

Briefing for offices

Increasing business productivity through personal training

Most people want to exercise regularly and believe they need to. However, they also feel they do not have time. As well as being critical for personal health and wellbeing, doing regular exercise has large business benefits including reducing the number of sick days staff take, improving staff mood and morale and improving work output. Offering wellbeing benefits to staff also improves staff recruitment and increases staff retention. If office-based, it also encourages staff to work in the office, an issue many businesses have been struggling with post-COVID.

Our health is deteriorating

The UK is facing numerous challenges from deteriorating population health and record numbers now out of work due to ill-health.[1] Although 9 in 10 employees place 'health' as their top life priority[2], in the workplace only 31% of organisations are satisfied with their health and wellness metrics.[3]

Many businesses already offer wellbeing benefits to staff, including gym membership. However, this does not solve the biggest obstacle to people's propensity to exercise – time. For the working mum who has to rush to pick up the kids after work, or the exhausted careerist who has just finished work at 9pm, a trip to the gym at the end of the day is just not an appealing or realistic option. Also, most people (according to Pure Gym survey), including regular gym goers, find the gym an intimidating environment.



5

**things
Active in the Office
will do for your
business:**



1

Happier & healthier staff

According to a recent survey of UK employees, health is the top life priority for 90% of staff.[4] This is far ahead of other important life priorities including love, friendships or even job security (financial security was the third most important life priority after their own or their family's health). Studies show on days staff exercised, they report improved time management, increased productivity, and better interactions with co-workers.[5] Exercise increases productivity by improving memory, creativity, learning speed, mental stamina and lowering stress.

A fitter workforce means faster work, fewer errors and better ideas. Employees dealing with illness, injury, or a lack of personal investment do not function at 100%. They also have more expensive health insurance. Daily exercise can help people prevent and manage health issues that could otherwise require medications, surgeries, or treatment. By letting employees exercise on company time, companies can combat presenteeism. The healthier the employee is, the less they cost to employ. Exercise makes people happier and therefore easier to get along with and more open to others' ideas. Exercising at work can also significantly alleviate employees' stress.

2

Reduced staff sickness

In the UK, 131 million days are lost due to sickness every year. The top 3 causes are minor illness (34.3m days), musculoskeletal problems (28.2m days), and stress, depression and anxiety (14.3m days) [6]. Regular exercise helps prevent minor illnesses, reduces stress and improves overall health. It reduces illness by stimulating cellular immunity [7], responding to infection [8], reduces inflammation [9] and improves sleep [10]. It also improves the body's response to stress and reduces stress and depression [11]. Physical activity can also reduce the risk of major illnesses such as coronary heart disease, stroke, type 2 diabetes, and cancer, and lower the risk of early death by up to 30% [12].

3

Improve staff retention and recruitment

According to a recent survey of UK staff, 80% agreed that employee benefits were a very important factor when deciding whether to join a new company and 80% confirmed that the benefits they receive make them loyal to their company [13]. Workers today have a strong desire to receive more than just a salary. 'Beyond the salary' offerings are a very important factor both at the time of job hunting as well as during employment. Six out of the top ten desired workplace benefits are directly related to health, suggesting a very strong association between life priorities and benefit needs [14]. Nine out of 10 employees take the benefits package into account when considering a new job and more than a third (37%) would move roles to access specific benefits not offered by their current employer [15].

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4

Motivate staff to work in the office

36% of working adults are now working from home at least once a week [18] yet 73% of organisations expect employees to always be at the workplace[19]. Although a whopping 87% of business leaders believe that developing the right workplace model is important or very important to their organisation's success, only 24% feel their organisation is very ready to address this trend [20]. 78% are trying to create a future workplace where workers can thrive by redesigning their existing business processes or reimagining the work itself. Active in the Office provides a genuine incentive for the employee to be in the office.

