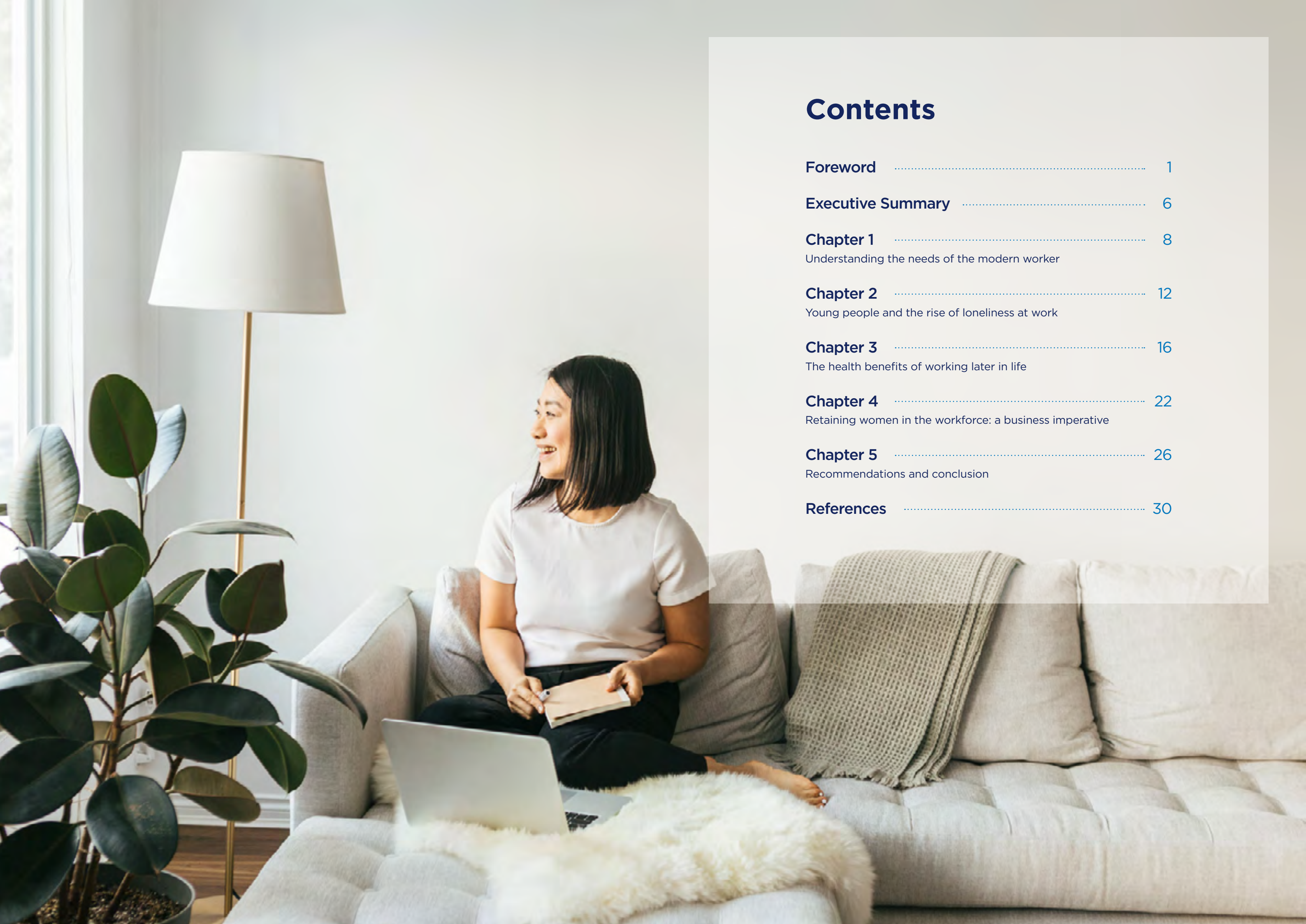
A photograph of a man and a woman in an office setting. The man, in the foreground, is smiling and looking towards the right. He has short dark hair, wears glasses, and a blue denim shirt. The woman, in the background, has long blonde hair and is looking down at a laptop. They are both smiling, suggesting a positive work environment. The background shows a large window with a view of a city.

Bupa Wellbeing Index 2025: Workplace Health







Contents

Foreword	1
Executive Summary	6
Chapter 1	8
Understanding the needs of the modern worker	
Chapter 2	12
Young people and the rise of loneliness at work	
Chapter 3	16
The health benefits of working later in life	
Chapter 4	22
Retaining women in the workforce: a business imperative	
Chapter 5	26
Recommendations and conclusion	
References	30



Carlos Jaureguizar
CEO for Bupa Global, India & UK

Foreword

Health in the workplace is one of the biggest issues facing the UK. At the time of publishing this report, 2.83 million people are economically inactive due to health reasons, up 800,000 since 2019. The number of people with work-limiting health conditions is also up by over two million, to a total in excess of eight million¹.

This is having a direct and detrimental impact for businesses and individuals, affecting productivity and costing the economy around £132bn a year².

Against this backdrop, the Government has set an 80% employment target³ with the aim of kick-starting economic growth. Achieving this goal will depend on making workplace health and wellbeing a top priority for both policymakers and employers.

The Government's Keep Britain Working Review and its focus on the prevention of ill health is an opportunity to improve the lives of millions of people. At Bupa, we're proud to contribute to this vital national conversation.

There is evidence that work is good for you. It offers benefits for physical, mental and social health. But workforce trends including an ageing population, increasing pressure on young people's mental health and the gender gap mean that employers need support to keep their workforces healthy.

The role of healthcare providers to support employers and employees is crucial. Over the past 75 years, we have worked side by side with the NHS to meet the nation's healthcare needs. We want to continue playing our part by providing choice, fast access to healthcare and reinvesting our profits to create more capacity in the UK healthcare system.

We know early intervention can lead to better health outcomes. For this, we are committed to investing in prevention services such as our Blua digital platform and Well+ GP subscription, as well as our innovation in genomics and plan to open 70 mental health centres by 2027. At the same time, we are building facilities and investing in people to build rewarding careers in healthcare, for example with our £6m Clinical Training Academy, to play our part in attracting healthcare professionals to the UK and create a world-class workforce.

