

Organisation Example: Embedding Staff Engagement Across a Diverse Workforce to Drive a Wellbeing Culture - Midlands Partnership University NHS Foundation Trust

Strategic Drivers Alignment: Culture and Identity

Background: Midlands Partnership University NHS Foundation Trust (MPFT) provides integrated physical and mental health, learning disability, and social care services across a wide geography. With over 10,000 staff and 1,500 temporary workers, the Trust faced the challenge of unifying staff experience and increasing wellbeing following a merger in 2018 and navigating the pressures of the COVID-19 pandemic.

Objective: To build a healthy organisational culture and improve staff experience and wellbeing through a strategic, inclusive, and digitally enabled approach to engagement and wellbeing across a wider workforce and OD strategy.

Approach and Intervention

- A four-year organisational development (OD) vision focused on culture and staff experience was developed.
- The 'SOOTHE' wellbeing framework was introduced (Self-care, Open up, Others, Team, Help, Enjoy) supported by 200 trained SOOTHE buddies.
- The 'In Our Gift Ideas Hub' was launched, enabling over 3,900 staff to share ideas and collaborate on improvements.
- Targeted leadership programmes and bite-sized wellbeing content was delivered.
- Interactive dashboards for managers to track and respond to NHS Staff Survey results were created.
- Digital tools to overcome geographical barriers and foster connection were used.

Outcome / Impact

- Staff survey improvements: Significant year-on-year improvements in NHS Staff Survey scores across engagement and morale
 - 14.4% increase in staff recommending MPFT as a place to work
 - Highest national score for "We are always learning" and second highest for "We are safe and healthy"
 - 83% of staff say patient care is the Trust's top priority; 89% feel their role makes a difference
 - Over 700 responses added to the Staff Survey in one year, driven by manager engagement

Key Takeaway

A strategic, inclusive, and digitally enabled approach to staff engagement, grounded in culture and wellbeing, can drive measurable improvements in morale, retention, and patient care across complex organisations.

How this demonstrates Growing OHWB Together

This demonstrates the importance of having clear strategic intent as well as co-design with staff and cultural sensitivity can lead to marked improvement in engagement, wellbeing, and retention for staff.