

SUPPORTING WELLBEING IN THE WORKFORCE





INTRODUCTION

Dear Employer,

Thank you for taking the time to read this document. We are a small business with a simple vision, to 'make sleep the new normal' for parents all over the world, and working with companies such as yourselves is really going to go a long way to making that vision a reality. As a result, you will have a happier and healthier workforce who will value you putting their wellbeing, and that of their families, at the heart of your business.

So let's talk sleep, or lack thereof.

Sleep deprivation is recognised by the Human Rights Framework as a method of torture due to its detrimental effects on a person's health. If you are a parent then you are probably not at all shocked by this, in fact you have probably lived it. On average parents sleep 59% less than the recommended eight hours for the first six years of their child's life. So in effect, many of your employees are likely being tortured on a nightly basis before coming into work each day.

In this information pack we will outline the impact this is having on the wellbeing of your workforce, the economic impact on your business and most importantly, how we can help you support your parent employees through this very challenging time in their lives.

We look forward to making sleep the new normal for your workforce very soon.

Bek + Emma

“A solid night's sleep is essential for a long & healthy life” NHS.uk

SLEEP & HEALTH

The impact of sleep deprivation on your workforce...

PHYSICAL HEALTH

At best, sleep deprivation will be leaving your parent employees with a general lack of energy and an increased chance of illness or injury. At worst, those suffering from prolonged sleep deprivation could become prone to serious medical conditions such as type 2 diabetes, heart disease and obesity. As well as shortening life expectancy these conditions can severely impact a person's day to day wellbeing.

MENTAL HEALTH

If you have ever noticed an unexplained change in behaviour in some of your workforce, sleep deprivation could be to blame. It often leaves people feeling irritable with a lack of focus and a short temper. It can also make it difficult for those affected to concentrate and make decisions. A continued lack of sleep can cause people to feel down, a feeling that can easily develop into a long-term disorder such as depression or anxiety.

SOCIAL HEALTH

Many organisations like to reward their workforce with parties, meals, or other types of social event. Some have a culture of going for a drink on a Friday evening. But if any of your workforce have a child that will not sleep reliably they will likely view socialising as out of the question. Especially if they are exhausted, or concerned that finding childcare is tricky due to their child's poor sleep habits. This can often impact on their ability to build relationships with colleagues.



...and their families

The wellbeing of your workforce is always a top priority, but for them, their top priority will no doubt be the wellbeing of their families and children. Sleep plays an important role in this as it is when...



...growth occurs



...learned things are committed to memory



...the immune system recharges

So, by supporting your workforce with their sleep you will be having a positive impact on the wellbeing of their children too.

THE ECONOMIC IMPACT OF SLEEP

How sleep deprivation impacts your business

There are approximately 32.4 million people in the UK's workforce, 13 million of whom are working parents of young children. Only 5% of new parents are getting the recommended amount of sleep each night and this continues on average for the first four to six years. That is a huge potential for sleep deprivation in the workplace, and the impact on your organisation can be significant:

£40 BIL

The annual cost that sleep deprivation has on the economy in the UK alone.

£1,424

Estimated annual cost in the reduction of productivity, motivation, and related health care costs per employee.

-55%

The average reduction in productivity in sleep deprived members of the workforce.

70%

The increase in likelihood of workplace accidents.

28

The % of errors caused by sleep deprived workers.

200,000

The number of working days lost due to a combination of sick days and sub-optimal working.

HOW WE CAN HELP

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

We want to work with you to support your parent-employees by providing gentle sleep services that promote independent sleep and resettling in children aged 0-8 years.

Our services:



STAFF WELLBEING PRESENTATIONS



SLEEP FOUNDATIONS WORKSHOPS



ONE TO ONE TAILORED SLEEP PLANS



GIFT OF SLEEP VOUCHERS

STAFF WELLBEING PRESENTATIONS

£100

WHO ARE THEY FOR?

- ✓ Expectant parents
- ✓ Parents of children 0-8 years
- ✓ Grandparents of children 0-8 years
- ✓ Line-managers
- ✓ HR professionals
- ✓ Wellbeing leads & committees

WHAT DO WE COVER?

Our presentations are designed to give parent employees, and those who support or manage them, an overview of why sleep is important, how a lack of sleep can manifest itself in the workplace, how to best help those who may be experiencing sleep deprivation and our top tips for getting children and babies to sleep.



WHEN & WHERE?

We are happy to present face to face in your place of work, or can do so virtually over Zoom or Teams. Our presentations can be tailored to last anywhere between 30-60 mins.



