



# SUPPORTING WORKPLACE WELLBEING



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[www.simply-sleep.co.uk](http://www.simply-sleep.co.uk)



# A BRIEF INTRODUCTION

We are a small business with a simple vision, to 'make sleep the new normal' for parents all over the world, 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 parents to remain in or return to work by improving their physical, mental and social health outcomes and preventing parental burn-out.

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

Bek + Emma

# IDENTIFYING YOUR NEED

Your organisation is only as good as the people within it and that means that irrespective of business size, you need to ensure that the wellbeing of your workforce is a priority.

So, how do you know if our services should be a priority for you?

## NUMBER OF EMPLOYEES IMPACTED

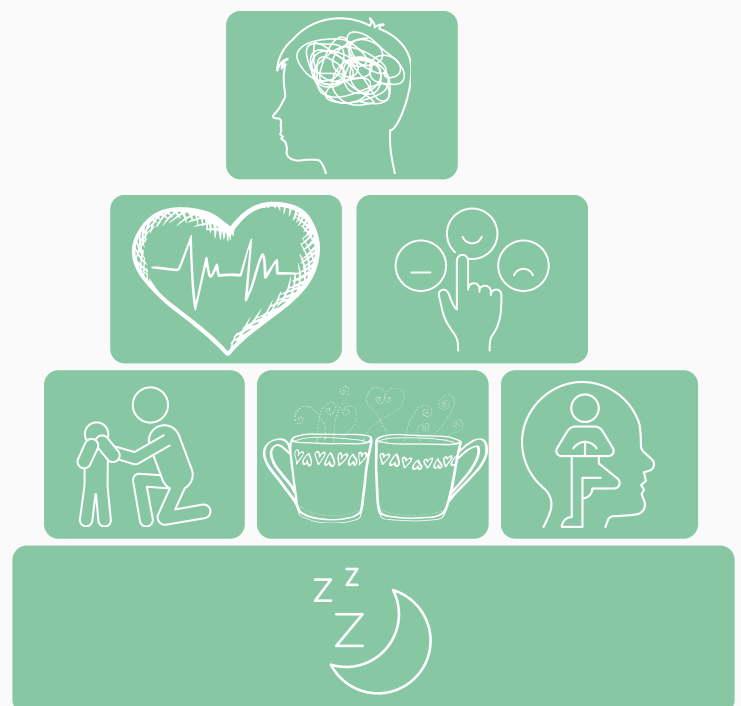
On average (in the UK) 40% of the workforce are working parents of young children aged 0-8 years. Of course, this varies from industry to industry, so if you have accurate figures for your business then make a note of them for your cost calculation.

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 FOUNDATION TO ALL OTHER WELLBEING

Sleep is the foundation that supports physical, mental and social health and as such, employers need to consider it as a fundamental component of their wellbeing programmes.

We understand that for workplace wellbeing programmes to be successful, or even considered in the first place, leadership and management buy-in is essential. The next couple of pages are likely to be key to this and can be used as a stand-alone summary. We also offer leadership presentations as part of our packages, or as stand-alone services to get your decision makers over the line.



# 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.

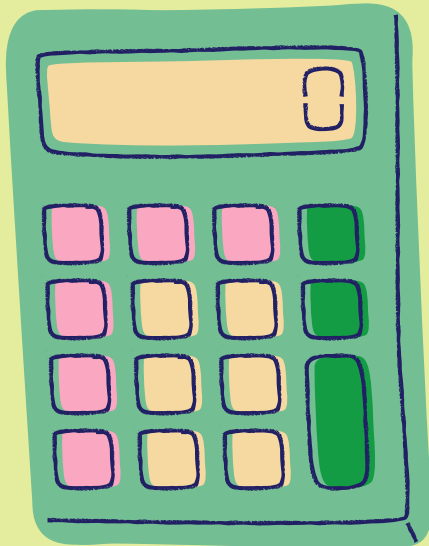
## MENTAL HEALTH

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 PARENT EMPLOYEE SLEEP DEPRIVATION COSTS



**NUMBER EMPLOYEES**

**X**

**% PARENTS** (CHILDREN 0-6 YEARS.  
USE 40% IF UNKNOWN)

**X**

**59%** (PARENTS AFFECTED)

**= 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 all parents and children have 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 real 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:



