



Because
Experience
Counts

Impact Report

2025



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Experience
Counts

Health, Safety and Wellbeing Manifesto 2024



Because
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Counts

Being Well in a Changing World

Driven by, and driving, change



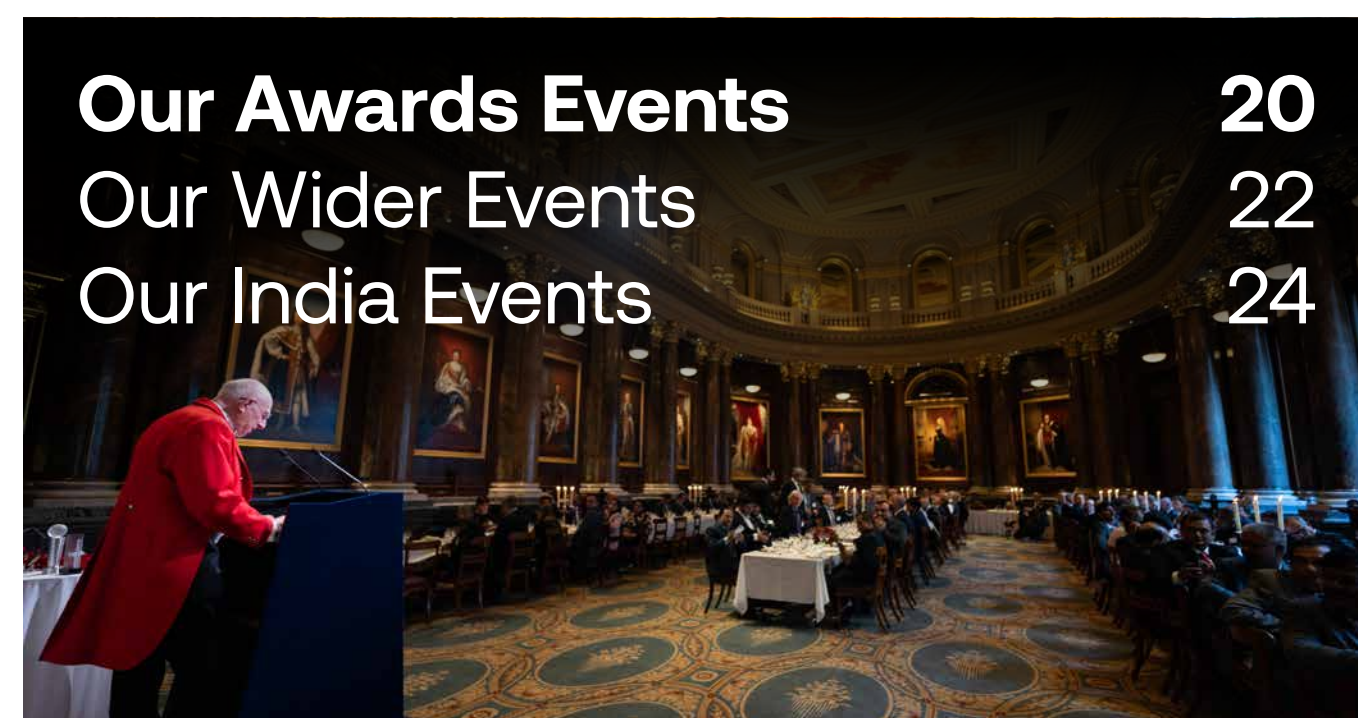
British Safety Council believes that no one should be injured or made ill through their work.

Since our foundation in 1957, British Safety Council has campaigned tirelessly to protect workers from accidents, hazards and unsafe conditions, and played a decisive role in the political process that has led to adoption of landmark safety legislation in the UK.

Our members in more than 60 countries are committed to protecting and improving the wellbeing of workers believing that a healthy and safe work environment is also good for business. As part of our charitable work, British Safety Council leads health, safety and wellbeing networking forums for several sectors and facilitates and promotes best practice in Britain and overseas. We also offer a range of services and products, including training, qualifications, publications, audits, consultancy, awards, events and a wellbeing programme. British Safety Council works closely with organisations, charities and individuals who share our vision of ensuring that every worker goes home at the end of the day as healthy as they were when they went to work.



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Foreword by Mike Robinson

Alongside British Safety Council, many industry trade bodies saw 2024 as a key year, with the 50th anniversary of the Health and Safety at Work Act 1974. For our part, we used the opportunity to look ahead, commissioning a YouGov survey of employers and employees on the impact of new technologies on workplace safety. We followed this up with a roundtable discussion looking at the future of work.

In many respects, 2024 was a year of firsts for British Safety Council. We launched our first ever charitable initiative in India through the Work Fair and Free Foundation, providing free training to its trainers, who in turn support migrant and vulnerable workers with health and safety training and advice. Also in India, we ran two conferences in one year, one in Mumbai and one in Delhi, with good client support for both. In the UK, we launched our first-ever podcast Health and Safety Uncut. The podcast was hosted by Dr. Shaun Davis of Belron (also one of our chief adjudicators for our British Safety Council awards).

We also concluded key aspects of our purpose upgrade project, which started in 2021. We agreed that we exist to protect and improve lives in the workplace. Our mission as a trusted partner is to provide global, integrated health, safety and wellbeing solutions and assurance. Our new vision is to ensure that workers of the world are safer, healthier and thrive. Strategies are now being put in place to ensure we meet these challenging goals. In fact, during the

year we developed a strategy house of actions and programmes of work we will take forward over the next 3 years.

The research we carried out with the Institute of Occupational Medicine (IOM) as part of the purpose upgrade work, provided the foundation for our wellbeing white paper, Being Well in a Changing World, based on our first unique research in a number of years. The white paper and activities to support this were launched at the Safety, Health and Wellbeing Live event in Farnborough alongside IOM.

