

Ben and BMW UK Manufacturing develop a partnership on health & wellbeing initiatives



BMW GROUP

Since February 2016, Ben has been working in partnership with BMW Group in the UK, which employs around 8,000 people, to help enhance its employee health and wellbeing initiatives. BMW's aim was to engage more formally with Ben and raise awareness about the help that we can provide to its employees.

The Ben team was invited to attend a BMW UK & Ireland Health & Wellbeing Circle. Following this, Dr Althea Foster, Head of Health Management for BMW Europe UK & Ireland, invited the Ben team to participate in the company's annual Health Initiative Resilience Fayres to focus on resilience and financial health. The fayres were held across six of BMW's sites including Rolls Royce, MINI, BMW Financial Services and Alphabet.

Ben developed a survey on personal finance for BMW's employees, asking whether they would like to learn more about budget planning, savings, getting on the property ladder and retirement planning. A total of 386 people completed the survey at the fayres and a number of others spoke to the Ben team at the event to learn more about what support we could offer them in respect of their health and wellbeing.

In September this year Ben also delivered a pilot of 'coaching for managers: workplace stress' sessions for 120 group leaders working at the BMW UK MINI site in Oxford. In addition, Ben also provided employees with information about Duradiamond, the occupational health provider; Nuffield Health, the physiotherapy team and Workplace Wellness, the employee assistance programme.

"This year has seen the successful growth of a partnership between BMW Group in the UK and Ben, through the support of our resilience campaign and standalone events across the UK raising the profile and awareness of the services that Ben offers.

"We believe that this ongoing collaboration with Ben will support both our strategic objectives and goals and, most importantly, the long term health of all our associates. We have also recently delivered an exciting group of coaching sessions for our management on workplace stress focusing on both themselves and their associates. We hope to continue this fruitful partnership through the remainder of 2016 and into the future to support our associates."

Andrew Cooke, Health Management Lead
Specialist at BMW

Ben plans to continue its partnership with BMW and feature in their Health Initiatives annually. BMW aims to continue to raise awareness with employees about Ben and the help it can offer through engagement activities and support services.

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