

# Small Business Gold Award Criteria Handbook (workplaces with 2-49 employees)

## Small Business Gold Award Criteria User Handbook – 2-49 employees

This document will walk you through each criteria in the **Wellbeing at Work Small Business Gold Award** for organisations with 2-49 employees. It will cover the criteria, ideas to implement it in your workplace, resources to support you and examples of the evidence for you to provide, once the criteria has been completed. **To achieve Gold Award, you have to implement 10 criteria, being 5 mandatory and 5 chosen from a remaining list of 12 criteria** (ignoring the ones you have already implemented for Bronze and Silver Awards). **Criteria which are mandatory are highlighted in yellow, and any optional criteria are highlighted in blue.**

Please note that criteria SB.AS.3 is double-weighted. If you choose this, you will only need to implement 9 criteria in total.

### Guidance on using this document:

- Each of the programme criteria are listed beneath their topic areas in the table below, you can find the criteria by clicking on the expandable arrow next to the topic title. Criteria can be identified using the unique '**criteria number**'.
- To inspire your workplace activities and improvements, we have listed some ideas to implement the criteria within your organisation, alongside links to external resources to provide further guidance or to signpost your employees to. This can be found in '**ideas and resources**'.
- When building your evidence portfolio, you can provide us with any type of evidence, as long as it clearly displays what your organisation has done to meet the criteria. However, to provide some guidance we have listed some suggestions of what you could provide in '**evidence examples**'.
- Our website only takes **one file** (Word, PDF, JPEG or PNG) against each criteria. If you'd like to submit two pieces of information as evidence, e.g. copy of an wellbeing event invitation and a picture of the event on the day, please save both in the same file before uploading, e.g. copying and pasting both in a word document.

If you have any questions or queries, you can get in touch with the team at [HealthyWorkplace@eastsussex.gov.uk](mailto:HealthyWorkplace@eastsussex.gov.uk)

## 1. Physical Activity and Active Travel

Criteria Number	Criteria	Ideas and Resources	Evidence Examples
	<b>**Gold Award** (To Choose)</b>		
SB.PA.1	Raise awareness of the benefits of physical activity and active travel among employees, encourage staff to be physically active and signpost employees to support available.	Give active travel advice and information for employees; signpost stair use instead of lifts; place bins/printers/water coolers in communal areas; champion having a chat in person rather than sending an email; accessible walkways around office; enable standing and walking meetings; display information about the benefits of physical activity or run a physical activity campaign or event; signpost to local classes and leisure facilities.	Copy or image of any promotion done (photo of posters or leaflets, copy of emails to staff, photo of a physical activity event, etc.)
SB.PA.2	Offer and promote initiatives that support alternative work travel arrangements, such as tax efficient cycle purchase schemes, public transport discount initiatives and/or season ticket loan schemes.	Nominate a champion in the workplace to advise other employees. You may want to consider coordinating an internal season ticket loan scheme that deducts from the employees monthly pay, or use one of the existing initiatives. <ul style="list-style-type: none"> <li>• <a href="#">The UK's Most Popular Cycle to Work Benefit - Cyclescheme</a></li> <li>• <a href="#">Network - easitEAST SUSSEX</a></li> <li>• <a href="#">Workplaces - Sustrans.org.uk Walking in workplaces   Living Streets</a></li> </ul>	Image of where the information can be found (poster, email, brochures, etc.)
SB.PA.3	Allow staff to wear footwear and clothing to work that is comfortable and enables activity, where is operationally appropriate.	Consider how senior leaders or champions could role model this.	Copy of the piece of communication to staff, e.g. email, or image of where the information can be found (poster, etc).

<b>SB.PA.4</b>	Encourage staff to take part in team activity sessions, or physically active team challenges, that are inclusive to the whole workforce.	Annual physical activity challenges, charity challenge events, walking meetings, etc.	Photo of employees doing the challenge, copy of communication sent to staff or the results achieved.
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## 2. Healthy Eating