In doing so, we want fewer patients to reach chronic stages of pain and illness, require less intensive treatment over the long run and thereby reduce pressure on critical healthcare services.

Our latest Bupa Wellbeing Index investigates the current state of workplace health and wellbeing across the nation. We survey employers and employees, and look at claims and usage trends to gain a true picture of what is needed to improve workplace health.

As the leading provider of healthcare services to businesses across the UK, from FTSE100 organisations to SMEs, we are committed to playing our part in keeping the UK's workforce in good health and enjoy rewarding long-term careers.

Throughout this report, we are calling on employees, employers and Government to work together to promote and deliver better workplace health.

By working together, we believe we can deliver on the needs of the modern worker and reverse the trend of health concerns limiting the work they can do, creating a healthy future for both employers and employees in the UK.

Comments from our partners

Good work is good for our health. It provides income, social connection and the chance to use and develop our skills. By creating supportive and inclusive workplaces, employers not only contribute to a stronger economy, but also help build a healthier nation.

The role of employers in supporting health is now in even sharper focus. The UK faces a growing working-age health challenge, driven by an ageing population and a sharp rise in mental health conditions. More than 8 million people now live with a health problem that limits their ability to work, and each year around 300,000 leave the workforce altogether with a work-limiting illness.⁴

This is straining the NHS and the benefits system, holding back economic growth and placing pressures on employers and workers alike.

Earlier this year, we published the final recommendations of the Commission for Healthier Working Lives. There, we showed that the UK lags behind other countries in providing timely support to help people with health problems remain and thrive in work. To meet today's challenges, we need better collaboration between employers, the Government, and workers, preventing health issues in the workplace and intervening early when problems first emerge.

This report by Bupa makes it clear that both employers and workers want a better system, but too often the reality doesn't meet our expectations. With the Keep Britain Working review soon to report, and workforce health high on the political agenda, Government now has the opportunity to build a work and health system that is fit for the future.

The prize is clear: a more resilient workforce, a stronger economy and a healthier UK.



Dr Jennifer Dixon DBE
CEO, The Health Foundation

Evidence is mounting that the UK needs a fundamental reset when it comes to workforce health. Rising health related economic inactivity is presenting significant risks to workers and employers alike, with big implications for the national exchequer and future economic growth.

The Government has pledged to address these issues via a combination of welfare reform, additional funding for employment support and setting new expectations for employers to ensure work itself is conducive to positive health and wellbeing outcomes.

As policymakers continue to grapple with these challenges, the Bupa Wellbeing Index provides valuable insights regarding the experiences of different worker groups. These findings align with recent Work Foundation research, which identified the issues facing young people as being of particular concern.

Just as the Bupa Wellbeing Index highlights the risks for young people of experiencing loneliness at work, we have found that many young people feel their work is detrimental to their mental health. Experiencing little control over which jobs they do, together with a greater risk of experiencing insecurity at work, can foster doubts about their ability to sustain employment over the long term.

We also know that there are wider structural factors at play that must be addressed. Workers on low incomes are significantly less likely to have access to job conditions known to support good health compared to high-income and middle-income workers. As the analysis in the Bupa Wellbeing Index suggests, this is a particularly significant issue in specific sectors where casual, temporary and unconventional work is prevalent.

Likewise, wider analysis suggests that those who are already in poor health are less likely to be able to access the kinds of workplace policies and working conditions that could help them remain in employment.

Faced with such a stark picture, the Bupa Wellbeing Index is right to highlight the positive role that work can play in people's physical, mental and social health – but only if jobs themselves are re-designed to promote better health and wellbeing.

As we look to the future, it's vital that Government and employers work together to ensure people can access the support they need should they fall ill while in work. The Bupa Wellbeing Index reinforces the important responsibility employers must play. That should include prioritising improving access to and the quality of occupational health provision, strengthening statutory sick pay and other leave policies, and boosting access flexibility at work.

With low job quality such an issue among so many low-income workers, strengthening access to key employment rights and protections via the Employment Rights Bill must also remain a priority.

In addition, providing substantial, additional support to enable young people to enter sustainable employment at the beginning of their working lives will be vital. This should include enhanced access to NHS mental health services, and a guarantee that all young people have the opportunity and support to take up good quality work.

Without this national reset on health and work, it is likely to become increasingly challenging for the Government to deliver on its ambition to grow the economy and boost living standards in the decade ahead.



Ben Harrison
Director of the Work Foundation

Executive summary

This report provides an in-depth exploration of health and wellbeing in the workplace. It examines four critical areas – the needs of the modern worker; young people at work; the health benefits of working later in life; and the importance of retaining women in the workforce.

Drawing on expert research involving both employees and employers, together with detailed analysis, it uncovers the current state of health and wellbeing in the workplace and assesses how it can be improved to benefit both employees and employers alike.

Key findings



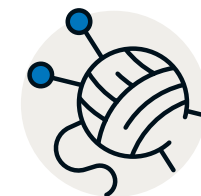
Understanding the needs of the modern worker

Work is good for you. 58%* of employees† say their current work arrangement has a positive impact on both their physical and mental health.



Young people and the rise of loneliness at work

Social isolation is a problem in today's workplace. 38% of 16-24-year-olds often feel lonely or socially isolated because of work circumstances.



The health benefits of working later in life

People want the option to work longer. 54% of over 55s think working later past retirement would help keep their brain active.



Retaining women in the workforce: a business imperative

Women are not getting the support they need. 58% of women returning to work after a career break did not feel supported by their employer.

Recommendation

The workplace offers positive benefits for physical, mental and social health. Employers can achieve measurable benefits by offering support to improve workplace health for all, but particularly young people, retirement-age employees and women returning to the workforce.