We also saw a step change in our policy and public affairs activities, having expanded our team. This enabled us to keep a closer eye on market developments. It also meant we could drive a substantial amount of tactical campaign work, such as a guide to lithium-ion batteries in the workplace and a whitepaper on the impact of technology/AI on the future of work, called ‘Navigating the Future: Safer Workplaces in the Age of AI’. 2024 saw a general election in the UK, and with the extra resource in our public affairs area, we could develop a UK general election manifesto made up of seven ambitious asks around regulation and legislation, wellbeing and the impact of technology on the workplaces of the future, which achieved significant coverage.

Partnerships were important during the year, and we played a leading role in driving forward the OSH Alliance’s first campaign. We worked closely with the other members of the OSH Stakeholder Alliance to publish a white paper on mental health in October, which was published ahead of World

Mental Health Day. Members of the Alliance shared it with their networks. The paper sets out calls to action for employers, the Government and OSH professionals to tackle and prevent poor mental health in the workplace.

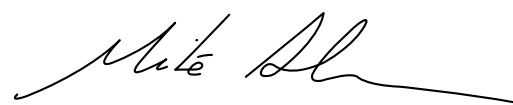
In Mates in Mind, the year started with a strong fundraising performance and a change in leadership. In February, we welcomed our new Managing Director, Samantha Downie, to the team and bid farewell to Sarah Meeks, who served as Managing Director of Mates in Mind for several years.

They continued to work on several high-level projects, including Tier 1 research in partnership with Warwick University, the New Hospitals Programme, the National Suicide Prevention Strategy Advisory Group, and a BSI Workshop for the Suicide Prevention Standard.

Mates in Mind secured a new contract with CITB to fund Supporter Lite for 100 SMEs and micro businesses that host apprentices, which launched in June. In October, they hosted the inaugural Make A Difference Construction Summit featuring five panels of leaders and influencers from across the construction sector, highlighting the current challenges, necessary changes, and how to create a sector that is good for workers’ mental health. In another first, Mates in Mind joined with The Crown Estate and other concerned organisations to found the AgriWellbeingAlliance to improve mental health in farming and agriculture, creating a Charter and agreeing a program of work with Harper Adams as research partners.

Our work takes place in the context of a rapidly changing world, and 2024 was no exception. In fact, official figures show that numbers of deaths at work in the UK rose slightly last year, for the second year in a row. It served as a stark reminder that we cannot become complacent about the health and safety of workers. Put simply, the consequences of poor health and safety are too great a price to pay.

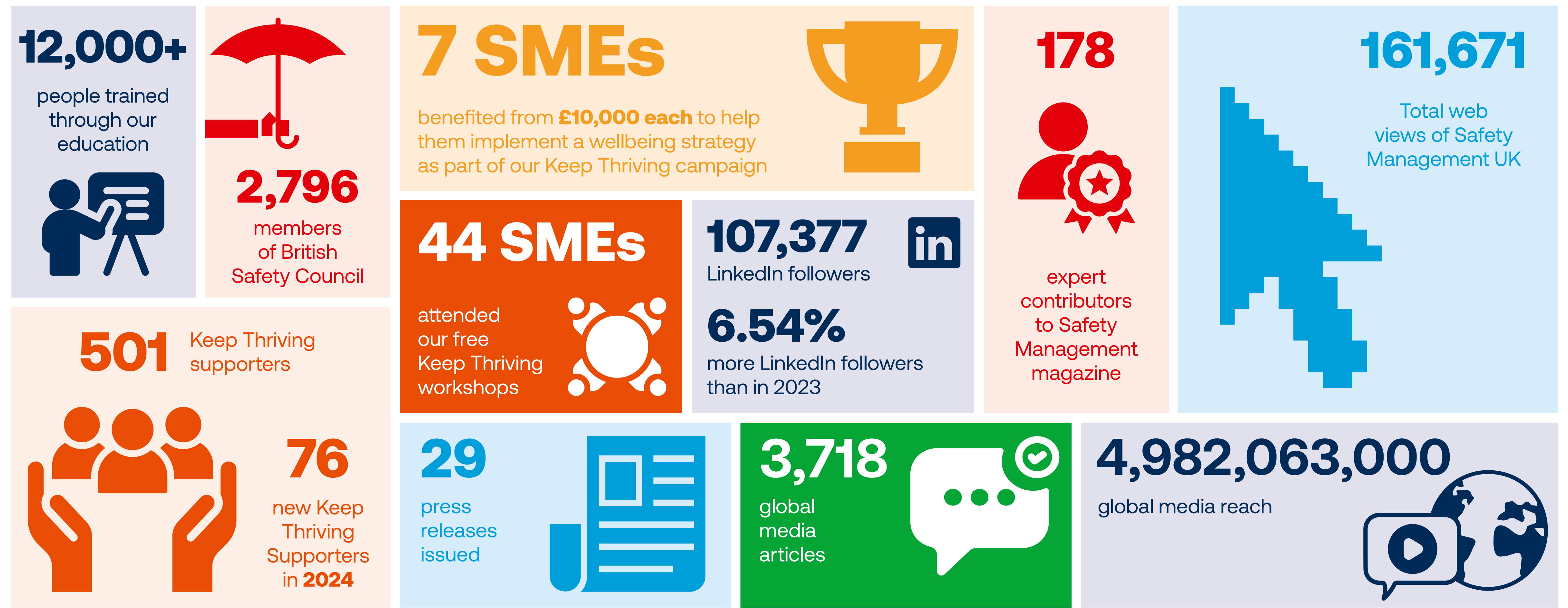
For 50 years, the general direction of travel has seen safer workplaces with falling numbers of workplace deaths and non-fatal injuries. The reversal shows we need to prioritise worker health and safety, understand the causes of rising fatalities, and take targeted action to return to falling figures and safer workplaces for all. We remain committed to doing just that, and ensure that no is made ill or injured through their work.



Mike Robinson
Chief Executive
British Safety Council



British Safety Council in numbers – 2024



Our Campaigns

During 2024, we continued to campaign proactively on workplace wellbeing through Keep Thriving, our campaign to improve wellbeing both in and outside of work.