Criteria Number	Criteria	Ideas and Resources	Evidence Examples
	<b>**Gold Award** (To Choose)</b>		
<b>SB.HE.1</b>	Provide adequate space for safe food storage, as well as clean, appropriate food preparation areas and facilities to heat food in the workplace.	Consider placing kitchens/food areas away from working areas where possible to aid employees in having a break from workspace. <ul style="list-style-type: none"> <li>• <a href="http://eatright.org">Food Safety at the Office (eatright.org)</a></li> <li>• <a href="http://www.foodstandards.gov.uk">Food hygiene for your business   Food Standards Agency</a></li> </ul>	Photograph of provision e.g. staff kitchen, fridge/microwave in staff room, etc.
<b>SB.HE.2</b>	Raise awareness of the benefits of healthy eating and hydration among employees, and signpost employees to support available.	Display information about the benefits of healthy eating, run a healthy eating event, promote healthy eating support groups or cooking lessons/groups. Consider information of the impacts of healthy eating on mental health, or providing free fruit for employees. Encourage staff to bring in healthy options when celebrating events. Check this resources: <a href="#">Resources Archive - East Sussex Healthy Workplace</a>	Image of where the information can be found (poster, leaflet, email, etc), or photo of any relevant wellbeing activity.
<b>SB.HE.3</b>	Encourage employees adopt healthy eating practices.	Consider encouraging eating away from workstations and enable workers to take a	Image of where the information can be found (intranet, poster, leaflet, email, etc).

		flexible meal breaks to source, prepare and/or consume food.	
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### 3. Mental Health

Criteria Number	Criteria	Ideas and Resources	Evidence Examples
	<b>**Gold Award** (Mandatory)</b>		
<b>SB.MH.G1</b>	Have a flexible working statement or policy that allows employees a degree of autonomy and control over how work is completed and work schedules, where operationally viable.	See our website for a template: <a href="#">Resources Archive - East Sussex Healthy Workplace</a>	Copy of the flexible working statement or policy.
	<b>**Gold Award** (To Choose)</b>		
<b>SB.MH.1</b>	Provide mental health awareness training to key members of staff.	Provide a type of mental health awareness training for key workers in your organisations, such as line managers and wellbeing champions <ul style="list-style-type: none"> <li>• <a href="#">line_managers_resource.pdf (mentalhealthatwork.org.uk)</a></li> <li>• <a href="#">Mental Health Awareness (e-learningforhealthcare.org.uk)</a></li> <li>• <a href="#">Acas Learning OnLine</a></li> </ul>	Copy of attendees list or certificate of conclusion, emails to staff, screenshot of promotion on intranet, testimonial from trainer or screenshot of completed e-learning, etc.
<b>SB.MH.2</b>	Signpost employees with mental health challenges or conditions to support services.	Promote services to employees somewhere that is clear and readily accessible by all workers, and ensure this is part of a support pathway for workers who have identified or been diagnosed with mental health challenge <ul style="list-style-type: none"> <li>• <a href="#">Support for mental health at work   Able Futures Mental Health Support Service (able-futures.co.uk)</a></li> </ul>	Image of where the information can be found (poster, leaflet, email, etc). Support services include EAPs, occupational health professionals, support groups, GPs, etc.

		<ul style="list-style-type: none"> <li>• <a href="#">Preventing Suicide in Sussex services   East Sussex County Council</a></li> </ul>	
<b>SB.MH.3</b>	Provide suicide prevention training to key members of staff.	Provide a type of suicide prevention training for key workers in your organisations, such as line managers and wellbeing champions <ul style="list-style-type: none"> <li>• <a href="#">Find the ZSA Zero Suicide Alliance training</a></li> </ul>	Emails, certificates, testimonial from trainer or screenshot of completed e-learning proving staff have attended or completed the training.
<b>SB.MH.4</b>	Encourage and support social activities and/or volunteering.	Consider groups or workers in your organisation that may be socially isolated e.g. shift workers, lone workers, remote workers, employees going through key life transitions such as parenthood, retirement or bereavement etc. Consider how you can support these employees to look after their social wellbeing e.g. by facilitating staff social events, staff volunteering groups, formation of staff groups such as book clubs. <ul style="list-style-type: none"> <li>• <a href="#">Volunteering   East Sussex County Council</a></li> </ul>	Image of where the information can be found (intranet, poster, leaflet, email, etc).

#### 4. Alcohol, Smoking and Substance Misuse

Criteria Number	Criteria	Ideas and Resources	Evidence Examples
	<b>**Gold Award** (To Choose)</b>		
<b>SB.AS.1</b>	Raise awareness of the benefits of stopping smoking and/or reducing alcohol consumption. As well as the impacts of alcohol, smoking and/or substance misuse on health and wellbeing. Signpost to support available.	Share information with employees that explains what risky drinking is and the recommended level of maximum consumption. Share practical advice on reducing consumption. Display information	Image of where the information can be found (intranet, poster, leaflet, email, etc).

