



SLEEP FIRST

THE FOUNDATION OF
WORKPLACE WELLBEING



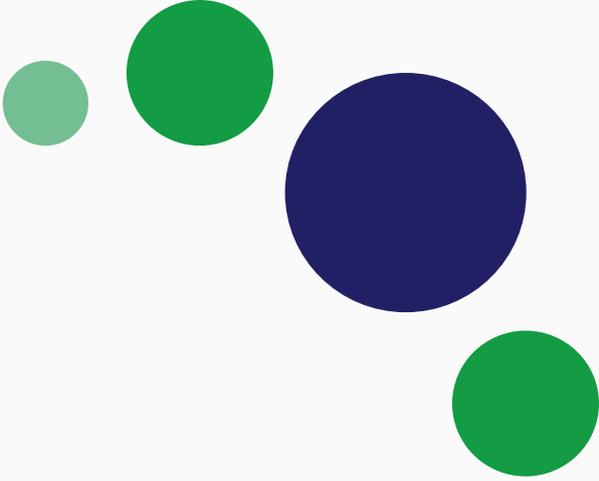
+44 7624 467992



hello@simply-sleep.co.uk



www.simply-sleep.co.uk



A BRIEF INTRODUCTION

We are a small business with a simple vision, to 'make sleep the new normal', you can find out more about us on our website <https://simply-sleep.co.uk/about-us>.

So firstly, thank you for taking the time to read this document, even just thinking about sleep as an aspect of wellbeing for your workforce is a huge step in the right direction.

Through working with us, you will be able to offer your workforce a more personal approach to wellbeing, paying attention to what really matters in maintaining a good work-life balance and introducing practical strategies that can really help them achieve and maintain that balance.

As a result, you will support more employees to remain in or return to work by improving their physical, mental and social health outcomes and preventing burn-out.

So let's talk sleep, or lack thereof...

Bek + Emma

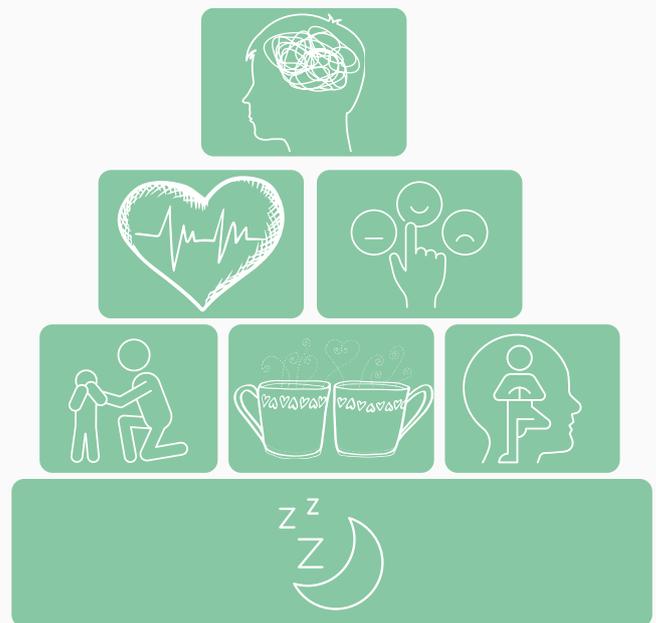
IDENTIFYING YOUR NEED

SLEEP FIRST

Sleep is the foundation that supports physical, mental and social health and as such, should be considered as the first component of any wellbeing programme.

Sleep plays a fundamental role in:

- The prevention of stress, anxiety and depression
- Focus, mental clarity and productivity
- Motivation and self-care
- Growth, repair and immune system support
- Cardiovascular health
- Emotional regulation and social wellbeing



We know that for many organisations there is a disconnect between the wellbeing benefits your organisation offers and the number of employees engaging with them in a meaningful way. We also know that very few organisations include sleep support in their overall wellbeing offering.

So ask yourself this. How do you feel after a night or two of poor sleep? Now imagine how you would feel over a prolonged period of time.

Are you going to be making the most of a gym membership? Are you going to be joining colleagues for a post-work social? Are you going to be attending breakfast CPD events? ...we could go on but you get the gist.

We believe that by putting sleep first in the minds of your employees when it comes to their wellbeing, other elements of health and wellbeing will follow and this will increase engagement with other benefits that you offer.