We also published a Manifesto ahead of the UK General Election setting out policies in four key areas; regulation, wellbeing, technology and the future of work, and skills.



Marcus Herbert delivering one of our free Keep Thriving workshops.

Keep Thriving

Keep Thriving is our campaign to help improve the wellbeing of workers, both inside and outside of the workplace, so that every worker can thrive

Launched in 2022, at a reception with MPs and peers in the Houses of Parliament, Keep Thriving continued to develop and evolve as a campaign during 2024.

Keep Thriving was created because we know that many employers are not sure how best to support their staff’s wellbeing or manage it properly – and there is a big gap between good and poor approaches. We also know that the rising cost of living has put added pressure on businesses and individuals so, this matters more than ever.

As in previous years, our summaries that follow align with targets and objectives in our Theory of Change for Keep Thriving.

Keep
Thriving

Target outcome

Employers and leaders equipped with education

When employers sign up to support the campaign on our website, they are encouraged to get involved by sharing their case studies and best practice.

From October 2022, funded by the Keep Thriving campaign and delivered by our Wellbeing experts, we began delivering free workshops to small and medium-sized enterprises (SMEs) with up to 500 staff to help them explore how to develop a wellbeing strategy. We targeted smaller organisations with this charitable offer because they often lack the resources that larger ones enjoy in terms of HR or health, safety and wellbeing support.

Having delivered 20 free workshops during 2022-2023, we decided to continue with these in 2024, but to deliver them face-to-face. We held six of these around the country in the first half of the year. These were in:



Each organisation received 3 hours of support through the workshops. The aim of the activity was to encourage more SMEs and micro-businesses to develop their own wellbeing strategy and plan, by offering them a chance to discuss the benefits, opportunities and challenges of doing so with other organisations, in workshops led by our then Head of Wellbeing, Marcus Herbert. The employers also learnt why wellbeing matters not just to their staff but also to the performance of their business.

In total, 43 SMEs benefited from the free face to face workshops, and feedback from those who attended was very positive. Indeed, after the workshops took place participants gave them a Net Promoter Score of 80.6., and the trainer achieved an average rating of 9.5 out of 10.

Nearly all said attending the session enhanced their understanding of what a good wellbeing strategy looks like. 78 per cent of the SMEs who attended said they did not currently have a written wellbeing strategy, and few had any tools in place to measure or track wellbeing effectively.

“I loved the deep dive into the different domains of wellbeing and it really helped, in my head, define what wellbeing is and what some of the gaps might be.”

Ash Morgan, Operations Manager, Challengers

“The most useful thing is sharing and talking to likeminded individuals and the knowledge and passion of the tutor, who I really learned a lot from.”

Clare Walsby, Senior Operations Manager, The McPin Foundation

Keep Thriving

Target outcome

Employers (including self-employed) have effective wellbeing strategies in place

Six months after SMEs took part in our workshops, they were asked to complete an evaluation of their progress in developing a wellbeing strategy and questions about how the workshop had helped them with this. In addition, they were given the opportunity to apply for funding towards implementing their strategy.

In 2023, we awarded £50,000 split equally across five organisations seeking to improve the wellbeing of their workforce: HandsHQ, Bolton Lads and Girls Club (BLGC), SafeSite Facilities, Safe and Sound, and Team Oasis. Throughout 2024, these organisations worked with our wellbeing experts to put our funding to good use and take the next step on their wellbeing journey.

We published the following case studies and shared them on social media on these Keep Thriving Award recipients:

- www.britsafe.org/about-us/case-studies/bolton-lads-and-girls-club
- www.britsafe.org/about-us/case-studies/handshq
- www.britsafe.org/about-us/case-studies/safesite-facilities-ltd

In November and December 2024, we awarded two further awards of up to £10,000 to The McPin Foundation and Grant and Bowman. These organisations will work with our wellbeing experts throughout 2025 to develop and deploy their new workplace wellbeing interventions funded by Keep Thriving.



The McPin Foundation:

Is a London-based mental health research charity, established in 2007. Their work focuses on the integration of lived experience into mental health research. Through their inclusion of real-world findings, they seek to ensure that lived experience is used to shape public and clinical understanding of mental health, ensuring that the most important voices are heard.

Grant and Bowman:

Established in 1967, Grant and Bowman is a family-owned global distributor, with sites across the UK, including Leeds, Bradford, and London. They work with the world's leading manufacturers, licensors and brand owners to supply products across retail, with an emphasis on children's brands.



“We are grateful for the support from the British Safety Council’s Keep Thriving fund in helping us implement a wellbeing strategy that promotes mental and physical health amongst our team.”

**Avril Coleman, Director of
Business Administration,
Safe Site Facilities**



Keep Thriving Funding Awards being received by The McPin Foundation (top) and Grant and Bowman Limited (bottom).



Keep Thriving

Objectives

Through the free Keep Thriving workshops we sought to:

- Provide SMEs and micro-sized businesses, who often lack HR resources enjoyed by larger organisations, with essential insights, support and tools to develop a Wellbeing Strategy
- Enable these employers to meet and discuss the benefits and challenges of developing a wellbeing strategy with other businesses and share perspectives as a small or micro-organisation
- Explore why taking a more holistic approach to wellbeing makes good business sense, and how better wellbeing leads to improvements in health and safety, and vice versa
- Work with the businesses to follow their progress after the workshops, tracking their development and evaluating their success for at least 6 months.

Through our promotion of this Keep Thriving charitable activity, we:

- Ensured the activity delivered on its charitable purpose, objectives and aims by promoting it effectively to our target audiences
- Raised awareness of the benefits of better workplace wellbeing and encouraged more SMEs and micros to consider developing a wellbeing strategy
- Built awareness that British Safety Council is a charity focused on improving wellbeing as well as health and safety.

Audience

- Leaders of micro-sized businesses (1-10 employees)
- Directors and line managers in small companies (50-99 employees)
- Directors and line managers in medium-sized companies (100-500 employees)
- Wider businesses who could benefit from knowing insights and understanding about developing a wellbeing strategy through our communications
- HR and other employer bodies who were able to support and promote our activity
- Government, MPs and politicians who were interested and could amplify our message about why better wellbeing matters to employers and their staff.

