



Stress Awareness Month at Bede

Employer: Bede Gaming

Area: Newcastle upon Tyne

Theme: Stress and Mental Health



Identifying the Health Need

Following feedback from our engagement survey and informal conversations across teams, we identified workload pressure as a key wellbeing challenge, linked to a temporary peak in activity as teams worked towards an important organisational goal. While overall engagement remained high, it was clear that many colleagues were balancing tight deadlines and needed more space to pause, reset, and protect their mental wellbeing during this period.

In response, the Health Advocates created a targeted Stress Awareness Month campaign, designed



to help colleagues recognise early signs of stress, open up conversations about pressure, and provide simple, practical tools to rest and recharge during the working day. With this in mind, throughout April we brought Stress Awareness Month to life through a series of activities designed to help colleagues slow down, reconnect, and take small moments for themselves during the working day. The aim was to keep everything simple, restorative, and inclusive.

"Workload has felt higher"

What We Did

We started the month with something hands-on and instantly relaxing: a day of de-stress massages in the Newcastle office. Twenty-eight colleagues took part, each enjoying a fifteen-minute “airportstyle”

massage focused on easing tension in the shoulders and upper back. The sessions provided a rare pause in the middle of a busy day and quickly became a talking point across the office, with several colleagues describing how energised they felt afterwards. The response was so positive that we brought the massages back later in the year, in both Newcastle and Sofia, during another busy period to remind teams to take time for themselves.

Midway through the month, we invited colleagues to join Mark from Mindful Therapies for a live desk yoga session streamed across our UK, Bulgaria, and Canada offices. Mark guided everyone through gentle stretches and breathing techniques that could easily be done at a desk. It was a simple but powerful reminder that wellbeing doesn't need to mean big changes, sometimes it's about pausing for thirty minutes and giving your body and mind a chance to reset.

To help colleagues unwind outside of meetings and screens, we also introduced a “Grow Your Own” activity, sending out seed packets for everyone to plant their own herbs. Remote workers received their packs by post, and a dedicated Green Fingers Slack channel soon filled with photos of seedlings, shared tips, and any fruits of labour. The campaign extended beyond mindfulness — it helped colleagues reconnect with nature, create something tangible, and celebrate small moments of calm and growth.

We also shared Mindful Moments resources from Every Mind at Work: short, practical mindfulness tools like muscle relaxation and positive imagery, alongside our own Bede De-Stress Guide, which included tips, reflections, and links to support through Bupa, our EAP, and local wellbeing providers.

Impact and Outcomes

The activities had a great effect on colleague morale and engagement. Between the February and July engagement surveys, Bede saw a 9-point increase in eNPS and an improvement in the wellbeing statement “Bede cares about my mental wellbeing” from 3.96 to 4.05 out of 5.

Colleagues also reported feeling more relaxed, valued, and re-energised following the campaign.



Participation rates and feedback demonstrated that small, simple wellbeing activities can have a big impact on connection, stress management, and energy levels across teams.

These results were the outcome of a campaign built around thoughtful, inclusive moments that encouraged everyone to pause, reset, and take care of themselves during a particularly busy time.

"It was so good! I've had shoulder pain all week from the gym and sitting at my desk all day makes it worse. But now my muscles don't feel as rigid anymore!" – James L."

"Was the perfect little break between meetings – could feel an immediate difference and reset me for the rest of the day. Very valuable 15 mins!" – Fiona S."

"Sharon was so friendly and showed me massage techniques for an old injury area. Wish this could be a thing every day! Thank you Bede." – Angie P."

"It was fantastic, felt like I was actually standing up straight for once! Would definitely be happy for her to come back in the future." – Richard M."