NUMBER OF EMPLOYEES IMPACTED

There are two key areas that we focus on when it comes to workplace wellbeing, the first is the general adult population and the second is the parent workforce.

According to a 2023 Aviva survey, 51% of UK adults are not getting the recommended seven to nine hours of good sleep per night and it is thought that 14 million of those have undiagnosed insomnia. So the odds are that this is affecting a significant number of your workforce, more if your business operates outside of normal working hours. And in our experience, many people don't even realise they aren't sleeping well until they attend one of our workshops.

On average 40% of the UK workforce are working parents of young children aged 0-8 years. 95% of new parents sleep less than the recommended amount of sleep each night and this continues on average for the first six years for 59% new parents.

The reason that we split these two groups out is that where parents are not sleeping due to children there are age-specific strategies that we use to support good sleep. With adults, there are a number of factors that play a role in poor sleep including lifestyle, physical health and mental health. So the support is very different for these two distinct groups.

THE ECONOMIC TOLL OF SLEEP DEPRIVATION (AT A GLANCE)

FINANCIAL COSTS

£40.2 BILLION

Annual financial impact on UK economy, set to rise to £47B by 2030.

£1,424

Annual cost per employee (absenteeism/presenteeism).

6 DAYS

Lost annually to (absenteeism/presenteeism) by sleep deprived workers.

70%

Increase in workplace accidents.

28%

Errors caused by sleep deprived workers.

£51 MILLION

Cost of major road accidents caused by fatigued commercial drivers.

NON-FINANCIAL COSTS

21%

GP consultations have tiredness/fatigue as primary cause.

2ND

Most common health complaint after pain.

20%

Road crashes are fatigue-related and 50% more likely to result in death.

PHYSICAL HEALTH

At best: a lack of energy. At worst: increases likelihood of Type 2 diabetes, heart disease and obesity.

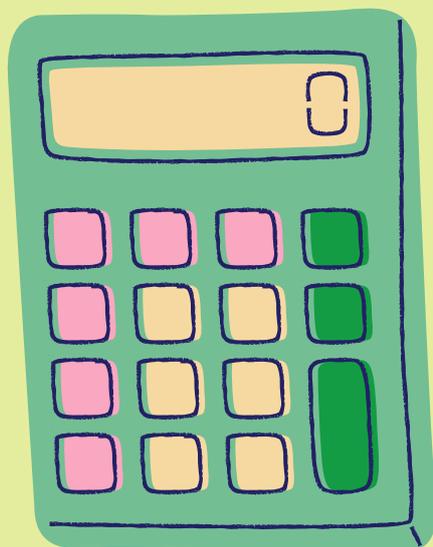
MENTAL HEALTH

At best: feeling of irritability, lack of focus and low mood. At worst: can develop into depression or anxiety

SOCIAL HEALTH

Affects ability to build/maintain meaningful relationships and drastically affects ability to enjoy life

CALCULATE YOUR SLEEP DEPRIVATION COSTS



NUMBER EMPLOYEES

X

51%

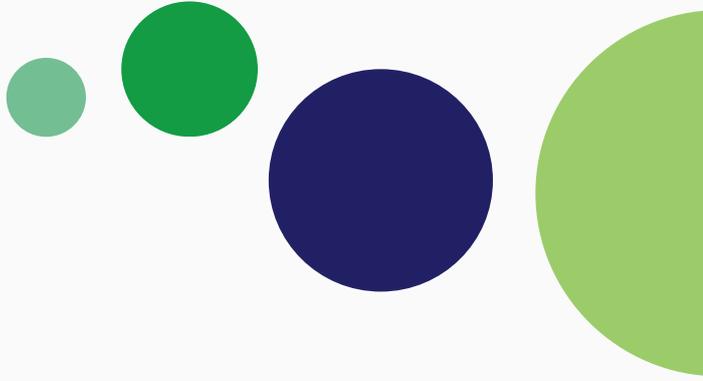
= NUMBER IMPACTED

NUMBER IMPACTED X 1424

= ANNUAL COST TO YOUR BUSINESS

NUMBER IMPACTED X 6

= ANNUAL NO. WORKING DAYS LOST



HOW WE HELP BUSINESSES LIKE YOURS

We believe that everyone has the right, and need, for a decent night's sleep and that all employers benefit from a well rested and healthy workforce.