Results

- 6 face-to-face workshops delivered in 2024, giving a total of 26 workshops held between November 2022 and May 2024
- The 2024 workshops achieved an excellent Net Promoter Score of 80.56, showing most attendees would recommend it
- 43 SMEs were helped to develop their wellbeing strategy & support their wellbeing of their workforce
- 2 further SMEs were awarded up to £10,000 each to help them implement their strategy.

Target outcome Employee education around wellbeing

Keep Thriving gained a further 76 supporters during 2024, helping us reach a total of 501 employers signing up to show their interest and support in the campaign and receive best practice information on wellbeing. This helps us to deliver on our campaign and charitable objectives around workplace wellbeing.

In our brand tracking survey, conducted at the end of 2024, 42% of our members and 44% of our customers had seen Keep Thriving promoted in the last 12 months.

Target outcome Employers become supporters of the Being Well Together Programme and decide to invest

The Keep Thriving workshops, which were delivered by our Being Well Together experts during 2024, led to a number of enquiries about our wellbeing services and advice. The interest raised led to sales for our Being Well Together programme and other services, including training and consultancy. While this was not a specific objective of the workshops, the fact that SMEs were able to experience Being Well Together for free in this way, built their trust and interest in going further on their wellbeing journey.

Target outcome Partnerships developed to aid influencing

In 2024, we worked in partnership with the Institute of Occupational Medicine (IOM) to undertake a significant research project on workplace wellbeing. This was a joint venture, involving equal investment from both parties into research which aimed to identify, analyse, and present the evidence base for adopting a holistic approach to health, safety and wellbeing (HSW). More information about this work can be found on page 12.



HandsHQ employees participating in a workshop funded by Keep Thriving.



“The Keep Thriving funding award allowed us to test a range of wellbeing tools that we found across the industry and helped achieve our goals towards best practice. Without the funding award, we wouldn’t have been able to leverage emerging technologies and support to take our wellbeing plans into longer-term measures towards corporate social responsibility.”

Rob Bullen CFIOSH, Senior Environment Health Safety (EHS) Specialist, Hands HQ

Wider Work

Throughout 2024, we continued our campaigning work to create the safer and healthier workplaces of the future. We did this through our worker wellbeing campaign, Keep Thriving, and through our tactical campaigns on the health and safety issues that matter most to our members.

Our tactical work included raising awareness of the risks of working at height, the single largest cause of workplace fatalities throughout 2023/24. We also focused on exposure to asbestos and refined crystallised silica. The rising popularity of e-bikes and e-scooters as urban forms of transportation saw us raise awareness of the risks that they bring to the workplace and what employers can do to keep their workforce safe.

2024 was also a special year for our sector, marking the 50th anniversary of the Health and Safety at Work Act (1974). As part of this anniversary, we looked ahead to see what the next fifty years might mean for our sector and for the workers who could be impacted, for better or worse, by the developments that the future, inevitably, will bring.

Safety Management magazine	
Safety Management magazine brings our members the latest health, safety and wellbeing stories from a range of expert contributors, campaign groups and policymakers. Throughout 2024, we covered a wide range of issues that impact the health, safety and wellbeing of the workforce.	
Each month, Safety Management goes to over 50,000 people in the UK and internationally, as well as around 10,000 in India.	
Month	Topics
February	Working at height
March	Noise & vibration protection
April	Office, home, and hybrid worker health, safety and wellbeing
May	Communication, information, training and technology
June	Sustainability, net zero, climate change, ESG and environmental management
July	Fire and electrical safety
August	Slips, trips and falls
September	Indoor air quality, PPE and hazard substances
October	Employee health and wellbeing
November	Work-related road safety and workplace transport
December/January (combined issue)	Manual handling, ergonomics, employment trends, and vulnerable workers



Throughout 2024, the following experts and commentators have contributed opinion pieces and articles on key topics relating to the issues that matter.

February 2024

We need UK government action to halt the sale of unsafe ladders on online platforms ([We need UK government action to halt the sale of unsafe ladders on online platforms | British Safety Council India](#))

David Gray, Chairman of the Ladder Association, wrote about the need for legislative intervention to stop the sale of unfit and poorly manufactured ladders; the consequences of which can be fatal. The Association’s ‘Step Up to Safe Ladders’ campaign seeks to raise awareness of the risks of ladders which fail to meet minimum safety standards.

March 2024

Why we need to harness new technology to prevent noise-induced hearing loss ([Why we need to harness new technology to prevent noise-induced hearing loss | British Safety Council India](#))

Ahead of the 20th anniversary of our current noise legislation, Neal Hill, a consultant and member of the UKHCA, wrote about what can be done to stop noise-induced hearing loss (NIHL), taking readers through important workplace considerations related to noise.

April 2024

Why a 4-day working week boosts productivity and workers’ wellbeing ([Why a four-day week boosts workers’ wellbeing, productivity and loyalty | British Safety Council India](#))

The COVID-19 Pandemic served as a catalyst to the changing nature of work, with many organisations trialling 4-day working weeks. In this Safety Management article, Sam Hunt and Aliyah Davies, from the 4 Day Week Campaign, talk through the arguments in favour of a 4-day working week on individual and collective wellbeing.

May 2024

Lone Worker Monitoring: safety or security ([Lone worker monitoring technology: is it for safety or surveillance? | British Safety Council India](#))

In May, Hayden Singh of Pinsent Masons wrote about the growing use of lone working devices and the concerns that this may prompt from employees. With wider conversations around measuring and monitoring productivity amid changing working styles and locations (home and hybrid), this article is a good primer on all things related to lone working.

September 2024

Banning artificial stone worktops over silicosis risk ([It’s time to ban artificial stone worktops over silicosis risk | British Safety Council India](#))

Only months after Australia decided to ban quartz composite, Life Peer and former co-leader of the Green Party UK, Baroness Bennett of Manor Castle, wrote for Safety Management about a growing campaign in the UK to ban engineered stone worktops.