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!



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.



NEW

SLEEP FOUNDATIONS WORKSHOPS

£50 per employee / £500 exclusive workshop

WHO ARE THEY FOR?

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

WHAT DO WE COVER?

Our workshops teach parents how to lay good foundations for sleep in the first 10 weeks of their baby's life so that they don't need to endure months, or even years, of sleep deprivation further down the line.

We will arm your employees with all of the information that they need to set their babies on the path to becoming great sleepers, whilst still having plenty of time for newborn cuddles. They will finish the workshop feeling educated, confident and equipped with all the right tools for their exciting journey.

We encourage, where practical, that two parents attend the session (included in price). However, if this doesn't reflect personal circumstance then we recommend the primary caregiver attends and if appropriate they can bring someone else who will be providing frequent care for the baby in the first weeks.



WHEN & WHERE?

We run our workshops one evening a month at Riley's Garden Centre in the Isle of Man. Please see our website for our next available dates.

We also offer exclusive workshops which can be run either from Riley's (evenings only), a location that you provide (Isle of Man only), or virtually. Please just get in touch to request a date.

With thanks to:
www.rileys.co.im



ONE TO ONE TAILORED SLEEP PLANS

£125 Sleep Foundations

WHO ARE THEY FOR?

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

WHAT DOES THIS INCLUDE?

Similar to our workshops, this plan supports parents in laying good foundations for sleep in the first 10 weeks of their baby's life. However, the support is given on a much more personal basis.

Our one to one plans include a 15 minute initial consultation, a bespoke sleep plan, a 60 minute consultation, a follow up support call and two support emails.

These can be used within the first two weeks of implementing the plan as a general discussion, to answer any questions or to address any issues that may have arisen.



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.



keeble222 mentioned you in a comment:
[@simplysleep.co.uk](https://www.simplysleep.co.uk) helped my daughter sleep through the night and I thought it was impossible! I'll be forever grateful- please try them if you are looking to get your evenings back and sleep all night long, they are fantastic! X 2 w

ONE TO ONE TAILORED SLEEP PLANS

£295 Sleep Transformation

WHO ARE THEY FOR?

- ✓ Parents of children aged 4 months to 8 years

WHAT DOES THIS INCLUDE?

Sleep difficulties get harder the older children get and without intervention sleep problems often continue for many years. Our most popular sleep plan has a 100% success rate of transforming sleep within 10 nights, often quicker.

We use information gathered from an initial consultation call and preliminary questionnaire to provide your employee with a tailored sleep plan that quickly and gently meets the needs of their child. This is delivered over a 90 minute Zoom consultation and supported with four follow up calls and email contact for two 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 and prove to be very popular with parents returning to work after maternity leave and those looking to increase their contracted hours.



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



GIFT OF SLEEP VOUCHERS

£ Any

WHO ARE THEY FOR?

- ✓ Expectant parents
- ✓ New and existing parents of babies up to 10 weeks
- ✓ Parents of children aged 4 months to 8 years

ABOUT

We sell gift vouchers for each of our services, or for any monetary contribution towards a full service.



DIGITAL COURSES

We will be launching digital versions of our Sleep Foundations and Sleep Transformation Plans in early 2022.

We will putting together bulk licence packages for corporates, meaning you can use our courses on your internal wellbeing platforms.

Please let us know by emailing hello@simply-sleep.co.uk if you would like more information on this service as it becomes available





TYPICAL PAIN POINTS FOR PARENTS

We can provide our services from when parents are expecting right through to when a child is 8 years old, however we tend to see the most need for our services during the following pain points for parents:



The primary carer returning to work



The arrival of a new baby



When expecting another child



When parents increase work hours



During significant life events



The 4 month 'sleep regression'

HOW YOU CAN OFFER OUR SERVICES

- ★ As part of your enhanced maternity package
- ★ As an option on your flexible benefits scheme
- ★ As a service on your health benefits scheme
- ★ As a new baby or maternity leave gift
- ★ As part of your wellbeing at work programme

If you would like to discuss any of these options further we would love to talk to you. Please just get in touch by sending us an email to hello@simply-sleep.co.uk or calling on +44 7624 467992.



We look forward to working with you to:

- Improve the physical, mental and social health of your parent employees and their children ✓
- Help more parents successfully return to work ✓
- Reduce the likelihood of workplace errors and accidents ✓
- Reduce the number of sick days lost ✓
- Prevent parents from burning out ✓
- Create a happy and loyal workforce ✓

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>