

# Bon Accord Care



**Project type:**  
Market insights

**Research question:**  
What is the current level of interest in wellbeing at work services?



## Project background and aims

Bon Accord Care, a local authority trading company delivering a range of adult social care services to maximise the independence of those living in Aberdeen City, approached us with a request for market research support in 2019 and to conduct a Wellbeing in the Workplace survey. Sickness absence is estimated to cost UK organisations £29bn a year according to research by the CIPD, therefore considering policies which can prevent absences and improve wellbeing is crucial. While the research was deemed to be of benefit to our wider network, Bon Accord Care was also interested in the insight as it offers wellbeing services to organisations looking to improve wellbeing and reduce staff absenteeism.

## Research approach and methodology

Prior to the survey we undertook a consultation phase to understand the scope of Bon Accord Care services and plans. As Wellbeing in the Workplace survey sponsors, Bon Accord Care were able to help shape the survey content and also received the aggregated findings prior to a results summary being shared publicly with respondents and Chamber members.

## Research impact

The findings of the survey helped increase understanding of the challenges companies face around wellbeing in the workplace and this has led to further development work which we will play a key role in progressing in partnership with Bon Accord Care.

In addition, by sponsoring the Wellbeing in the Workplace survey, Bon Accord Care has received key insight while also raising its profile as an organisation committed to improving wellbeing.

The Chamber also assisted Bon Accord Care with research into the feasibility of the development of a service and how it could supplement current supply in the local community. This provided valuable insight and helped shape the project scope and future direction.



**The Chamber were excellent to collaborate with and really helped form the survey which has provided us with a valuable insight into the general understanding of wellbeing in the workplace across multiple sectors**

Joanna Caie, *manager*,  
Bon Accord Care