October 2024

Understanding the costs and benefits of reasonable adjustments ([Reasonable adjustments – understanding the cost and benefits | British Safety Council India](#))

In October, ACAS’s Faye Law wrote about the costs and benefits associated with reasonable adjustments within the workplace. Faye outlined that reasonable adjustments are not just a legal requirement but can be a way for employers to live out their values in practice, while also boosting productivity, engagement, and employee loyalty.

November 2024

Road Haulage Association UK trucker safety ([UK truckers: why more action is needed to make their working lives safer and healthier | British Safety Council India](#))

As part of their work around National Lorry Week, the Road Haulage Association (RHA) wrote about the risks faced by hauliers and what we can do to make their working lives safer; from providing better roadside facilities to ensuring that they can remain safe on the road.

Wider Work

Wider tactical work

Asbestos Awareness

To coincide with Global Asbestos Awareness Week (1-7 April) Phil Pinnington, Head of Audit and Consultancy at British Safety Council, wrote about the challenges presented by the long latency of asbestos-related conditions. He reflected on the new risks posed by our homes becoming our workplaces and the vital importance of regulator-led education campaigns.

Working at Height (No Falls Week)

50% of all workplace deaths in 2023/24 and 8% of all non-fatal injuries (around 48,000 in real terms) were caused by falling from a height. To raise awareness and support of No Falls Week (12-16 May), a week of campaigning activity run by the No Falls Foundation, Phil Pinnington published a blog on the risks associated with working at height and the steps employers can take to keep their workforce safe.



Lithium-ion Batteries

In recognition of the growing use of e-bikes and e-scooters in many of the UK's major cities, and the challenges they pose for health and safety in the workplace, we produced an [Introductory Guide to Lithium-ion Batteries in the Workplace](#), to coincide with National Battery Day (Feb 18).

50th Anniversary of the Health and Safety at Work Act (1974)

The Health and Safety at Work Act (1974) undeniably changed the safety landscape of the United Kingdom. Over half a century, workplace fatalities and non-fatal injuries have reduced by around 80%. As we celebrated this momentous milestone, we looked ahead to what the next 50 years might mean for health and safety in the UK.

Strategic Partnerships

Global Cooksafe Coalition

We joined the Global Cooksafe Coalition (GCC) as a member and attended its UK and European launch in London on 4 June.

The GCC brings together industry leaders and sector experts around a shared vision for the future of cooking, in a drive to phase out gas from all new developments by 2030, and to retrofit existing properties with electric power by 2040.

Speakers at the launch event, which was attended by media, included Prof. Frank Kelly, leading authority in air pollution and Director of the Environmental Research Group at Imperial College London. Giving cooking demonstrations, using electric induction, was Chef John Chantarasak, co-founder & head chef at AngloThai along with Chantelle Nicholson, chef/owner of APRICITY.



European launch of the Global Cooksafe Coalition in London.

OSH Alliance

We worked closely during 2024 with other members of the OSH Stakeholder Alliance to publish a white paper on mental health on 8 Oct. The paper was published ahead of World Mental Health Day on 10 Oct, and members of the Alliance shared it on social media and in their networks.

The paper set out calls to action for employers, the Government and OSH professionals to tackle and prevent poor mental health in the workplace. Between 8 and 16 October, 616 people visited the page where the paper was published, and there were 816 sessions in total in the report. We helped to generate articles in the media on it.



Policy and Research

Future of Work

To mark 50 years since the Health and Safety at Work Act (HSAWA) 1974 became law, we commissioned YouGov to survey employers and employees on public sentiment about the impacts of new technologies on worker and workplace safety.

Following the publication of our findings, we hosted a Future of Work Roundtable, held in Central London in July.

Videos from this event can be viewed here: <https://www.britsafe.org/impact-and-influence/research/future-risk>

This event was chaired by Nathan Baker, CEO of the Institute of Occupational Medicine. Nathan steered an in-depth discussion on the Future of Work with six workplace health and safety experts spanning training, policy, technology, auditing and trade union backgrounds.

Alongside this, we published the survey findings and invited Total Politics to attend and cover the event, and they published this feature article in House Magazine and Politics Home. We also achieved 14 other pieces of media coverage on our activity.

In August, we published a White Paper building on this work, called Navigating the Future: Safer Workplaces in the Age of AI.

Being Well in a Changing World

During 2024, the Institute of Occupational Medicine (IOM) and British Safety Council partnered to understand the extent to which organisations are adopting a holistic approach to wellbeing. Three core research areas guided the project:

1. What is the evidence base for adopting a holistic approach to worker wellbeing?
2. What tools, guidance, and approaches are used to address wellbeing at work? What is the content coverage of these resources and how effective are they?
3. What are other organisations/charities doing to support/promote holistic wellbeing amongst their workers, members, and followers? How effective is this? What has helped shape/inform their approach?

Stage one involved a review of academic and grey literature on the topic of workplace wellbeing. During stage two, 10 semi-structured interviews were conducted with representatives from organisations (C-suite leaders, HR and SHE leads) across a range of industries and sectors. The interviews explored current actions and approaches taken, along with priorities of focus in support of workforce wellbeing and organisational challenges experienced.

Findings from stages one and two were then used to inform development of an online survey with a view to understanding the extent to which interview findings were generalisable. This online survey was planned at the end of 2023 and undertaken in early 2024.

Wider Work

Policy and Research

Conducted between June 2023 and September 2024, the research involved: a survey of 609 employers across a range of organisational sectors, sizes and locations around the world; a review of 74 pieces of academic and 44 of grey literature on workplace wellbeing; and in-depth interviews with 10 employers in different sectors and locations.

The research found no single definition exists for ‘wellbeing’, and no common way to measure it, or quantify the impact of any interventions to improve it. This lack of agreement about what wellbeing is, and no standardised metric for measuring it, makes it harder to assess and compare wellbeing interventions across different organisations, sectors, industries, cultures, and nations.