**LEADERSHIP  
PRESENTATIONS**



**PARENT/EMPLOYEE  
PRESENTATIONS**



**FREE INITIAL  
CONSULTATIONS**



**ANTE/POSTNATAL  
WORKSHOPS**



**TAILORED SLEEP  
PLANS**



**SLEEP CLUB  
MEMBERSHIP**

# HOW WE HELP BUSINESSES LIKE YOURS

Our corporate packages focus on minimising the impact of sleep deprivation across the parent-employee workforce, educating all employees on the importance of good sleep and providing effective solutions for those not getting it.

	<b>SLEEP SUPREME</b>	<b>SLEEP STANDARD</b>	<b>SIMPLE STEPS</b>
<b>LEADERSHIP PRESENTATION</b>	1	1	1
<b>PARENT EMPLOYEE PRESENTATION + INITIAL CONSULTATIONS FOR ATTENDEES</b>	1	1	1
<b>ADDITIONAL INITIAL CONSULTATIONS FOR PARENT EMPLOYEES</b>	UNLIMITED	10	5
<b>ONE-TO-ONE TAILORED SLEEP PLANS</b>	4	2	-
<b>ANTE OR POSTNATAL WORKSHOP ATTENDANCE (EMPLOYEE + PARTNER)</b>	6	3	-
<b>SLEEP CLUB MEMBERSHIP (UPON COMPLETION OF SLEEP TRANSFORMATION PLAN/WORKSHOP)</b>	10	5	-
<b>HR/WELLBEING ACCESS TO DIGITAL TOOLKIT</b>	UNLIMITED	1	-
<b>DISCOUNT ON ADDITIONAL SERVICES</b>	25%	10%	5%
<b>VALUE</b>	£5,665 +	£3,350	£775
<b>PACKAGE PRICE</b>	<b>£4,250</b>	<b>£3,000</b>	<b>£700</b>
<b>PACKAGE SAVINGS</b>	£1,415+	£350	£75

All of our sleep solutions are available as standalone services, more details on each service can be found over the following pages.

# LEADERSHIP PRESENTATIONS

£350

Approx. 1 -1.5 hours

## WHY WE RECOMMEND THIS SERVICE

When leaders embrace a wellbeing initiative, the wider workforce is more likely to do the same. It is important that your leaders understand how sleep deprivation is manifesting in the workplace, the impact this is having and the best way to offer support to your affected employees.

## WHAT IS COVERED

This presentation is designed to give those managing parent employees an overview of:

- Why sleep is important.
- How a lack of sleep can manifest itself in the workplace.
- The economic impact of sleep deprivation.
- Common pain points for parents.
- How to best help those who may be experiencing sleep deprivation.



## WHO THEY ARE FOR

- ✓ Line managers
- ✓ Senior managers
- ✓ HR professionals
- ✓ Wellbeing leads & committees

## WHEN & WHERE

We prefer to present face to face in your place of work but can also deliver our presentations virtually over Zoom or Teams. We usually require at least two weeks' notice to book.



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

It was great to have Emma & Bek from [Simply-Sleep.co.uk](https://www.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!



# PARENT EMPLOYEE PRESENTATIONS

£350

Approx. 1 -1.5 hours

## WHY WE RECOMMEND THIS SERVICE

The impact of sleep deprivation builds over a long period of time, and it can often take a wake-up call for employees to realise how significantly they are being affected.

## WHAT IS COVERED

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

- Why sleep is important for our health & wellbeing.
- The signs/impact of sleep deprivation.
- The science of sleep.
- Sleep tips for children.
- The benefits of good sleep to our children.
- Free initial consultation calls for all attendees.



## WHO THEY ARE FOR

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

## WHEN & WHERE

We prefer to present face to face in your place of work but can also deliver our presentations virtually over Zoom or Teams. We usually require at least two weeks' notice to book.



