver their promises. Many Trusts are setting excellent examples of finding innovative and highly visible ways to reduce the organisation's carbon footprint.





**Finally, the current system of rewards does not meet the needs of the NHS to effectively retain staff and ensure they feel appreciated for their hard work and dedication.**

The partnership between Each Person and NHS Trusts has demonstrated how a user-friendly rewards platform that not only offers employees high-quality rewards but provides financial and wellbeing support is beneficial to both employees and employers.

each person



To learn more about Each Person and what we have to offer contact:  
Matt Norbury, Founder and CEO at [m.norbury@eachperson.com](mailto:m.norbury@eachperson.com).

Or you can visit our website: [www.eachperson.com](http://www.eachperson.com)



# West London NHS Trust Case Study



West London NHS Trust built on its existing reward and recognition strategy focused on benefits and improved health and wellbeing. Partnering with **Each Person**, it found an innovative way to provide peer to peer recognition and responding to feedback from staff, who asked for this during engagement events the previous year. The collection of real-time data proved to be helpful too. Each Person's platform also helped devise and develop a dedicated area on the trust's intranet, bringing together a variety of rewards and recognition, making it easier for staff to find.

**West London NHS Trust's partnership with Each Person has proved to be a widely successful launch. 85% of the NHS Trust's workforce registered on the platform within the first three months of its launch.**



Since then, workers have sent over **3,300 Ecards**.

Ecards make it easier to appreciate those who work remotely and have allowed West London NHS Trust to celebrate significant occasions with all cultures. The Trust celebrated Vaisakhi, Ramadan and Easter this year with Ecards for each celebration. On top of this, through Each Person's donation capabilities, **more than 4,000 trees have been planted.**

Thanks to West London NHS Trust's new venture, every staff member celebrating their first year also receives a "Happy Work Anniversary" Ecard and, every single staff member will receive a birthday card.

The reward scheme allowed staff to praise one another and realise just how important they are to one another. It revealed how the team responded to the new platform and gave an in-depth insight into how appreciative our staff are of each other.

The Each Person team recently met with **Ali Webster** to discuss how West London NHS Trust has found its partnership with the employee benefits platform.

Ali Webster explained that last year, they asked their staff what they wanted from their workplace. The overwhelming response was that they wanted more peer-to-peer recognition and needed to know that the trust valued their hard work.



Alison Webster, Deputy Director of Organisational Development, West London NHS Trust

**Each Person was a solution which stood out to the West London NHS Trust as compared to other providers it was considered a cost-effective and user-friendly platform which uniquely also cared about the environment.**

Ali Webster said: "Having a platform that is paper-free, that enables us to recognise and reward people across all of our trust sites and do something good for the environment at the same time, has been really powerful."

If you want to hear more of what Ali Webster had to say, watch our video here: <https://youtu.be/mjtDzKKel2c>





We Planted a Tree for This Document.  
Because We Help You Look After Your People  
and the Planet.