In the online survey, the main challenges to improving worker wellbeing were found to be time pressures (25%), resource constraints (24%), and managing a dispersed workforce (23%). On a more positive note, most survey respondents (87%) reported their wellbeing strategy was grounded in health and safety and 70% of respondents said their organisational purpose was linked to worker wellbeing.

The research concluded that, while most organisations recognise the importance of looking after their workers’ wellbeing, the lack of an agreed definition of what wellbeing is and how to measure it is holding back efforts to support employees in a rapidly changing world.

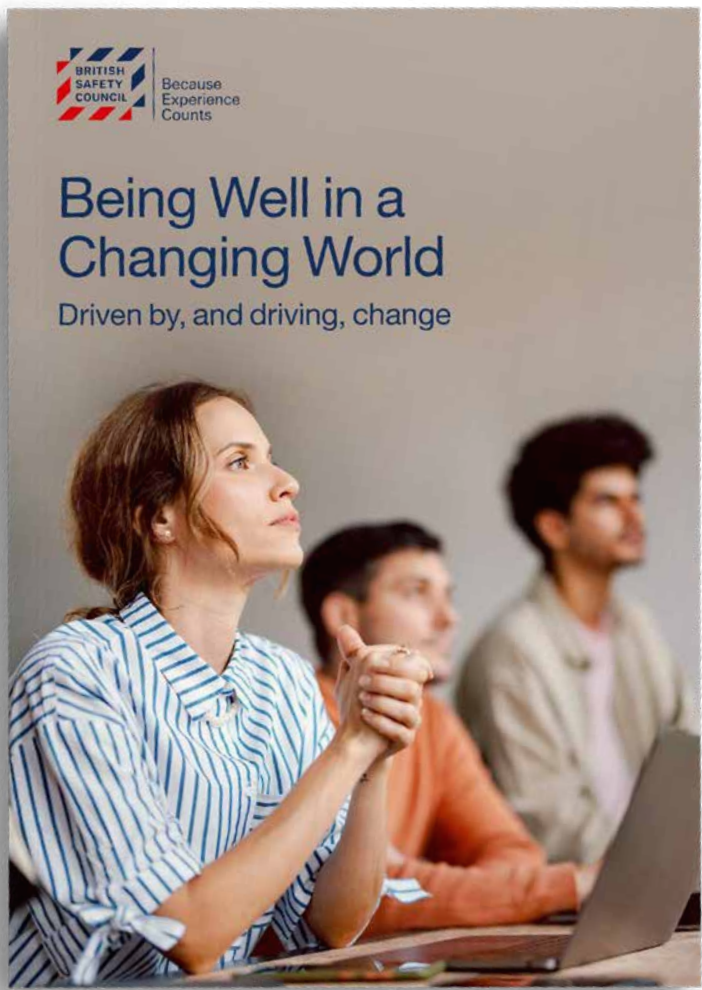
On the back of these and other findings, the research made five key recommendations for employers, employees, and policymakers, to further improve the wellbeing of workers, help them adapt to change, and share best practice across workplaces and sectors.

These were to:

1. Create and adopt standardised metrics for assessing wellbeing
2. Align workplace wellbeing offerings with wider occupational health and safety strategies
3. Foster an industry wide culture that encourages organisations to learn from each other
4. Ground wellbeing strategies in a holistic approach to health, safety and wellbeing
5. Ensure wellbeing strategies work at an organisation, person-by-person, and group level.

We published our final report with IOM, Being Well in a Changing World, on 2 October and launched it at SHW Live in Farnborough the following day. This included a pdf report published on the IOM and BSC websites, social media posts with key infographics, stakeholder emails and a video for use with clients who took part in the research and on the website.

We covered its key findings and recommendations in Safety Management magazine and promoted it through the media. The report was also discussed in a session at our Annual Conference on 15 October, by IOM CEO, Nathan Baker, and our Head of Wellbeing, Marcus Herbert.



Being Well in a Changing World report cover.

Legislation and Regulation

Health, Safety and Wellbeing Manifesto

Ahead of a UK General Election (later called for 4 July 2024), we published our Health, Safety and Wellbeing Manifesto. It contained seven ambitious calls on any future government, sitting across four distinct areas of policy: regulation, wellbeing, technology and the future of work, and skills.

We sought to raise awareness of the importance of workplace wellbeing, on an individual and collective basis, through the creation of a Minister for Wellbeing, responsible for the design and deployment of a National Wellbeing Strategy.

Letters to Party leaders & Select Committees

Our Manifesto was sent to every Member of Parliament, every member of the Scottish and Welsh Parliaments, Peers, media outlets, and political parties. We also wrote to the leaders of the main political parties, calling on them to prioritise worker health, safety, and wellbeing both as part of the election campaign and beyond.

Throughout the course of the election, we published weekly blogs on the health and safety issues at stake. With input from colleagues in our Wellbeing and Education & Membership teams, we were able to position wellbeing as a driver of economic growth, discuss the impacts of AI on the workplace, and the look ahead to the skills that’ll make the workplaces of the future safer.

Letter from Stephen Timms MP

We received a letter from Sir Stephen Timms, the Minister of State in the Department for Work and Pensions responsible for the Health and Safety Executive, in response to one we sent to both Sir Stephen and Alison McGovern MP, Minister for Employment, from our chairman Peter McGettrick introducing them to the work of British Safety Council and the calls included in our Manifesto.

In a warm and positive response, Sir Stephen said he was interested in our ‘ambitious calls’ and that they were echoed in the Government’s own mission-based approach. He acknowledged our call for adequate HSE funding, and welcomed our support to help drive forward its agenda. He also referenced the Government’s new Employment Rights Bill and its Make Work Pay plan, as well as saying he shared our ‘desire to ensure that our current legal standards for HSW are protected as part of the Government’s ongoing review of EU law’.



British Safety Council Manifesto 2024 cover.

News and Media

The quantity and quality of our PR activities remained high in 2024.