Taking action on sleep deprivation will have a tangible impact on your workforce and doesn't involve a significant investment of time or resource. We work with businesses like yours to support parent-employees through a range of services:



**SLEEP FIRST
WORKSHOPS**



**PARENT EMPLOYEE
WORKSHOPS**



**SLEEP WELLBEING
CONSULTANCY**



**FREE INITIAL
CONSULTATIONS**



**TAILORED SLEEP
SUPPORT**



**ANTE/POSTNATAL
WORKSHOPS**

SLEEP FIRST - THE FOUNDATION OF WORKFORCE WELLBEING WORKSHOPS

£350

Approx. 1.5-2 hours

ABOUT THIS SERVICE

This workshop asks employees to assess how well they are sleeping, how this may be impacting them day-to-day, and provides strategies to make lifestyle improvements to their sleep hygiene.

WHAT IS COVERED

This workshop explores the following:

- Sleep's vital role in our overall health.
- How a lack of sleep can manifest in the workplace.
- The science of sleep.
- Practical tools and strategies to improve sleep quality and duration.



WHO IT IS FOR

All employees, management and those with responsibility for workplace wellbeing.

WHEN & WHERE

Our face-to-face workshops can be delivered in your place of work (or virtually), and can be booked at a time to suit [here](#). Alternatively, if you are a small business you can send individual employees to our open workshops, more information can be found [here](#).



Kari Collins, Assoc. CIPD • 1st
HR Advisor at IQ-EQ
2w •



It was great to have Emma & Bek from [Simply-Sleep.co.uk](#) in our office today. They gave us lots of advice on how sleep impacts our mental, physical and social health - Thank you!

WORKING PARENTS SLEEP WELLBEING WORKSHOP

£350

Approx. 1.5-2 hours

ABOUT THIS SERVICE

This workshop asks employees to assess how well their children are sleeping, how this may be impacting them day-to-day, and provides gentle strategies to teach independent sleep.

WHAT IS COVERED

This presentation is designed to give parents, and those who support them, an overview of:

- Understanding why sleep is important for their and their family's health
- The signs/impact of sleep deprivation
- The science of sleep in children
- Practical strategies for supporting their children to sleep well



WHO THEY ARE FOR

- ✓ Expectant parents
- ✓ Parents/carers of children 0-8 years
- ✓ Grandparents/relatives of those with children 0-8 years

WHEN & WHERE

Our face-to-face workshops can be delivered in your place of work (or virtually), and can be booked at a time to suit [here](#). Alternatively, if you are a small business you can send individual employees to our open workshops, more information can be found [here](#).



Petya Petkova

29 September at 13:32 · 🌐

Just had a visit from these lovely ladies to talk about what they do to support young children and parents in building a healthy sleep routine by bringing it back to the basics. If anyone struggles with sleep deprivation and needs to talk to someone about their little ones sleep habits, I would highly recommend you to contact them. Really friendly and down to earth, hands on mummies who have been there and really want to help.

SLEEP WELLBEING CONSULTANCY

£80/hour

ABOUT THIS SERVICE

This service is for the businesses who want to support sleep in the workplace beyond the provision of a workshop. This is where we are able to help you provide a more tailored service to meet your business and employee specific needs.

CONSULTANCY SERVICES

- Sleep wellbeing audit to assess how you can make environmental or cultural improvements to support better sleep in your workforce.
- Drop in sessions/sleep clinics to support staff on a one-to-one basis.
- Leadership engagement sessions to educate around signs of sleep deprivation and strategies for supporting staff.



WHEN & WHERE

We are happy to visit you at your place of work, can meet in a local shared work space or via a video meeting where face-to-face is not possible.

Please get in touch at hello@simply-sleep.co.uk to discuss your needs.

SLEEP WELLBEING AUDIT

Our Sleep Wellbeing Audit evaluates areas of practice around:

- PEOPLE
- ENVIRONMENT
- POLICY

And provides a range of improvements in each of these areas split into low, medium and high resource requirements for implementation.

INITIAL CONSULTATIONS

FREE with workshops / £15

Approx. 15 mins

WHY WE RECOMMEND THIS SERVICE

This is the first step in each of our one-to-one parent sleep plans and an important way for us to assess how we can best support each client. The call provides your employees with an opportunity to find out what to expect from our plans and ask questions about our methods before fully committing.



