

# Coastline Housing

300 employees  
Housing Association



Healthy  
Workplace

## What we do:

Coastline is a Cornish housing charity and the challenge we face is enormous. In many areas of Cornwall, high house price rises have excluded many from owning their own home. Thousands of families have registered for affordable rented housing and many more are in need.

We provide social housing at an affordable rental level for thousands of people of all ages across Cornwall and, increasingly, we are offering other housing products including Shared Ownership and Rent to Buy designed to help people get a foot on the housing ladder. Our development programme is strong and ambitious and we will continue to provide a range of houses, flats and bungalows for people in housing need in future.

Our Extra Care scheme in Redruth offers a safe home and caring environment to many older people, and our Homeless Service helps hundreds of people each year who are in the unfortunate and unenviable position of rough sleeping in Cornwall.

## Why we became a healthy workplace:

Coastline Housing launched a new employee Health and Wellbeing Programme in early 2019. The housing charity wanted every colleague to feel proud to work for Coastline,

and to be recognised as a brilliant local employer.

As part of this journey, Coastline was pleased to engage with the Healthy Workplace award team and delighted to hear about all the new initiatives the team could offer help with.



## Recent health and well being activities:

The introduction of our Health and Wellbeing Programme was welcomed by colleagues and a number of them immediately volunteered to become Wellbeing Champions and help drive the programme forward across the business. A core of 8 champions, supported by our Director of HR, meet regularly to look at different health and wellbeing themes across Coastline, taking

turns in promoting various initiatives and holding events and activities.

13 colleagues at Coastline qualified as Mental Health First Aiders within a few months of the programme starting. These colleagues have been of great help to many people at Coastline this year, with feedback from the wider staff team being very positive.

We have held taster sessions in stress busting boxing and a flex and stretch class. A large number of colleagues also took part in National Fitness Day, attempting to cover as many miles as possible throughout a day on a cross trainer as a team effort. This event also saw colleagues competing in various challenges including a plank contest, burpees challenge, press up challenge and more.

23 colleagues took part in a marathon challenge this September, achieving marathon distance through a method of their choice (all in one go!). While some colleagues ran, others walked, cycled and even kite-surfed the distance. This event also raised just over £5,902 for Coastline's charity of the year.

We held a hydration campaign to encourage colleagues to drink more water. This saw hydration 'pee charts' being put up in all our company toilets and prompted some very

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interesting discussions amongst colleagues (as well as a drastic increase in the amount of water being consumed around the office!)

Every Wednesday, our corporate singing group, the Coastline Singers, meets for a lunchtime singing practice. Members have reported that they find the sessions incredibly uplifting and stress busting. The Singers have also performed at a number of corporate events this year, and even won first place in their class at Wall Music Festival. Membership is increasing which is great to see.

Coastline has continued to offer practical things such as health checks in the office for both under and over 40s, and free flu jabs for any colleagues who want them. This winter, a total of 59 colleagues had the jabs in the office and we issued a further 20 vouchers for people to have it done in a pharmacy.

During the year, we launched a scheme enabling staff to purchase an extra week's leave to help with work/life balance. This was taken up by 45 colleagues and received very positive feedback.

Our Simply Health plan has remained in place for colleagues to claim money back on key health costs such as dental check-ups, optician's visits, physiotherapy and much more.

Our Employee Assistance Programme offering telephone counselling, up to six face-to-face counselling sessions and a range of other advice on issues such as financial or legal problems, continues to be available for colleagues to access free of charge, 24/7.

We have also negotiated a corporate gym membership deal with nearby Carn Brea Leisure Centre this year, as this was something else that colleagues were very keen to see.

Coastline engaged with the Joint Pain Advisor Clinics and some colleagues were pleased to benefit from this. We have also established a corporate football team during the year and (during the better weather!) a weekly walking club that takes place over a lunchbreak.

From a social point of view, we've held a number of fundraising BBQs, big breakfasts and more to raise money for our charity of the year and encourage staff to spend time away from their desks, speaking with colleagues in different teams.



## Plans aims for the next year:

We will carry on with all the initiatives implemented this year and build on other areas in consultation with our Wellbeing Champions and other colleagues.

One of the things we hope to do is introduce a regular physical activity session of some description at the office, as that is something that colleagues have requested.

We will continue to promote good mental

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health and work at breaking down any stigmas that remain in this area. We hope to hold more lifestyle and awareness raising talks and introduce a weight management group. We also hope to have more of a focus on the impact of the office environment on health and wellbeing, by having a refurbishment and rearrangement of departments/desks at our Head Office to support our more flexible working arrangements moving forwards.

## Quote feedback from Director:

“The Board and Management Team were delighted to give their full commitment to our Healthy Workplace Programme in terms of both support and funding. As Directors, we recognise the importance of valuing the health and wellbeing of all our colleagues here at Coastline, no matter where they are on their health and wellbeing journey. Sometimes, making quite simple changes can make the world of difference in creating a more positive experience at work for individuals.” - David Wingham, Director of HR and Governance, Coastline Housing

## Quote feedback from Staff:

“Coastline's Health and Wellbeing programme is to be commended. This is another great example of valuing staff. The Mental Health

First Aiders are becoming invaluable.”

## Success Story:

“When I attended the Coastline health check, everything was going fantastically until my blood pressure was checked. I believe the initial reading was 195/65.

The tester was astonished and asked if I was stressed (I definitely wasn't) and, after a second test, (worse than the first!) he advised me to see my GP. The GP took my BP manually, and reported that it was quite normal, and asked why I was concerned. I explained the high reading in work, and she suggested that if I was concerned they could put me onto a 24-hour monitor as a precaution.

After using this monitor and returning it, the results came back that at certain times (for no apparent reason) my blood pressure was occasionally quite high. I then submitted to further tests, which also showed high cholesterol levels.

The consequence is that I am now on daily medication of Amlodipine and Atorvastatin. I asked if I really needed this medication, and my GP explained that I could carry on without it, but my risk of a heart attack or stroke within the next 10 years would be 17%. After

witnessing the effects of a stroke first-hand with my mother, I am happy to take these preventative prescriptions that have had no effect on me (to the best of my knowledge!). I have also since been playing badminton against a colleague to increase my exercise and thereby improve my health and wellbeing.”