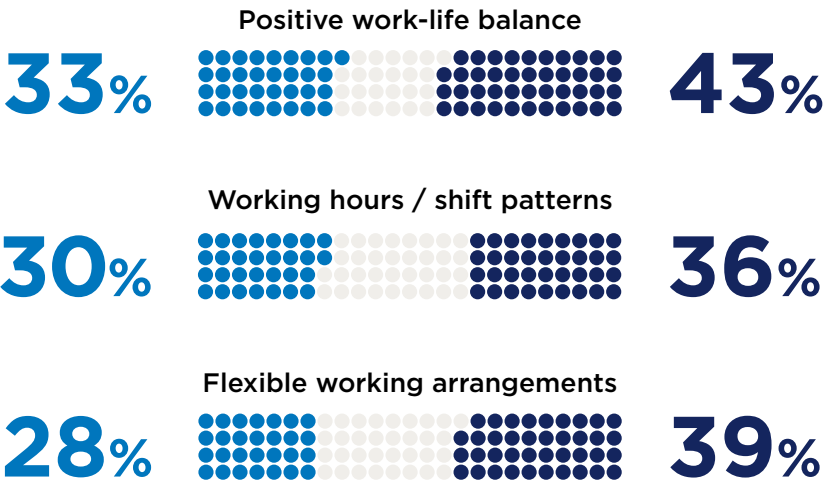
Bupa calls on Government to recognise and celebrate healthy workplaces by introducing a 'healthy employers' kitemark certification or accreditation. This mark will recognise the duty of care that employers have for the health and wellbeing of their employees in the same way as health and safety.

* 'Very positive' and 'Somewhat positive' responses combined

† Those who are employed/ Self-employed / freelance

Understanding the needs of the modern worker

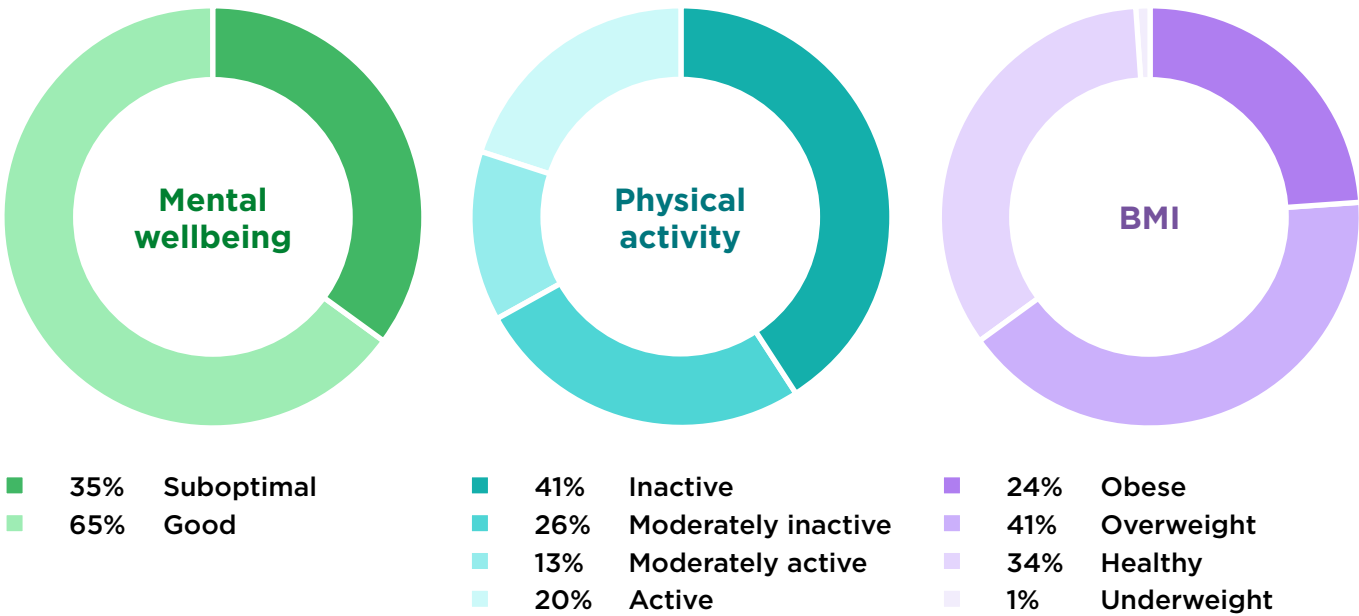
The top three influences on health and wellbeing in the workplace



General respondents

UK business leaders

Current insights from Bupa Health Assessments across all companies⁵



Bupa’s Health Assessments help companies and individuals prioritise areas for change, alongside practical advice and resources on how to go about it.

Workplace health in the UK has evolved in the past decades to encompass a 360-degree approach to employee wellbeing. Today, a healthy workforce is not merely one free from injury, but one that thrives physically, mentally and socially within their professional environment and beyond. This broader understanding reflects a growing recognition among employers, policymakers and employees themselves that health is a key driver underpinning performance in the workplace.

Businesses across the UK are increasingly realising the importance of prevention, maintaining good health and investing in initiatives to improve health. These range from traditional occupational health services to wellness programmes. Examples include on-site fitness facilities, subsidised gym memberships, healthy eating initiatives, and health insurance that offers fast access to GPs and mental health support.

In particular, it’s essential to highlight SMEs. Tackling the impact of poor workforce health in small businesses will be essential, as they account for 60% of UK employment and nearly half of business turnover⁶. Their smaller employment bases (ranging from sole traders up to 250 staff) mean they are more impacted by employee illness. Equally, workers might feel pressured to return to work sooner.

Post-pandemic, the rapid rise in home working has helped support work-life balance and manage stress for many. Home working is not without its challenges for employers in terms of promoting employee health – for example, ergonomic set ups are more difficult, while loneliness and social isolation also play an important role.

What matters most?

Similar numbers of UK business leaders (36%) and general respondents (40%) agree that employers should be most responsible for helping people with health conditions stay in work.

The top three influences on health and wellbeing in the workplace, according to general respondents, are a positive work-life balance (33%), working hours / shift patterns (30%) and flexible working arrangements (28%). Business leaders are on the same page – they choose the same factors as their top three but in greater numbers, with positive work-life balance at 43% (up 10%), working hours / shift patterns at 36% (up 6%) and flexible working at 39% (up 11%).

When it comes to offering flexibility on working patterns, just under two-thirds of employees (61%*) think their employers do enough. While 44%† of business leaders say they are likely to retain their current flexibility benefits, 35%‡ say they are likely to reduce these in the next 12 months, owing to increasing financial pressures.

These pressures may affect medical insurance as well, with nearly a third of business leaders (32%§) saying they are likely to cut down in this area versus 40% who say they have no plans to change their medical benefits.