WHAT IS COVERED

During this call we discuss:

- Their child's sleep needs.
- Current sleep habits.
- Medical issues that impact sleep.
- Sleep goals/what good looks like.
- The methods and strategies we use in our sleep plans.
- Practicalities of starting a plan.
- Any other questions or concerns.

WHO THEY ARE FOR

- ✓ Expectant parents
- ✓ Parents/carers of children 0-8 years

WHEN & WHERE

All of our initial consultations take place over the phone. Your employees will receive a booking link to our calendar where they can choose a day and time that best suits them.

Hi, I'd like to book in for an initial consultation if possible? We have an 8 week old baby who has been diagnosed with CMPA and silent reflux and are trying to now get her into more of a routine. Thanks, [REDACTED]

SLEEP TRANSFORMATION PLAN

£325/£310 after initial consultation

One-to-one support over 10 nights.

WHY WE RECOMMEND THIS SERVICE

Sleep difficulties get harder the older children get and without intervention sleep problems often continue for many years. Our most popular sleep plan transforms sleep within 10 nights, often quicker.

WHAT IS COVERED

Our one-to-one Sleep Transformation Plans include:

- A bespoke 10-night sleep plan.
- A 90-minute consultation.
- 4 support calls to be used throughout plan implementation.
- Daily diary logs and email support.



WHO THEY ARE FOR

- ✓ Parents of children aged 4 months to 8 years

WHEN & WHERE

All of our one-to-one plans are delivered virtually using phone calls, email and Zoom as appropriate.

Booking links will be sent out following the initial consultation.



We went from having Lucy in our room and awake to settled in her own room. We are a very happy family thanks to the help given. I honestly can not recommend this company enough. Just because you are struggling does not mean you're doing anything wrong or that it can't be easily fixed. Thank you so much Simply Sleep! "

Within a few days Archie was sleeping 12 hours a night and 2 hour naps. I started feeling like myself again. Archie was more awake and happier. My husband could go to work after a full night's sleep. It was MAGICAL. My husband Dane, Archie, and I cannot thank her enough for what she has done for our family.



SLEEP FOUNDATIONS WORKSHOP

£95

With support spanning 3 months

WHY WE RECOMMEND THIS SERVICE

Designed for expectant parents, or those with a baby under 10 weeks, and focuses on laying gentle sleep foundations from birth.

WHAT IS COVERED

Our one-to-one Sleep Foundations Workshops include:

- Attendance for 2 adults at a 4 hour workshop.
- A sleep plan.
- Follow-up support calls.
- Support emails

Support is available for the first three months from starting the plan.

WHO THEY ARE FOR

- ✓ Expectant parents
- ✓ New and existing parents of babies up to 10 weeks



WHEN & WHERE

Our workshops are held quarterly and delivered at Hopes & Dreams Woodbourne Road.

Alternatively, one-on-one Sleep Foundations Plans are available for £140.

They can be booked at anytime before the baby is born or before the baby turns 10 weeks.

Please [contact us](#) to book.

I really can't thank Simply Sleep enough, and I advise anyone with a new baby to get in touch with them (or at any stage! Having done it though, we do think the earlier the better; why would you lose sleep longer than you need to?!). The foundations plan is ridiculously great value for money, especially

considering how your life will be changed. I'm so thankful we got in touch when we did. Our baby is set up for good sleep for life, and we will always have this invaluable knowledge. Thank you so much Emma! xx"

Bethan and Andy, May 2023

SLEEP CLUB MEMBERSHIP

£6 monthly

Between 0-36 months.

WHY WE RECOMMEND THIS SERVICE

Our membership service prompts suggested changes to a child's sleep schedule in-line with their developmental needs. We contact members at typical sleep transition points for their children and advise them on signs of readiness to look out for so that they feel empowered to judge when their child is ready for each change.

WHAT IS COVERED

Our sleep club membership includes:

- 7 key transition stage emails.
- 3-4 general sleep guidance emails each year.
- 1 support call each year.
- Monthly email support.
- Free sibling initial consultation.



WHO IT IS FOR

- ✓ Parents of children aged 0-3 years who have completed a sleep plan with us.