**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.

# INITIAL CONSULTATIONS

£15

Approx. 15 mins

## WHY WE RECOMMEND THIS SERVICE

This is the first step in each of our 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:

- Your 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 FOUNDATIONS PLAN

£140/£125 after initial consultation

One-to-one support spanning 3 months

## WHY WE RECOMMEND THIS SERVICE

This gentle sleep plan helps expectant parents set solid sleep foundations within the first 10 weeks of their child's life. By getting an early start in establishing healthy sleep habits they should not then experience extended periods of sleep deprivation at a later stage.



## WHO THEY ARE FOR

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

## WHEN & WHERE

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

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

## WHAT IS COVERED

Our one-to-one Sleep Foundations Plans include:

- A bespoke sleep plan.
- A 60-minute consultation.
- A follow up support call two weeks after starting.
- Support emails within the first three months to ask questions or address any issues that may have arisen.

*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 TRANSFORMATION PLAN

£325/£310 after initial consultation

One-to-one support over 14 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.
- Additional 4 nights of support if needed.



## 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.

They are most popular with parents returning to work after maternity leave, those looking to increase their contracted hours, or when expecting another baby.



*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! "*

Toni, Matthew & Lucy, July 2021

*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.*

Isabella, August 2020





# ANTE/POST NATAL WORKSHOPS

£285 each or £500 for both

Approx. 4 hours

## ABOUT PINK FLAMINGO

We have developed a support partnership designed to provide guidance and education workshops for new and expectant parents. It brings together a team of industry experts including our sleep consultant Emma Riley, dietitian Zita Ronald (Sensible Eating), physiotherapist Erin Bonett (BeFree PhysioFit), psychologist Dr Hollie Quaye and Psychological Therapist Fiona King (Flourish Therapies)

## WHY WE RECOMMEND THIS SERVICE

Our comprehensive workshops provide evidence-based information, practical skills and professional guidance that empowers parents to make decisions that are right for the wellbeing of them and their families.

## WHAT IS COVERED - BUMP TO BABY

- Nutrition in pregnancy.
- Preparing your body for birth.
- The emotional impact of pregnancy.
- Laying strong foundations for sleep.
- Infant feeding.
- Post-partum physical recovery and mental health.



## WHAT IS COVERED - EARLY DAYS

- Rehabilitation/returning to exercise.
- Avoiding sleep regressions and setting sleep routines.
- Stress reduction.
- Changing relationships and adjusting to life as a family.
- An introduction to weaning, food allergies and intolerances.

## WHO THEY ARE FOR

- ✓ Expectant parents
- ✓ New parents

## WHEN & WHERE

Both workshops will be held every quarter and will increase in frequency as demand dictates.

They will usually be held on a Saturday/Sunday afternoon at Hopes & Dreams Woodbourne Road.

Spaces are limited so early booking is advised.

# 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 B 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? B 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.

# SLEEP TOOLKIT

£95 per login

12-month access

## WHY WE RECOMMEND THIS SERVICE

This toolkit has been designed to support the development of a positive health and wellbeing culture within your organisation by providing sleep resources that focus on making improvements to your policies, procedures and environment.



## WHAT IS COVERED

Our sleep toolkit includes:

- Digital sleep assets.
- Sleep, wellbeing policy templates and suggestions.
- Ideas for rewards, challenges and competitions.
- Self-assessment sleep surveys.
- Environmental solutions.
- Management/leadership guidance.
- How to appoint a sleep champion.
- Assets to help build your benefits/wellbeing packages.
- How to measure and recognise improvement.

- Sleep as a part of a wider wellbeing programme.
- Links to other local resources and services.

## WHO IT IS FOR

- ✓ Line managers
- ✓ Senior managers
- ✓ HR professionals
- ✓ Wellbeing leads & committee members

## WHEN & WHERE

You will be granted access to a private section of our website and granted permission to view content and download assets throughout the duration of your subscription.

# 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

Once you have decided which package is right for your business, drop us a line to [hello@simply-sleep.co.uk](mailto:hello@simply-sleep.co.uk) and we will get you booked in for your first presentation.

If you aren't yet sure which package is right for you then please get in touch and we would be happy to arrange a meeting where we can discuss everything in a bit more detail or design you a bespoke package to suit your business needs.

If you are sold on a package, but need management approval, then we recommend booking one of the leadership presentations which can be paid for as a standalone service, and once approval is sought we can deduct the cost of the presentation from the invoice for your package.

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.

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