Key highlights

- Our proactive activity with the media was 116% above our target for the year.
- There were 3,718 articles in the media during 2024, on British Safety Council and Mates in Mind, reaching a potential audience of 4,982,063,000.
- We exceeded our target for UK coverage, generating 619 articles,
- Our coverage in India also went from strength to strength, with 1,221 articles generated during 2024.
- Our reach in news outlets in the rest of the world continued to be strong, with our coverage totalling 1,878 articles.
- From brand tracking we can see that:
 - As a result of our PR activity, for both members and customers our ISA Awards were in the top 3 most memorable things they had seen from British Safety Council in the media
 - Our events were seen in the media by just over half (51%) of customers
 - Workplace wellbeing was in the top 3 most memorable things for members.

3,718
 media articles
 in 2024

Key areas of commentary

- Press releases continued to perform strongly in target trade, sector and regional media, with additional exposure in Yahoo, MSN, The Telegraph and the FT referencing previous campaigns or surveys.
- Feature articles were successfully secured at regular times throughout 2024 in our target trade media.
- Breakthrough contributions were achieved on national station Fix Radio (weekly reach of over 500,000 tradespeople, according to Nielsen), with a live interview on wellbeing during Global Mental Health Awareness Month, and ongoing discussions for a sustainable relationship with Mates in Mind in particular.
- We had a major national broadcast success, securing a significant on-camera contribution for Peter McGettrick in ITV's news coverage of the 50th anniversary of the HASAWA. We also generated an article by Peter on this topic for New Civil Engineer magazine.
- Also on this topic, an article by Mike Robinson was included in a book commissioned by SHP Online, a collection of essays and thought pieces with contributions from across the industry.
- Our policy and campaigns work was spotlighted with media comment in dozens of key media titles (among them SHP Online, HSI, Facilitate magazine, Law 360, FM Business Daily, Workplace Insight, FM Industry, London Daily News, Scottish Business News, HSM, HR Review, Chemistry and Industry, PR News, Policy

Influence, Personnel Today, Professional Security Magazine, Total Constructor, Trucking) on a variety of topics, including:

- Release of our election manifesto, including a series of specific policy calls
- Result of the UK general election
- Responses to Spring and Autumn Budgets
- Latest HSE statistics on fatalities at work
- The King's Speech
- The DWP Secretary of State's Back to Work plans
- The Government's Employment Rights Bill
- The introduction of a separate criminal offence for retail crime and violence against retail workers
- The announcement of labour market statistics showing rising levels of economic inactivity
- The Get Britain Working White Paper

- In addition, our response to the final report of the Grenfell Tower Inquiry generated coverage in Inside Housing, Specification Online, Facilitate Magazine, FMUK, Scottish Housing News, Scottish Construction Now, Fire Safety Matters and HSM. We welcomed its forensic approach and said that responsibility for the many institutional failings it identified must be shared across multiple stakeholders.

- Our Being Well in a Changing World was covered by a number of our target titles, including SHP Online, FMJ, Facilitate Magazine, HSM, FM Business Daily and Politics Home

- Similarly, we contributed to the OSH Alliance White Paper on mental health, which generated coverage in HSM, SHP Online, Politics Home, Tomorrow's Health & Safety, FMJ and Personnel Today.
- Following our roundtable event looking at AI and the future of technology in workplaces we generated excellent coverage in titles including Politics Home, HSM, HSI, Personnel Today, Workplace Insight, HR News, Facilitate Magazine and Yorkshire Times.
- Following issuing a guide for employers on the risks of e-bikes and scooters, and best practice for storing and charging them in the workplace, we secured significant coverage, including from HSM, FMJ, Workplace Insight, Fire Safety Matters, Green Fleet and Professional Security.
- Authored thought-leadership articles for external media included one by Dr Julie Riggs, for HR Director magazine, on why leaders and managers should care about wellbeing, an article by Stephen Haynes on burnout in HR Director magazine and another in SHP Online, as well as one by Marcus Herbert on our 'Being Well in a Changing World' report in Facilities Management Journal.
- Further Keep Thriving grant awards were covered in trade magazine FE News, HSM, FM Business Daily, FMUK, Architect Projects, Politics Home, Process and Control Today, Dental Review News, All About Shipping, International Fire and Safety, Van Fleet World, plus regional press.

- The launch of our 'Health and Safety Uncut' podcast gained extensive attention in Machinery Market, Process and Control Today, FM Business Daily, the Clean Zine, International Fire and Safety, UK Fire Mag, Fire Safety Matters, HSM
- Our India PR agency issued a release following the launch of our support to Indian charity Work Fair and Free. We will be providing free training to its trainers, who in turn support migrant and vulnerable workers with health and safety training and advice, and coverage included mentions in Free Press Journal, Daily Hunt, MSN, Manufacturing Today India and The Machinist.
- In addition, a number of articles by Suresh Tanwar - on avoiding slips and trips, and noise pollution - were featured in Construction Times in India, as well as Industrial Automation Magazine and IPF Online.
- There was also good coverage across Indian media for our two India conferences, in Mumbai and Delhi.
- Our International Safety Awards continued to gain extensive international coverage for individual awards winners (including many mentions for Alba, Adani Vizhinjam Port, ACC's Thondbhavi Plant, Dubai Municipality, Indo-Jordan Chemicals and Koctas), as well as our announcement that a record number of awards were achieved, which generated pieces in SHP online and HSM magazine.
- In addition, we produced a double-page feature on the gala dinner event for Facilities Management Journal.

Advocacy

Policy Newsletter

British Safety Council sends out monthly policy updates to members and customers via an e-Newsletter. Throughout 2024, we continued to bring our clients and members the latest news on the health, safety and wellbeing issues that matter to them.

An updated format for 2024 was complemented by new policy reflections from British Safety Council’s policy team.

During 2024, we saw average open rates increase year on year. The average rate of people going beyond opening to click on a link in the newsletter was exceptionally high compared to industry benchmarks and 7.7% higher than our target. For members, this supplements the regular information they received via our Croner-i information and advice services.