5

Better than gym membership

Most personal trainers drive their business towards the minority of people in the UK who are fit and regularly exercising, but Active in the Office believe that exercise is for everyone. We are approachable, accessible and connect to people who need to juggle their lives. We are passionate about the health and wellbeing benefits of exercise rather than the physical aesthetic improvements that many within the industry focus on. We work with clients to discover the life-affirming benefits of fitness which are so much richer and more significant than chasing a six-pack or improving the pertness of one's bottom.



- Time is the biggest obstacle to people working out. Providing PT in the office will **save on travel** and doing it during working hours will make it achievable for staff rather than after a long day when they need to go and pick up the children/make dinner etc.
- **Comfort.** 56% of people (including gym members) find the gym an intimidating environment [21]
- Effectiveness. People will make a lot quicker and more **effective progress**, be more likely to stick to their program, reduce their chance of injury and ensure they have an effective program of exercises in place when working with a personal trainer rather than using gym equipment on their own or attending gym classes.

How it Works

Your Active in the Office Personal Trainer will provide all the equipment, required insurance and expertise. Your business just needs to provide a suitable room (most meeting rooms are more than sufficient), a shower for staff afterwards, and some staff time. Generally, this will be one hour a week for a 45-minute PT session plus 15 minutes of washing and changing time and being ready for their next meeting/appointment. Sessions are booked in blocks of 12-week personalised programmes but clients generally work with their personal trainer over a longer time frame.

Sessions can either be paid for directly by staff, or subsidised in part or in full by the employer. In either case, businesses are encouraged to include the session time within working hours [22].



Endnotes

- [1] Health in 2040: projected patterns of illness in England - [The Health Foundation](#)
- [2] Engage Health Group '[Work, Health and Wellbeing: The Employee Perspective](#)' – 2022
- [3] [CIPD Health & Wellbeing at Work Report](#)
- [4] <https://www.engagehealthgroup.co.uk/wp-content/uploads/2022/06/Engage-Workplace-Survey-Results-7.6.22.pdf>
- [5] Exercising at work and self-reported work performance, International Journal of Workplace Health Management 1(3):176-197
- [6] <https://www.gov.uk/government/publications/health-matters-health-and-work/health-matters-health-and-work>
- [7] <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6523821/>
- [8] <https://journals.physiology.org/doi/full/10.1152/japplphysiol.00517.2016>
- [9] <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5805548/>
- [10] <https://www.cdc.gov/sleep/features/getting-enough-sleep.html>
- [11] <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4013452/>
- [12] <https://www.nhs.uk/live-well/exercise/exercise-health-benefits/>
- [13] <https://www.engagehealthgroup.co.uk/wp-content/uploads/2022/06/Engage-Workplace-Survey-Results-7.6.22.pdf>
- [14] <https://www.engagehealthgroup.co.uk/wp-content/uploads/2022/06/Engage-Workplace-Survey-Results-7.6.22.pdf>
- [15] <https://boundlesshq.com/blog/benefits/guide-global-employee-benefits/>
- [16] Engage Health Group '[Work, Health and Wellbeing: The Employee Perspective](#)' – 2022
- [17] Boundless – Global Employee Benefits Guide – 2022 <https://boundlesshq.com/blog/benefits/guide-global-employee-benefits/>
- [18] <https://content.edenred.co.uk/b2b/content/Edenred-Five-key-challenges-HR-will-face-in-the-year-ahead-report.pdf>
- [19] <https://go.manpowergroup.com/meos#%20>
- [20] <https://www2.deloitte.com/us/en/insights/focus/human-capital-trends.html>
- [21] PureGym UK Fitness Report 2022/23 <https://www.puregym.com/blog/uk-fitness-report-gym-statistics/#gym-barriers>
- [22] Research indicates that working fewer hours can often result in better staff productivity <https://autonomy.work/wp-content/uploads/2023/02/The-results-are-in-The-UKs-four-day-week-pilot.pdf>

Book your free consultation now
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