

Case study: Tideway TimeAway

Summary

In the early days of the national COVID lockdown the UK government issued specific guidance on allowable time for exercise and fresh air. Tideway employees used this time well and the positive benefits on mental health and wellbeing were apparent.

As lockdown restrictions relaxed it became evident that an “always on” mentality was emerging with many teams reporting extended days and almost continuous virtual meetings. COVID fatigue became part of the day-to-day vocabulary.

Trailed as “We all need a bit of me time” and led by Tideway’s Chief Executive and the Executive Team, the TimeAway initiative was introduced.

Employees were encouraged to block out a total of 2.5 hours in their calendar every week to prioritise activities that benefit their wellbeing.

How TimeAway was used each week was up to the individual. Whether it was blocked out in hour chunks, 30 minutes a day or the whole 2.5 hours in one go, the time was to help with achieving personal wellbeing goals.

It could be 30 minutes every day going for an afternoon walk or maybe to use the time to collect your children from school without rushing back to emails.

Perhaps a daytime fitness class or perhaps some extra time to practice meditation or mindfulness or simply to take the time to read a book and take a break from digital devices.

TimeAway could be used to focus on personal development without being disrupted or to attend an online course.

TimeAway could not be rolled over. It was intended to prioritise, set and achieve wellbeing goals each week.

Employees were encouraged to share how their TimeAway was making a positive impact on their mental health and wellbeing in the weekly newsletter.

The initiative has proved so popular that it has continued as we emerge from the pandemic – a simple leadership commitment to encourage our teams to take the time to think about their wellbeing.