WHEN & WHERE

The dates of our emails are determined by the age of each child and the associated sleep transitions, or by external seasonal determining factors i.e. clock changes, hot/cold weather, winter bug season etc. Members will never go more than two months between emails.

Thank you for the email/video about clock changes we followed it and [redacted] managed to wake at his normal time which was great.

I think our free membership may be up for recommending a friend so I was wondering how I go about signing up?

Also if possible could we use our yearly phone call? [redacted] is transitioning to a childminder on the 11th of December and we are wondering how to navigate naps etc.

Genius! We'll definitely sign up 😊 – I'll also forward to all my mum pals.

CASE STUDY



Despite my professional experience, before I met Emma and Bek from Simply Sleep I was struggling with my son Freddy's sleep. We were having difficulty in getting Freddy settled in the evening, he would often not get to sleep until 8:30pm and was reliant on a dummy. This meant we were up multiple times a night to replace it. His naps would change on a daily basis and would take place mainly in the car or on the couch meaning that I could never make the most of this precious time.

I was exhausted and it showed, as a result, my boss Laura had a chat to me about using Simply Sleep's services. I knew that we would be working with them to support our families but it hadn't occurred to me that I could or should access their services myself. After making the most of their free initial consultation I decided it was the right move for our family. I felt reassured that their methods aligned with my own values as a parent and so we decided to go for it. Up until that point I hadn't realised that Laura and Gary were going to support my wellbeing in this way as a staff benefit, so it was more than a pleasant surprise when I found out that it was offered as a discretionary benefit, something I am enormously grateful for.

Going in to the plan, like most parents, I had my reservations, I felt it was worth giving it a go but I wasn't 100% convinced that it would work for Freddy. But following the consultation with Emma I felt I had a good understanding of the process and the new role I would be playing in Freddy's sleep routine going forward. I honestly couldn't believe it when he slept through on the first night and then had a wonderful nap in his own bed the next day. I was convinced it must be a fluke but since then he has been consistent and we now have a child who sleeps the whole night through in his own bed and naps perfectly every day!

I can't recommend this service enough. If you are having any difficulties with your child's sleep then go ahead and make the most of the free initial consultation call, you have nothing to lose. Even if Freddy had taken the full 10 days laid out in the plan, it would have still exceeded our expectations, the fact that he did it on night one is just phenomenal. Our only regret is that we didn't do it sooner.

HOPES & DREAMS

Charlotte - Ashley Hill Manager

NEXT STEPS

If you would like to book in for a workshop please use the links to access our calendar, you will be invoiced £50 for a deposit payable upon booking and the remainder will be invoiced post-workshop.

Any businesses booking both workshops in the same calendar year will receive a £50 discount on the second workshop.

For all other queries please get in touch via hello@simply-sleep.co.uk and we can discuss how our services can best meet your needs.

We look forward to working with you to:

- ✓ Improve the physical, mental and social health of your parent employees and their families.
- ✓ Help more parents successfully return to or stay in work.
- ✓ Reduce the likelihood of workplace errors and accidents.
- ✓ Reduce the number of sick days lost.
- ✓ Prevent parents from burning out.

REFERENCES

<https://ukhsa.blog.gov.uk/2018/01/30/is-lack-of-sleep-affecting-your-work/>

<https://www.sleepfoundation.org/sleep-hygiene/good-sleep-and-job-performance>

<https://www.sleepfoundation.org/excessive-sleepiness/workplace-accidents>

<https://www.bitc.org.uk/toolkit/sleep-and-recovery-toolkit/>

<https://www.nhs.uk/live-well/sleep-and-tiredness/healthy-sleep-tips-for-children/>

<https://www.theguardian.com/lifeandstyle/2019/feb/26/parenthood-sleep-deprivation-after-birth-mothers-hit-hardest-research>

https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3811736

<https://www.statista.com/statistics/281998/employment-figures-in-the-united-kingdom-uk/#:~:text=There%20were%20approximately%2032.4%20million,the%20same%20period%20of%202020.>

<https://workingfamilies.org.uk/news/flextheuk2021/>

<https://www.medicalnewstoday.com/articles/325303>

<https://thesleepcharity.org.uk>

<https://www.thensf.org/wp-content/uploads/2023/11/NSF-2023-Drowsy-Driving-Survey-Report.pdf>