Only 14% of employees who considered leaving a job because of their health stayed because they felt supported by their employer. While there are some health conditions that are beyond the scope of workplace schemes, this may be an area of concern for employers in ensuring they have the correct health and wellbeing schemes in place.

Employees say that their employers should be doing more¶ on support for physical health (49%), mental health (43%), adaptations in the workplace (41%) and flexibility for those with caring responsibilities (42%).

Adapting to the needs of the modern workforce will reap rewards for businesses. A healthy workforce performs better and is more resilient and happier in their work. Both employers and employees win when health is put at the top of the agenda.

Bupa resources for people managers

Bupa has a wealth of advice and practical resources to help empower managers to provide the best support for their teams.

Just search '**Bupa workplace wellbeing hub**' and click on:

* 'Does more than enough' and 'Does enough' responses combined
† 'Very unlikely' and 'Unlikely' responses combined
‡ 'Very likely' and 'Likely' responses combined
§ 'Very likely' and 'Likely' responses combined
¶ 'Doesn't do anything' and 'Does some, but could do more' responses combined

Young people and the rise of loneliness at work

The landscape of work has undergone a significant transformation in the past few years, driven by a proliferation of unconventional employment models taken up primarily by the younger generation.

These extend beyond traditional full-time, permanent roles to include gig economy workers, freelancers, contractors, portfolio careers, those in remote or hybrid arrangements, and roles such as content creators and influencers. Some of these roles offer unprecedented flexibility and opportunities for autonomy, but the risks can include challenging working conditions and irregular or low wages. There may also be grey areas in employer responsibilities, with implications for young people's health and wellbeing in the workplace.

Even in more traditional jobs in larger companies, the prevalence of home working and empty offices can cause feelings of isolation for young people in their first corporate roles, where previously they might have expected to take advantage of a new social life.

Almost a quarter (24%) of employees feel lonely or socially isolated as a result of their work circumstances. However, this rises to 38%* of 16-24 year olds, a 58% increase.



say they want a workplace that's more social.

The rise in mental health conditions in young people is backed up by Bupa's own claims data. From 2019 to 2024, mental health related claims rose by 100% in the 18-35 age group.



* 'Always' and 'Often' responses combined



Health and wellbeing implications

This rise in unconventional working has important implications for young people entering the workforce. Just over a quarter (26%) of 16-24-year-olds* say they are in their current job because it is their passion, while 13% say it was the only job available. Just 34% of 16-24† year olds say they have enough opportunities to use their knowledge and skills in their current job, compared to 46% of 25-34 year olds.

In terms of wellbeing, more than one in 10 (12%) 16-24 year olds‡ chose their current role because it enables them to better manage their health. This points to a significant number of young people entering the workforce with existing health issues and caring responsibilities.

Isolation is an important factor in mental health. Among content creators, a growing vocation for younger people, 45% say working alone makes them lonely, compared to 35% of regular employees.

Many young people are considering returning to more ‘traditional’ working environments, with 58% of content creators saying they want a workplace that offers a more social environment compared to 27% of regular employees. A third (33%) of content creators also say they are planning a return to full-time, traditional employment in the next five years.

More than one in three§ (34%¶) 16-24 year olds say they currently feel ‘unsupported’ and 21%** say their workplace currently provides no support for mental health (compared to 20% of employees), with 45% considering moving jobs to one that provides more social interaction.

With Gen Z representing a growing segment of the labour force, it will be important for employers to consider how to support their mental health before employees vote with their feet.

Overall, just over two in five (41%) 16-24 year olds say they plan to find a job that provides private healthcare, reflecting the importance young people attach to access to healthcare services early in their careers.

These findings, along with the rise of unconventional roles, suggest the need for a fundamental re-evaluation of how workplace health is delivered. Young people are a vital part of the workforce and keeping them healthy relies on us all shaping a future where innovation in work models does not come at the expense of worker wellbeing.



Dr Naveen Puri, Medical Director, Bupa UK said:

Loneliness can have a devastating impact on our mental and even our physical health, with knock on effects on depression, anxiety, stress and even type 2 diabetes. We've seen loneliness become an increasing problem in our personal lives, but it's worrying that we're also seeing it in a workplace environment.

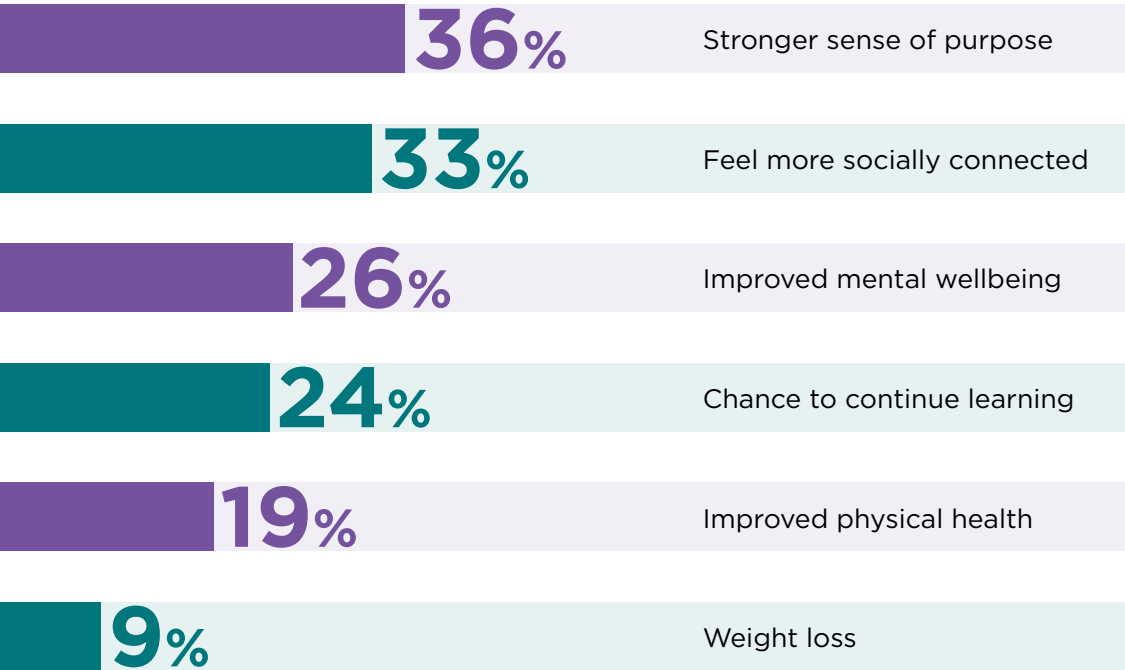
At Bupa we offer a range of mental health support services and are expanding our offering with the opening of 20 Mindplace mental health centres across the UK this year, and a further 50 by the end of 2027.



