



Robson Laidler help keep staff fit

Employer: Robson Laidler

Area: Newcastle

Theme: Physical Activity



In August 2018 staff member Liam Crowe decided that as part of the Better Health at Work Award programme he would like to set up a staff Badminton Club, following feedback from his colleagues.

He noted that his colleagues were showing a desire for a sport-based activity that was fun, affordable, encouraged staff from different departments to get to know one another and would keep them fit.

After verbal discussions with his peers they decided that a Badminton Club would address the brief above.

Liam found a court at a local sports centre and sent a proposal to the senior management team and health advocates for the club to be part-funded by the firm. Robson Laidler offered to pay a 50% contribution towards the fees of the courts.



The first session took place on 6th August at The Northumberland Club in Jesmond, and now runs every Tuesday at 5pm.

Regularly there are approx. 10 members of staff (16% of the workforce) who attend, and these are from different departments, so it has given these people a great opportunity to get to know each other better. We have two members of staff who want to go but who cannot make Tuesdays, so this is currently being reviewed with a view to changing the day to a Monday.

All staff are invited to join the Club and have been encouraged to attend via an 'all staff' email, a notice on the staff notice boards and the staff weekly newsletter.

Liam monitors feedback by the number of returning players each week, and the number of new players. Since the start, there have been the same players regularly returning, and, interest continues to rise.

Liam issues weekly emails about the progress of the club and encourages more people to come forward to join each week.

Due to the success of the Club, Liam is planning to launch a Robson Laidler league to add a competition element up until Christmas time. He will also keep a register and health and safety log to report any accidents.

Next year also, to further enhance the Badminton Club, Robson Laidler has agreed to pay for a coach to help train the club participants and give them further skills in the sport.

Liam said:

"I can't thank Robson Laidler enough for subsidising the Badminton Club and football, it really helps to increase the level of interest knowing they are not wasting money on something they may not enjoy. Let's hope the interest from the employees continues!"

"We are continually looking for other sports to play. At the moment, only the Badminton Club and the bi-weekly football game against RMT is scheduled. Once we get into the New Year and beyond, we will look at other sports to play, such as tennis, cricket etc."

