

Frugi (Cut4 Cloth Limited)

98 employees
Bestselling organic
childrenswear brand.



Healthy
Workplace

What we do:

Frugi is the UK's bestselling organic childrenswear brand, proving that ethical and organic clothing can be bright, beautiful and successful! The company was born in 2004 and continues to grow at 25% every year, selling through a rapidly expanding network of over 500 stockists in more than 25 countries worldwide.

We strive to be ethical in everything we do, each year donating 1% of our turnover to our Little Clothes BIG Change charity project which includes a children's charity, the Cornwall Wildlife Trust and an orphanage in India. We strive to be the most fun, desirable and trusted clothing brand on the planet, but this is only the start of it...

Why we became a healthy workplace:

Frugi's most important asset is its people - without them we simply wouldn't function. So, looking after our people makes perfect sense to us.

Like most employers we want to support the development of skills and the expertise of our people, but we also recognise that having a healthy workforce is equally important. Our healthy workplace scheme helps us to focus on well-being in our teams.



Recent health and well being activities:

We have a range of regular activities available for our teams to engage with, such as weekly yoga sessions, regular lunchtime walks, discounted gym membership options, a corporate eye care scheme, cycle to work scheme - to name a few!

We have arranged several great initiatives throughout the year for all our employees: Managing stress seminar - helping our employees to manage the stresses in their lives a little better.

Massage sessions with Mike Thiele Sports Massage

Once a month fruity feasts - we provide a selection of juicy fruits in our crib room for all to enjoy; this is a great way of promoting 5-a-day!

Hydration Quiz to win a reusable Chilly's water bottle!

Laughing Yoga - lots of us laughed our socks off throughout a 30 minute session. It was a great way to de-stress and to just feel great.

Plus express beauty treatments, healthy weight checks, eye health awareness with Specsavers, physical activity sessions, sun safety plus lots more.

We also have our very own Fun Committee who organise a number of wonderful events/activities throughout the year to get all the team together.

Here at Frugi our employees like to combine fitness and charity (as you know we are super BIG on supporting several charities).

Four of our employees (including Hugo our CEO) went to Mallorca in October to complete the True Cycle Challenge raise money for Tommy's, the UK's number one baby charity.

Over three days they covered a combined total of 945km with 11,312 meters of ascent!!

Also, a team of 9 of us went and tackled the 5K Pretty Muddy race in September, raising money for Cancer Research.

We love to raise awareness of all the various health campaigns and support our staff with

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our very own Health & Well-being guide. We have also created our very own Frugi Library of which we have a fantastic health & well-being section which provides our employees with lots of helpful information. At the beginning of every month we email our employees with a healthy workplace bulletin, this informs employees of all the upcoming activities and initiatives, and raises awareness of the various health campaigns for that month. In our 2019 staff survey our people gave our Healthy Workplace Initiatives four stars! 83% of respondents also said Frugi's Healthy Workplace initiatives had a positive impact on them.



Plans aims for the next year:

We want to continue to build on the success of our program into 2020. We have plans to train more staff in Mental Health First Aid, as well as promote new campaigns and initiatives. We've had some fantastic feedback from our people, and we can see the engagement levels rising all the time, people appreciate that Frugi go the extra mile and really care. We are always keen to hear feedback from our people, so we can shape our program to deliver what they really want!

Quote feedback from Director:

There has been a huge variety of activities that have been made available to all employees, from beauty treatments to informative sessions such as sleep hygiene and stress management...all of which have been a great hit. All of the healthy workplace initiatives that are in place at Frugi has helped us to focus on what really matters; having a happy and healthy workforce, who feel valued and looked after. I am excited to see what 2020 will bring...!

Quote feedback from Staff:

The sun safety session was a wake-up call. The Big C can hit anyone at any time and you never

think it can happen to you but hearing what Jess had to say about her experience made me realise I need to take our sunny days in Cornwall more seriously, all 3 of them.

The Fruity Feast treats are a good excuse to leave the desk and get a nice selection of things to munch on, it keeps us away from the biscuit tin which is always a good thing!

Loving the variety of initiatives on offer to help us be healthy at work."

The lunchtime walks are a great idea. Having a proper break away from the computer, and getting outside and moving is really refreshing. It is also a lovely way to meet other company members and have a chat

Success Story:

Since taking part in RED January last year, there has been a huge increase in employees taking part in lunchtime walks and also conducting walking meetings (when it's not raining of course). Lots of us here at Frugi are now a lot more aware of the benefits that lunchtime walks and some Cornish fresh air can bring to our mental well-being and to our working day.