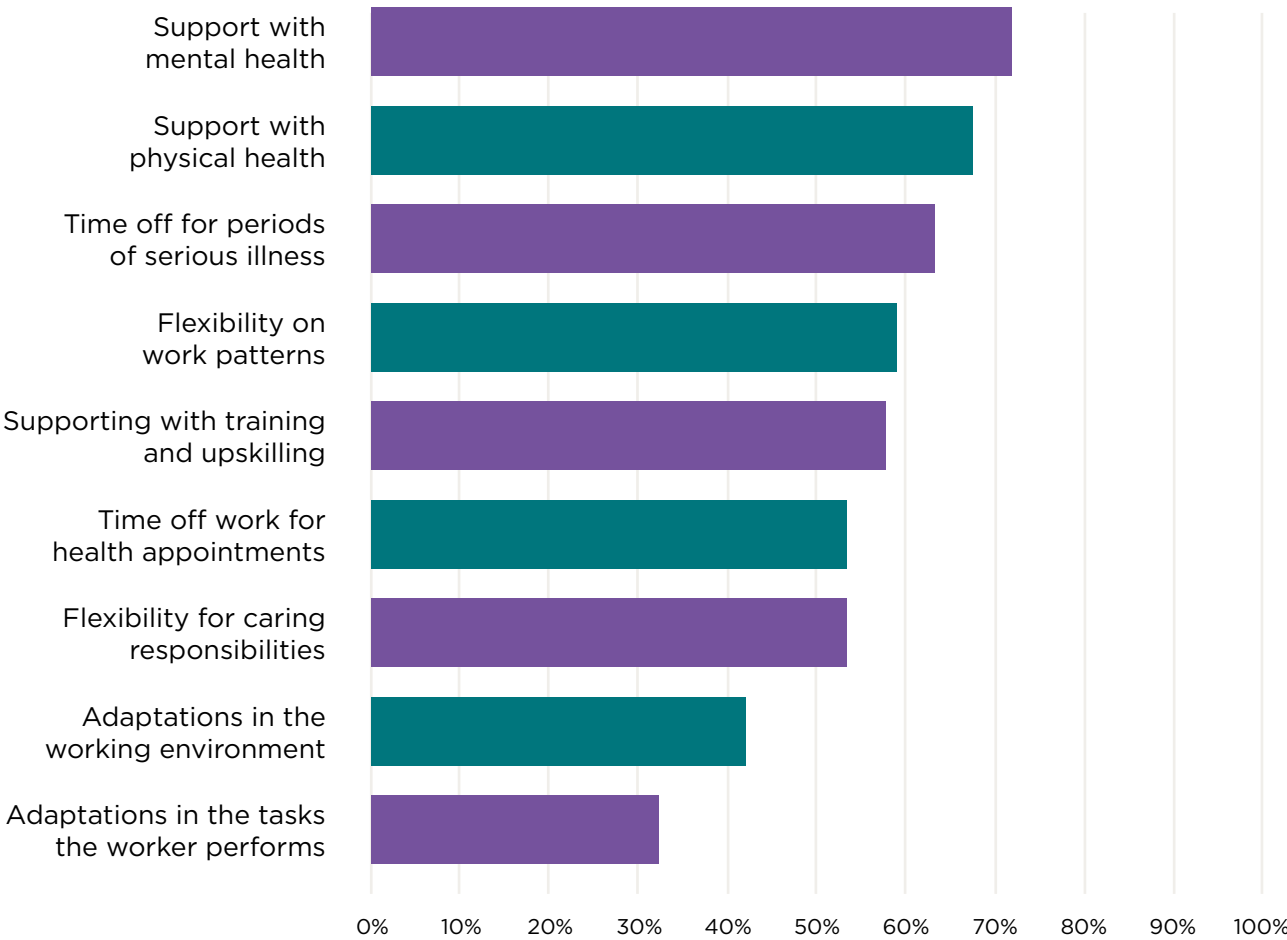
* Those who are employed/self-employed/freelance
† Those who are employed/self-employed/freelance
‡ Those who are employed/self-employed/freelance
§ Those who are employed/self-employed/freelance
¶ ‘Strongly agree’ and ‘Somewhat agree’ responses combined
** ‘No support at all’ and ‘Not much support’ responses combined

The health benefits of working later in life

Benefits for those who have returned to work post-retirement:



Bupa’s corporate customers told us how their organisations tailor their benefits to address the unique needs of older workers:



As demographic shifts reshape societies across the world, many people are reevaluating the concept of retirement. Increasingly, UK workers are choosing or needing to remain in the workforce beyond traditional retirement ages. This trend is driven by several factors, including increased life expectancy, the impact of changing financial landscapes and a desire for continued purpose in life.

One aspect that impacts some women’s ability to continue in the workforce later in life is the menopause. Over 1 million women have left the workforce because of menopausal symptoms, with 45% of women surveyed by Bupa affected by the menopause stating that they had not seen a GP for their symptoms.⁷ By women not receiving the education and support they need to help understand and manage the menopause, there is loss both to individual talent and wider productivity.

54%
of people 55 and over

say that working past typical retirement age would help to keep their brain active

77%
of employers

say they tailor their benefits to address the unique needs of older workers⁸



“ An SME in the health industry: ”
I'd say our workplace has difficulty attracting older members because of the low pay for mature experienced employees... I've seen people with cancer having to work during treatment because they don't get paid or are worried about losing their jobs!

