Business for Health

Membership Proposal

What is Business for Health (B4H)
Business for Health (B4H) is a business-led coalition set up as a Community Interest Company limited by guarantee (company number 12907565). Its aim is to enhance the health and economic resilience of the UK, catalysing and facilitating business contributions to reduce health inequalities and add five years to healthy life expectancy (eg ‘HLE+5’), now mission 7 of the Levelling Up white paper.

Founding Directors
Tina Woods, Chief Executive, Business for Health
John Godfrey, Legal & General Corporate Affairs Director, Chair, Business for Health

Strategic Board
No more than 10 members at any given time, rotating memberships (minimum 5:3 ratio of business to other):

1. Carole Easton, CEO, Centre for Ageing Better
2. George MacGinnis, UKRI Healthy Ageing Challenge Director
3. Mary Bright, Head of Social Affairs, Phoenix Group
4. Sophie Bonnel, Corporate Affairs Lead, AXA Health
5. Jo Bibby, Head of Health, Health Foundation
6. Nicky Wilson, Senior Director, Government Affairs and Policy, Johnson & Johnson
7. Tina Woods, Chief Executive, Business for Health
8. John Godfrey, Legal & General Corporate Affairs Director, Chair, Business for Health
9. Tamara Rajah, Chief Business and Science Officer, Holland & Barrett

Full Members (providing core and/or project funding)
- Legal & General
- Phoenix Group
- AXA Health
- Centre for Ageing Better
- UK Research & Innovation
- Health Foundation
- Johnson & Johnson
- Holland & Barrett

Advisors
- Lord Geoff Filkin CBE
- Professor Dame Carol Black

Guiding Principles
Business for Health wants to engage the business community who have pledged commitment to the HLE+5 mission in critical projects including the Business Index and ESHG framework to
measure and incentivise positive contributions and reduce harms.

Our main purpose is to promote activity in businesses enabling them to deliver positive changes in healthy life expectancy. While this occasionally involves interaction with government as well as more frequent interaction with individual firms, trade bodies and academia, such contacts with government are initiated and handled only by non-paid B4H board members. No member of the Board with the exception of Tina Woods is remunerated for their service, and any potential conflicts of interest are required to be declared.

Funding members or other donors to B4H make their donations either for B4H’s general corporate purposes or they may be for specific projects. Donations are subject to a clause which gives independent control of the content of funded projects to the Board of B4H, not the funder(s).

Our principles that guide our practice, operations and behaviour are as follows:
- Engage businesses that aspire to do no harm and benefit all by committing to the HLE+5 pledge and improving their performance
- Conduct our work in a way that shows people and places matter
- Act transparently, embedding data and evidence wherever possible to measure progress and incentivise improvement
- Work together in a spirit of collaboration- with the understanding that we are each dependent upon another to maximise the success of delivering our mission
- Act with credibility and integrity with commitment to equity, diversity and inclusion

Programme of Work
The first activity of the group is to develop a Business Index to measure business contributions to health, incentivise positive contributions, and guide a risk management framework for health to enhance the health and economic resilience of the UK. A working group has been set up to advise on the Index (see here).

In a collaboration with the CBI, Business for Health has been engaging with industry and launched the report, Business Framework for Health: Supporting Businesses and Employers in their Role to Enhance and Level Up Health of the Nation, on 18 October 2021 (see here). It is backed by Professor Chris Whitty, Chief Medical Officer.

This initiative is for business, not against business. It’s in business’ self-interest that they have healthier, more productive employees; that they are attuned to consumers’ needs in health; are prepared for health-related changes to regulation or taxation which may have financial impacts; and are aware of the reputational benefits of making a better contribution to the nation’s health.

The Framework we are proposing is based on what is commonplace now in climate. We aspire to do the same in health, but we need metrics for broader health impacts. Given the diverse nature of business’, cross-sector comparisons are difficult, so our aim is to create tools for companies to enable them to monitor progress against themselves, over time, making changes which enable them to stay ahead of public policy changes.

Our recommendations are based on research that Business for Health carried out between May-October 2021. Our findings showed there is a significant appetite for change post-Covid to mobilise business as a key stakeholder to contribute and invest in the health of the nation. We are proposing the following approach:
- Direct impact: business influence on workforce health
- Secondary impact: business influence on health via products and services sold
- The external influence of business on the communities in which they operate
We will be working out how to put the Health into ESG - to make ESHG the 'new way' for guiding business investment. The Index may take the form of accreditation, a kitemark, standard, or be multi-dimensional, building on what we already have but is focused on benchmarking and improvement at this stage. It will be underpinned by access to data from public and private sectors - this will be determined through the process outlined.

**Overall Routemap**

The overall desired milestones in the routemap can be visualised below - and will evolve and iterate as key learnings and structural successes from cross-sector partnerships are realised, while addressing emerging gaps in research.

<table>
<thead>
<tr>
<th>Short Term Milestones 2021-2022</th>
<th>Medium Term Milestones 2022-2024</th>
<th>Long Term Milestones 2024-2035</th>
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<tr>
<td>Launch of Business Framework for Health Routemap for Change (October 2021)</td>
<td>Develop, test and iterate Business Index with key partners in proof-of-concept projects in the real-world across three pillars</td>
<td>Refine and implement banding tool nationwide (and eventually, multi-dimensional Index) to help benchmark employers, businesses and investors as key contributors to national health and wellbeing</td>
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<td>Mobilise and engage business community working with growing collective of B4H partners and members</td>
<td>Work with government and businesses (including private and public sector employers) to identify key policy levers to improve health in alignment with ONS National Health Index</td>
<td>Measure and incentivise business contribution to Healthy Life Expectancy and reduction in health inequalities (HLE+5) as national standard with ONS Health Index</td>
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<td>Identify key research needs and gaps</td>
<td>Work with investors &amp; innovators to define and recognise ESHG and develop 'healthy lives' pledge</td>
<td>Implement 'healthy lives' pledge in investment community and increase ESHG-guided investments to achieve HLE + 5</td>
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**Membership Structure: Fees & Benefits**
The following fee structure is agreed:

**Full Members**

**Corporate Member: £20K/year**
- Founding member
- Branding on website and all events and marketing collateral
- Seat at all activities planned - described above
- Involvement at launch and all events (including press announcements, media engagement, speaker opportunities)
- Option to be elected to Executive Board
- Access to growing heathy ageing & longevity ecosystem including strategic business development activities (see next section)
Charity/Third Sector/SME* Partner £10k/year
- Founding member/sector
- Branding on website and all events and marketing collateral
- Seat at all activities planned- described above
- Involvement at October launch and all events (including press announcements, media engagement, speaker opportunities)
- Option to be elected to Executive Board
- Access to growing healthy ageing & longevity ecosystem including strategic business development activities (see next section)
(Companies’ Act SME definition requires that two out of three characteristics are met – turnover (less than £25m), employees (less than 250), and gross assets (less than £12.5m)

Additional ad hoc/bespoke options (£10- £20K)
- Sponsorship of bespoke reports (£10k/report)
- Sponsorship of Task Groups (£10k/Group)

Associate Members
To join as an associate member a fee of £1000 and/or provision of in-kind support, knowledge and expertise is sought. Through an application process, businesses, academic and third sector partners will be invited to be involved a range of activities where in-kind support, knowledge and skills can be shared.

Community Members
The community will be developed to mobilise collective action and promote a social movement. Over 150 organisations have signed up to the Register of Interest (see here).