



healthworks
by *sodexo**

BASF responds to employees

Sodexo delivers Healthworks solution,
which goes from strength to strength

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BASF responds to employees

The challenge

Following a number of forums held with employees at its site in Cheadle Hulme, Manchester, BASF - the world's leading chemical company - discovered that there was demand for an onsite gym. However, with limited space available, would it be worth the investment? Or would an onsite gym simply become a white elephant? BASF consulted with its catering services provider, Sodexo.

The solution

While employees had made it clear they wanted an onsite gym, BASF understood the risk of investing heavily in something which could easily become redundant very quickly.

Sodexo already provided services onsite and BASF knew that the company also had the ability to operate gyms, so they consulted with their supplier to identify how they could meet employee demand without breaking the bank.

BASF had an IT training room, which was rarely used, so Sodexo suggested converting the room into a gym space. To keep a lid on costs, BASF invested in only a few pieces of equipment, while Sodexo suggested the gym only opened during core hours and employed a part-time gym instructor to manage the facility.

Having completed the conversion of the training room and implemented the Healthworks branding and service offer principles, the gym at BASF officially opened in February 2011.

Employee response was extremely positive. So positive in fact that the service offer has grown and, rather than being seen as a white elephant, BASF now sees the facility as a real asset in boosting employee engagement.

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The benefits

When the Healthworks gym was launched at BASF, the initial target was to get some 100 employees signed up and exercising.

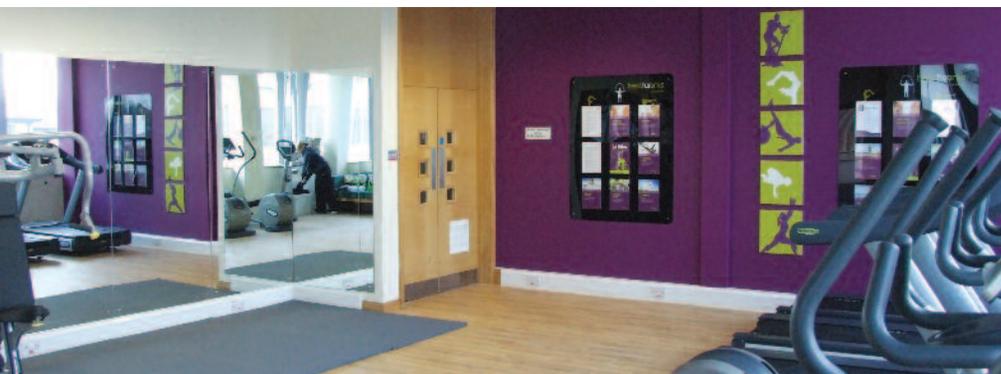
Thanks to the quality of the offer, an amazing 180 employees signed up in the first few weeks - Sodexo had almost doubled expectations in the early induction phase.

The success of the gym has since seen BASF become confident in investing further in the offer to better support the company's global health and wellbeing plan.

BASF contracted Sodexo to purchase more equipment, including cardiovascular equipment, free weights and resistance machines to further meet employees' expectations.

In addition, the Healthworks gym now hosts weekly circuit training classes and even a running club in the grounds of BASF's site in Cheadle Hulme.

BASF facilities manager, Chris Lundie says: “The Healthworks gym has been a fantastic and worthy investment for BASF and has made a great impact on employees. It has had a really positive effect on work-life balance and staff motivation, as well as supporting the company's commitment to health and wellbeing.”



educate, motivate, challenge