		<p>or signpost employees to support services or ensure appointments are accessible to employees.</p> <ul style="list-style-type: none"> <li>• <a href="#">STAR – East Sussex Drug and Alcohol Recovery Service - East Sussex 1Space</a></li> <li>• <a href="#">Drink less - Better Health - NHS (www.nhs.uk)</a></li> <li>• <a href="#">Quit Smoking   One You East Sussex</a></li> </ul> <p>Check our website for more resources: <a href="#">Resources Archive - East Sussex Healthy Workplace</a></p>	
<b>SB.AS.2</b>	Produce and promote a smoking statement or policy, after consulting employees, with a clear rules on smoking in the workplace, signposting to support services and the health risks of smoking.	<ul style="list-style-type: none"> <li>• Check this toolkit for a template: <a href="#">bitc-wellbeing-toolkit-drugsalcoholtobacco-may2018.pdf</a></li> <li>• <a href="#">Employers and Businesses (smokefreeengland.co.uk)</a></li> </ul>	Copy of statement or policy, and any documents to support staff engagement - e.g. feedback from consultation, emails. Identify where the policy is accessed in the workplace.
<b>SB.AS.3</b>	Create a smoke free site, including all open and outdoor spaces/grounds, that are clearly signposted as smoke free and steps are taken to ensure smoking does not happen on the organisation's premises. <b>DOUBLE WEIGHTED CRITERIA</b>	<ul style="list-style-type: none"> <li>• <a href="#">Employers and Businesses (smokefreeengland.co.uk)</a></li> <li>• Example of a smoke free site policy <a href="#">smoke-free-policy.pdf (slam.nhs.uk)</a></li> </ul>	Pictures of signage or copy of policy or statement.

## 5. Sickness Absence, Return to Work and Prevention

Criteria Number	Criteria	Ideas and Resources	Evidence Examples
	<b>**Gold Award** (To Choose)</b>		
SB.SA.1	Encourage eligible employees to access screening and other health services by sharing information and signposting.	<p>Display information about health services such as NHS Health Checks, cervical screening and eye tests appropriately, and allow time off to attend appointments. Considering covering cover the stance on medical/healthcare appointments in your sickness absence policy.</p> <ul style="list-style-type: none"> <li>• <a href="#">NHS Health Checks   One You East Sussex</a></li> <li>• <a href="http://www.nhs.uk">NHS screening - NHS (www.nhs.uk)</a></li> </ul>	Image of where the information can be found (intranet, poster, leaflet, email, etc).
SB.SA.2	Encourage employees whose sickness absence is expected to continue beyond 4 weeks to discuss with their GP or secondary care specialist any options for referral to support services such as physiotherapy, counselling or occupational therapy. If you have an Employee Assistance Programme and/or Occupational Health Service, you may encourage employees to access these instead.	<ul style="list-style-type: none"> <li>• <a href="#">Getting the most out of the fit note: guidance for employers and line managers (publishing.service.gov.uk)</a></li> <li>• <a href="#">Support for mental health at work   Able Futures Mental Health Support Service (able-futures.co.uk)</a></li> </ul>	Copy of the policy, HR or management guidelines where this recommendation can be found.
SB.SA.3	Allow all staff the flexibility to attend screening and other healthcare appointments during the working day.	<p>Consider including smoking, substance misuse or alcohol support services appointments too. This could be achieved via paid time to attend within the workday, enabling shift-swaps, allowing employees to make up time lost, via flexible working practices, etc.</p> <ul style="list-style-type: none"> <li>• <a href="http://esht.nhs.uk">Screening – East Sussex Healthcare NHS Trust (esht.nhs.uk)</a></li> </ul>	Copy of the relevant policy or statement, or copy of an email to staff, or where the relevant information can be found on the intranet.



