



Robertson Cooper and BDP Media Group get the green light to improve health, welfare and social awareness in the public sector

Manchester, 29 May, 2009: Robertson Cooper, a leading specialist in improving employee engagement and well-being in the workplace and BDP Media Group have jointly been successful in gaining supplier status to provide Health and Welfare services to the public sector. They achieved this together by winning a place on the Buying Solutions Learning & Development and E-Learning Solutions Framework.

Well-being and employee engagement has never been higher on the UK public sector agenda. The link between employee engagement, well-being and important business level outcomes like productivity has been highlighted by a number of high profile reviews and reports. The Government's Health, Work and Well-being initiative spearheaded by Dame Carol Black's review, BERR's upcoming Macleod Report on Employee Engagement and The National Institute for Clinical Excellence (NICE) guidelines on mental wellbeing at work all point towards the increasing importance of well-being and employee engagement in the workplace.

The selection of this consortium for the Buying Solutions Learning & Development and E-Learning Solutions Framework marks a recognition of the breadth and high importance of this issue for the public sector. This move provides the UK's public sector organisations with the opportunity not only to receive training and guidance to improve staff well-being and engagement, but also to build a well-being business case, assess levels of well-being in the workplace and implement interventions that will make improvements sustainable. The consortium's services are designed to impact business level outcomes like sickness absence, customer satisfaction and ultimately, productivity, as well as positively impacting how staff feel at work.

Cary Cooper, Director of Robertson Cooper comments: "The inclusion of a Health and Welfare Lot in this Framework allows organisations to respond to the recommendations being made by important government initiatives. By providing access to leading edge tools and expert consultancy, Buying Solutions are supporting the achievement of measurable improvements in employee engagement and well-being in the public sector."

Robertson Cooper has an impressive track record of helping clients to leverage the well-being advantage to deliver bottom-line benefits in client organisations. They have worked with more than 18 police forces, several government departments, NHS Trusts and Councils.

Bryan De'Ath, CEO of BDP Media Group which led the bid, said: "This is an important win for this consortium. It helps consolidate our position as a leading provider of high quality training and learning communications programmes and environments which deliver positive behavioural, social and organisational change."

BDP Media Group and Robertson Cooper will play a key role in helping the public sector to buy well-being and engagement services that offer value for money, impact business level outcomes and comply with statutory and legislative requirements.

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About Robertson Cooper Ltd

Robertson Cooper is a specialist in employee engagement and well-being in the workplace. As a leading authority on the business case for well-being in the UK, it provides products and expert advice that deliver tangible business benefits. The company was founded in 1999 by Professors Ivan Robertson and Cary Cooper with offices in Manchester and London. Robertson Cooper serves a wide range of public sector and blue-chip clients including, NHS Trusts, Criminal Justice, Central Government and Financial Services.

Robertson Cooper is also the founder of the Business Well-being Network. Set up in 2008, it is a community of more than 90 organisations (over half of which are from

the public sector) that links HR, OD and Occupational Health & Safety professionals together to share experience and keep up with the latest developments in the fields of well-being and engagement.

www.robertsoncooper.com

About BDP Media Group

BDP Media Group was launched by the entrepreneur Bryan De'Ath in 1991 and has grown to encompass an integrated portfolio of specialist companies which position it at the leading edge of the social learning, training, and UK skills and communications agendas. BDP Media Group is listed as one of Britain's rising commercial stars in the Sunday Times Tech Track 2008 (published September 28 2008) which ranks the country's fastest growing private technology companies.

BDP Media Group has more than 15 years experience working in the field of social awareness, developing engagement programmes and cross platform resources to tackle a range of diverse issues such as drug abuse, bullying, parenting, knife crime, self harm, global warming and racism. BDP Media Group works with a wide range of public, private and third sector organisations including the Home Office, Department for Children, Schools and Families, Department for Culture, Media and Sport, Department for Innovation, Universities & Skills, University for Industry, the BBC, Channel 4, Lifelong Learning UK and the Learning Skills Improvement Service.

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