Work is good for your health

Beyond the economic imperatives, a growing body of evidence suggests that remaining actively employed into later life can yield substantial and often overlooked health benefits. In terms of physical health, keeping active is essential to maintaining core strength, flexibility, balance and endurance as we age. Staying in the workforce can also provide a framework for maintaining cognitive function. Regular engagement with tasks, problem-solving, and social interaction have been shown to delay cognitive decline.

There are also psychological and social wellbeing benefits to remaining in the workplace. Work can be a significant source of identity, self-esteem and social connection. Losing this can lead to feelings of isolation, a loss of purpose and increased risk of depression.

Over a quarter (27%)

believe working could help them live longer

Motivations to keep working

Of those aged 50+, 13% have already returned to work after retiring and nearly one in five (19%) say they would consider it.

Half (50%) of people say that working past typical retirement age would help to keep their brain active. It is noteworthy that the highest positive response to this is from 55+ year olds (54%), suggesting that as retirement nears, the importance of maintaining cognitive function becomes more pressing.

A similar number of people point to the benefits of being more financially stable (46%), while two in five (40%) people say that working longer would help keep them busy and improve their overall mental wellbeing. A third (33%) say it would help improve their physical health, while 27% believe it could help them live longer.

Of those who are already retired, nearly one in 10 (9%) say they are planning to get back into the workplace, and a similar number (10%) cite loneliness as a factor in making them want to go back to work despite retiring. Around one in five of all respondents say that the thought of retirement makes them worry about their brain power diminishing (24%), physical health failing (20%) and mental health deteriorating (23%).

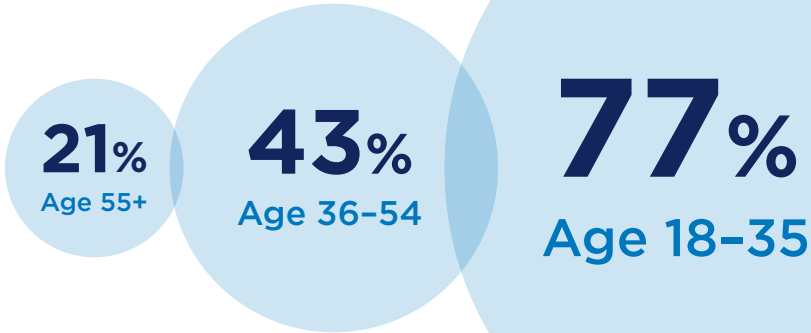
Returning to the workplace

Retirement age workers have a great deal of skill, knowledge and experience and employers can benefit greatly from retaining or hiring them. Flexibility on working patterns is cited as the most important benefit for retirement age workers (41%). Time off for health appointments (31%) and periods of serious ill health (21%) are next. Support with physical health, including private health insurance, are also a key factor for over one in five people (19%).

Business leaders appear to understand the importance of these benefits to support older workers to stay longer, with over half offering flexibility on working patterns (54%) and time off for health appointments (50%) or care responsibilities (42%), although just under two in five (39%) offer support with physical health such as private insurance. This may be a factor in the 27%* of those aged 55+† or over who say they don't feel supported in the workplace.

Older workers are healthier than you may think

In the five years to 2024, Bupa paid out 21% more per person in the 55+ age group. This was by far the smallest rise across age groups, with increases of 43% for ages 36-54 and 77% for ages 18-35.




For those individuals returning to work or considering returning post-retirement, the positive benefits mean that nearly half say they have or would consider returning part-time (48%), while just over one in five say they would consider a full-time job (21%). Key motivations for those who have returned to work after retiring include improved mental wellbeing (26%) and improved physical health (19%), while a third feel more socially connected (33%).

Physical activity, along with mental and social engagement, are critical protective factors against health challenges that can emerge in later life. For many, continued participation in the workforce can be a powerful way to sustain their health and wellbeing as they age.



Bupa’s Lead Behavioural Insights Specialist, Rex Fan says:

Keeping ourselves mentally challenged is crucial for building brain capacity and cognitive reserve, also known as neuroplasticity. This strengthens and builds the neurological pathways in our brains so when we get an injury our neurons are better able to adapt and compensate by forming new connections, in turn aiding recovery or even lowering the risk of developing conditions like Alzheimer’s. Our brain is like a muscle so the more we challenge it the better, helping build strength that directly impacts our brain and mind.



18 * ‘Strongly agree’ and ‘Somewhat agree’ responses combined
† Those who are employed/self-employed/freelance



Retaining women in the workforce: a business imperative

The retention of women in the workforce is a significant challenge for organisations across the country. Business leaders say that the loss of female talent from the workplace over the past year has cost their companies an average of £53,500.

Women's career trajectories are often markedly different to those of their male counterparts, frequently characterised by periods of reduced hours, part-time work or career breaks due to care responsibilities, particularly for children and elderly relatives.

Some women transition to part-time roles following maternity leave, a decision often driven by the high cost and limited availability of childcare, or a societal expectation that they will be the primary caregiver.

While part-time work can offer flexibility, it frequently comes with delayed opportunities for promotion, professional development and access to senior leadership roles. Others may leave the workforce, taking an extended career break to find that returning after several years is problematic as caring for both children and aging parents is an ongoing issue.

Flexible working is just one important way to support women in the workplace; it's also about providing people with the tools and training needed to drive change. This includes ensuring senior leadership receives proper training on the impact of gender diversity, committing to publish a gender pay gap report nationally, and recognising women's health in company policies.

Key elements in helping to keep women in the workforce for longer, according to women



52%
Flexible working hours



42%
Better childcare support or subsidies



28%
Access to women's health programmes



26%
Mental health support

69%

There has been a significant rise in claims for women's health conditions compared to 2019, with Bupa paying out 69% more per person in 2024.

What can employers do to help?

Many employers grapple with the issue of retaining women. Half (50%) of women have taken a career break of six months or more, with the three most common reasons being maternity leave (22%), caring for children or dependents (14%) and physical health reasons (11%). Nearly all of these women (98%) have returned to the workplace after their career break, 46% full time and 35% part time.

Women who have returned to work after a career break report a variety of benefits. Over two in five (44%) say that returning to work gave them their confidence back, with 41% offered flexible working arrangements. 42% say there was a supportive workplace culture free from discrimination and harassment.