## 6. Leadership, Management and Workplace Culture

Criteria Number	Criteria	Ideas and Resources	Evidence Examples
	<b>**Gold Award** (Mandatory)</b>		
<b>SB.LM.G1</b>	Conduct an annual staff health and wellbeing assessment, and promote <b>two</b> health campaigns or activities based on the assessment results. Share the results with employees, with actions to be taken to improve any highlighted issues.	<b><u>This criteria must be addressed first when undertaking Gold Award.</u></b> The campaigns or activities should be fully promoted in the workplace (emails, posters, intranet, newsletter, etc) and can be led by workplace champions, HR or the awards lead. Check our website for an assessment template and calendar of wellbeing dates: <a href="#">Resources Archive - East Sussex Healthy Workplace</a>	Copy of the wellbeing survey results and images of posters and location (e.g. intranet, wellbeing boards, etc) of wellbeing activities. Copy of any messages sent to employees about the events/activities.
<b>SB.LM.G2</b>	Produce statements or policies on bullying, harassment, whistleblowing and equality and diversity. Include procedures to ensure unfair treatment of employees is addressed impartially and as a matter of priority.	Check our website for resources and template: <a href="#">Resources Archive - East Sussex Healthy Workplace</a>	Copy of the statement or policy, and image of where it can be accessed.
<b>SB.LM.G3</b>	Encourage employees to take regular breaks away from their work, and foster a culture where this is deemed acceptable.	Consider how line managers and senior leaders could role model this, showing best practice, and also communicate this to staff <a href="#">Work routine and breaks - Display screen equipment - HSE</a>	Copy of any messages sent to employees, or of the policy or statement where this is covered.
	<b>**Gold Award** (To Choose)</b>		
<b>SB.LM.1</b>	Recognise, promote and support employees with aspects of healthy ageing.	Consider reasonable adjustments for those going through the menopause, supporting	Image of where the information can be found (intranet, poster, leaflet,

		<p>employees transitioning into retirement, etc.</p> <ul style="list-style-type: none"> <li>• <a href="#">The midlife MOT: take control of your future now - Your Pension</a></li> <li>• <a href="#">bitc-age-toolkit-midlifemotseniorhrmanagers-apr2019.pdf</a></li> </ul> <p>Check our website for more resources: <a href="#">Resources Archive - East Sussex Healthy Workplace</a></p>	<p>newsletter, email to staff, copy of relevant policy or statement, etc).</p>
<b>SB.LM.2</b>	<p>Raise awareness in the workplace of the environmental agenda.</p>	<p>Encourage use of video or phone calls, or other types of technology to facilitate meetings remotely, that would have otherwise been in person. Invest in energy efficiency or reduce energy consumption, e.g. solar panels. Ban or reduce consumption of single use plastics and water consumptions, enable recycling. Encourage efficient use of resources, e.g. paper free policy, sustainable deliveries such as e-cargo bikes or electric vehicles.</p> <ul style="list-style-type: none"> <li>• <a href="#">Green business – East Sussex County Council</a></li> </ul>	<p>Image of where the information can be found (intranet, poster, leaflet, newsletter, email to staff, copy of relevant policy or statement, etc).</p>
<b>SB.LM.3</b>	<p>Agree a communication channel with staff where organisational updates, messages and changes are shared. Ensure there is a function to include employees in senior decision making.</p>	<p>This could be intranet, newsletter, team or all staff meetings, etc. Employees could contribute to senior decisions via Staff Forums and/or Groups, champions or representatives, or staff surveys, engagement or consultation processes.</p>	<p>Copy of a newsletter, screenshot of the intranet or e-mail invitations to team or staff meetings. Minutes of a staff forum meeting, or copy of a staff survey results.</p>

<b>SB.LM.4</b>	Ensure health and wellbeing statements or policies are included in any induction, training and development programmes for new employees.	Ensure this is part of procedure for inductions, for all employees	Copy of any induction or training materials regarding health and wellbeing. Those materials should contain the policies or statements or where they can be found.
<b>SB.LM.5</b>	Offer all employees the same opportunities with support, training, CPD, progression, secondment or personal development.	In line with the organisations equal opportunities or HR statement or policy (if the organisation has one). These should be offered to all employees regardless of age, gender, ethnicity or any other protected characteristics under the Equality Act 2010. Check our website for more resources on equality, diversity and discrimination: <a href="#">Resources Archive - East Sussex Healthy Workplace</a>	Copy of relevant HR policy or statement; or copy of email to staff about personal development opportunities; or screenshot of intranet page with relevant information.

## 7. Musculoskeletal Health (MSK) and Health & Safety

Criteria Number	Criteria	Ideas and Resources	Evidence Examples
	<b>**Gold Award** (Mandatory)</b>		
<b>SB.MSK.G1</b>	Ensure the organisation has procedures in place for reporting and recording MSK symptoms, as well as for making reasonable adjustments for individuals where an issue is raised. Share with staff.	Consider self-assessment or assessment by a professional as ways of reporting MSK symptoms. Consider accessing Government grants to aid reasonable adjustments. <ul style="list-style-type: none"> <li><a href="#">Get support in work if you have a disability or health condition (Access to Work) - GOV.UK (www.gov.uk)</a></li> </ul>	Copy of internal process, relevant policy or statement. Copy of piece of communication to staff, e.g. email, newsletter.