Over 44%

of Bupa corporate customers surveyed

said that corporate healthcare support influenced their organisation's ability to retain female employees⁸

Over half (57%) of business leaders agree that flexible working hours are important for retaining women in work, but this falls to around two in five for each of the other factors identified by our survey.

However, 58% of women say they did not feel supported by their employer on their return to the workplace. Just under a third (32%) were offered mental health resources and counselling and under a quarter (24%) were given access to women's health programmes.

In terms of health and wellbeing, women say that flexible working hours (52%), better childcare support or subsidies (42%), access to women's health programmes (28%) and mental health support (26%) are all key elements in helping to keep women in the workforce for longer.

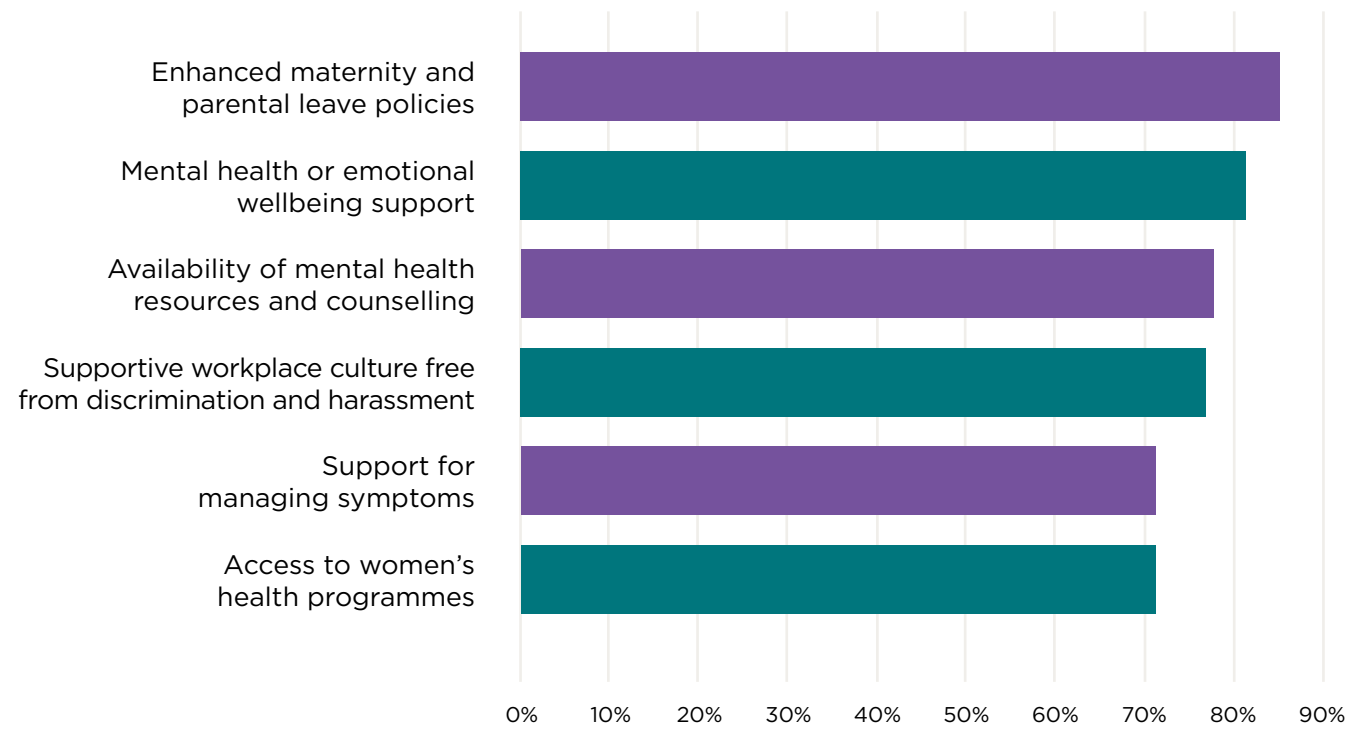
35%

of Bupa corporate partners surveyed

say they offer return-to-work programmes after career breaks⁸

With an average annual cost to businesses of £53,500 for women who are absent from the workplace, there is a clear financial imperative to retain them in the business upon their return. This can be helped by providing support concentrated on the areas of flexible working, help for carers of children and older adults, as well as health and wellbeing programmes for women.

Bupa's corporate customers told us how their organisations tailor their benefits to address the unique needs of female workers:



“

Dr Samantha Wild, Clinical Lead for Women's Health at Bupa UK said:

Too many women are leaving the workforce at the peak of their careers because they do not have the right support. This terrible loss of talent needs tackling. Organisations that are serious about improving gender diversity, or already have a large female workforce, need to get serious about women's health.

This is something that business leaders can show leadership on to great effect; through supporting flexible working arrangements and parental leave as well as providing access to specific women's health products including period or menopause plans, breast cancer screenings or female health checks.

”

Recommendations and conclusion



Recommendations for...

Employers

Over a third of business leaders say that employers should be most responsible for helping people with health conditions stay in work.

Investment in a well-implemented workplace health strategy can significantly reduce absenteeism and presenteeism, boosting overall productivity and improving retention rates.

Employees

Employees can advocate for support for health and wellbeing through existing mechanisms, such as employee representatives and worker forums.

We suggest that the key to successful advocacy is by engaging with high-level employer metrics on the business benefits that good health delivers, including improved productivity and staff retention rates, and building a culture that attracts top talent.

Government

The UK Government has the power to drive a nationwide shift towards prioritising health and wellbeing in the workplace. We call on the Keep Britain Working Review to:

1. Recognise and celebrate healthy workplaces by introducing a 'healthy employers' kitemark certification or accreditation.
2. Incentivise employers to offer a minimum level of health and wellbeing support through a discount on business rates or by easing the tax burden on employee health support.
3. Introduce an Economic Inactivity Reduction Fund to help SME employers provide a range of support for their staff such as better workplace health.

Conclusion

Work is good for your health. 58% of employees say their current work arrangement has a positive impact on both their current physical and mental health – rising to 70% for 25-34 year olds.

However, keeping people in work is problematic at a national level. By 2030, according to the Keep Britain Working Review, 600,000 more people could become economically inactive if recent trends continue, losing out on opportunities to work and putting more stress on SMEs and large organisations.

This Bupa Wellbeing Index shines a light on the three focus areas of the Keep Britain Working Review: access to effective support and treatment; leadership within companies to deliver support; and incentives for employers to invest in health.

As the leading provider of healthcare services to FTSE100 organisations and SMEs, Bupa has nearly 80 years' experience in delivering workplace health and wellbeing. This means providing seamless access to support and treatment and helping businesses support their people to stay well.

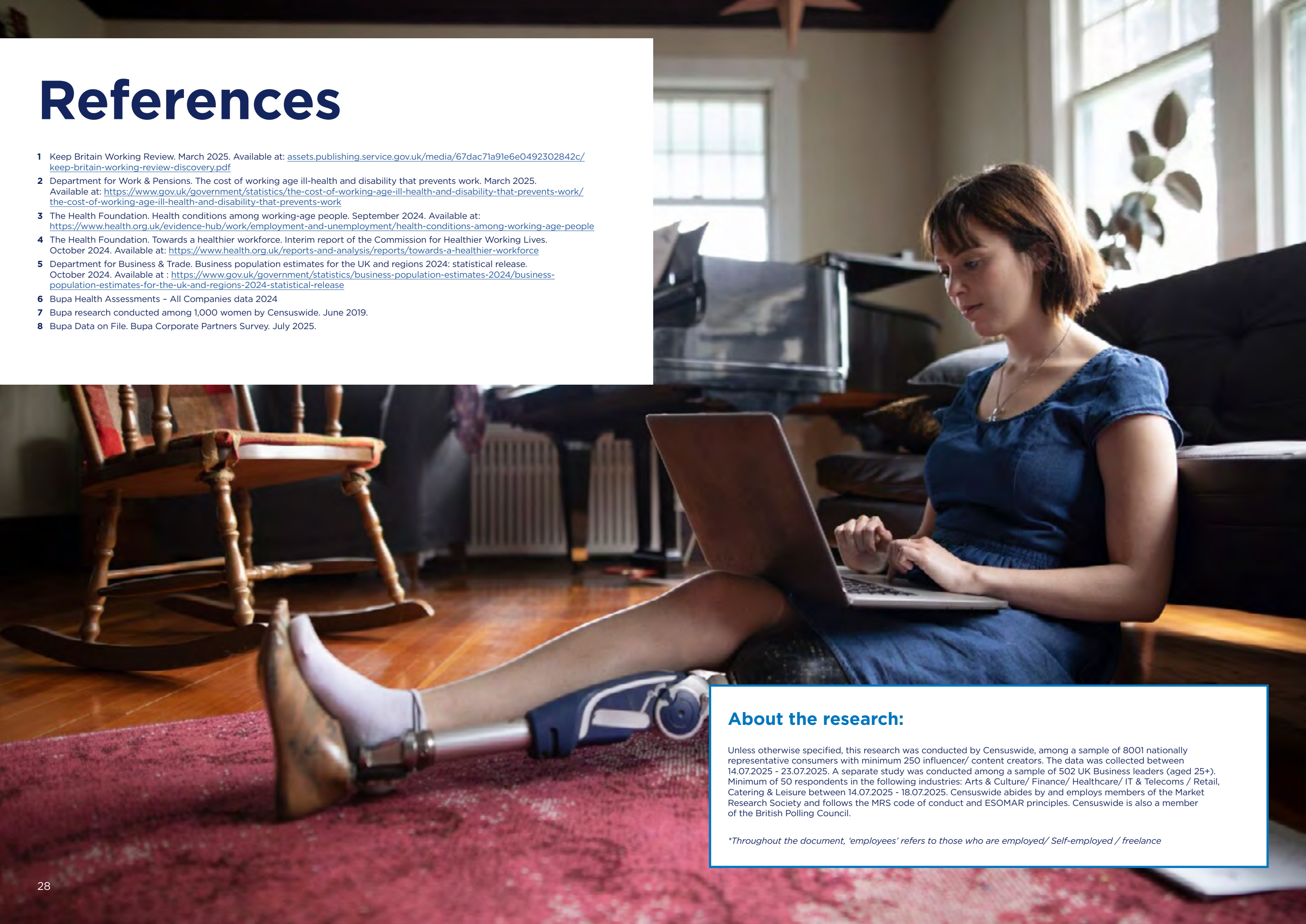
Tackling workplace loneliness in young people, supporting women returning from career breaks and helping retirement age employees stay in the workforce are key factors in helping SMEs and the wider economy prosper. We look forward to engaging with the Keep Britain Working Review on these topics.

There are compelling business benefits for SMEs to support their employees' health and wellbeing; ill-health costs around £132bn a year through reduced productivity and increased absences. With SMEs accounting for 60% of UK employment, there is a role for Government to support smaller employers (those with under 100 staff) in navigating the impact of economic inactivity as well as protecting the wellbeing of those workers.

However, employers must be incentivised and supported to fulfil this critical role in driving productivity and economic growth for the UK. We call upon the Keep Britain Working Review to accept our recommendations, to help both individuals and organisations succeed into the future.

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- 5 Department for Business & Trade. Business population estimates for the UK and regions 2024: statistical release. October 2024. Available at : <https://www.gov.uk/government/statistics/business-population-estimates-2024/business-population-estimates-for-the-uk-and-regions-2024-statistical-release>
- 6 Bupa Health Assessments – All Companies data 2024
- 7 Bupa research conducted among 1,000 women by Censuswide. June 2019.
- 8 Bupa Data on File. Bupa Corporate Partners Survey. July 2025.



About the research:

Unless otherwise specified, this research was conducted by Censuswide, among a sample of 8001 nationally representative consumers with minimum 250 influencer/ content creators. The data was collected between 14.07.2025 - 23.07.2025. A separate study was conducted among a sample of 502 UK Business leaders (aged 25+). Minimum of 50 respondents in the following industries: Arts & Culture/ Finance/ Healthcare/ IT & Telecoms / Retail, Catering & Leisure between 14.07.2025 - 18.07.2025. Censuswide abides by and employs members of the Market Research Society and follows the MRS code of conduct and ESOMAR principles. Censuswide is also a member of the British Polling Council.

**Throughout the document, 'employees' refers to those who are employed/ Self-employed / freelance*



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September 2025

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