Policymakers’ Newsletter

In 2024, we introduced a new email newsletter to politicians and policymakers across the United Kingdom. It brought lawmakers the latest health, safety and wellbeing news alongside updates on our campaign activity.

Throughout 2024, bi-monthly newsletters were sent to 918 MPs, peers, and members of the devolved Scottish, Welsh and Northern Ireland assemblies. In the second quarter of 2024, we expanded this audience to include devolved Mayors and combined authorities across England.

Brand tracking

British Safety Council regularly carries out brand tracking. This is done to ascertain the health of our brand, obtain comparisons with competitor organisations, gauge interest and happiness with our products and services, as well as understand the awareness and cut through of marketing and campaigning activities.

The latest research with 380 respondents, was carried out at the end of 2024 with both members and customers and showed some positive year on year movements.

British Safety Council was again rated as both members’ and customers’ favourite health and safety membership body and appeared in the top 3 health, safety, and wellbeing brands which respondents had seen advertising from in the last 12 months.

The Net Promoter Scores we achieved in 2024 saw a further improvement for members (55), while for customers they were broadly similar to the previous year (32).

Launch of new podcast

In November 2024, we launched our new podcast series, titled, ‘Health and Safety Uncut’.

This new channel helps us to reach audiences in a different way. Collaborating across the health, safety and wellbeing sectors, the first two episodes featured Matt Humby, Senior Technical Consultant at Firechief Global, to discuss ‘Lithium-ion Batteries – a growing fire risk’ and Colette Willoughby, Director and Asbestos Compliance Consultant at The National Organisation of Asbestos Consultants, to discuss ‘Asbestos Management – time to improve the skills base’.

Hosted by Belron’s Dr Shaun Davis, the podcast will allow us to spotlight our own experts as well as working with trusted key figures across our industry.

Follow the show:

<https://open.spotify.com/show/19ZT9Cb03WmVNaVIU77HIM>



Host of Health and Safety Uncut podcast, Dr Shaun Davis (top) with Colette Willoughby (bottom left) and Matt Humby (bottom right).



Our Education & Training

In 2024, we delivered training – digitally, virtually and face-to-face – to over 12,000 students in 95 countries. The majority of this training was delivered to students in the UK, India and Europe. We also delivered training to students in the USA, the Middle East and South Asia.

One of the things that marks our training out is our Learning Zone, where students can access course material, study support and assessments. This has helped our online training provision to grow significantly in recent years, especially following the pandemic, to become our principal means of delivering education and training. In 2024, we helped 1,150 to attain a level 3 qualification and 172 to gain a level 6 qualification in health and safety.

Our in-company delivery and public education remain popular, and in 2024 a total of 1,013 people took a NEBOSH qualification led by a tutor with British Safety Council, while a further 630 did a digital NEBOSH qualification. One of our students received the student award from NEBOSH recognising their high achievement in one of their diploma units. Responses from over 9,000 students, over a 4-year period, gave our training a Net Promoter Score of 65, showing they would highly recommend it.

In 2024, through our charitable initiatives, we also sponsored 10 members of the Society of Women in Health and Safety – Africa (SOWSHE-A) to achieve a professional qualification (the International General and Environment Certificate), helping them to establish a career in OSH and also support the development of OSH in their respective countries. For the first time we sponsored an additional 10 places on the IEMA Foundation Certificate in Environmental Management, and we also delivered 15 Health and Safety for Directors and Senior Leaders digital learning programmes to the mentors who were giving up their time to support these inspirational women.



Our Awards

International Safety Awards

In 2024, 1,148 organisations from all sizes and sectors won British Safety Council's acclaimed ISA awards. They came from as far as Africa, Asia, India, mainland Europe and the Middle East. 278 applicants achieved a distinction, 463 achieved a merit and 407 achieved a pass.



International Safety Awards 2024 – Category Winners

Free to Enter Awards

CEO of the Year

WINNER: Mr. Eyab Mijwal – Smart University of Science and Technology

Mr. Eyab Mijwal's exceptional contributions to the field of occupational health and safety at the Smart University of Science and Technology have been transformative and pioneering. His innovative initiatives and persistent dedication have not only elevated the safety standards but also significantly influenced the safety culture within and beyond the institution. His achievements are not just a reflection of his personal dedication but also serve as a benchmark for safety excellence, inspiring others to follow in his footsteps.

Health, Safety and Wellbeing Ambassador of the Year Award

WINNER: Mr. Arun Raveendran – National Contracting Co. Ltd.

Mr. Raveendran's leadership ensured a balanced approach to operational risks and business profitability, enhancing the workplace's occupational, health, and environmental aspects and fostering a productive environment. His meticulous planning and execution in challenging environments demonstrated excellence in risk management, strategic planning, and safety leadership.

Health and Safety Transformation Award – sponsored by Croner-i

WINNER: Deepak Nitrite Ltd.

Deepak Nitrite's primary objective was to enhance health and safety across their organisation. They aimed to implement a transformation that exceeded industry standards to ensure the wellbeing of employees and the community. Information played a pivotal role in the transformation journey. They leveraged data and insights to plan and execute changes effectively. From the development of the HSE portal to the online capturing of UA/UC, near misses and incidents, they used information-driven strategies to enhance safety measures. The positive impact was evident in the improved safety culture, early mitigation of incidents, and enhanced emergency preparedness.

Our Awards

Free to Enter Awards

Seize the Opportunity Award

WINNER: Dubai Municipality

Following the Covid pandemic, Dubai Municipality created a strategic vision to have a centralised Command and Control Centre (CCC) for managing and enhancing city operations. This initiative facilitates seamless steady state operations, city management, emergency response management and real time tracking of services and vital city metrics throughout Dubai city and supported the Smart City aspiration of the nation. This resulted in impressive improvements to response times, emergency response efficiency, emergency prediction accuracy and preparedness for emergencies and crisis.

The James Tye Award

WINNER: Dr. Hessa Jaffar Hassan Ali, Dubai Municipality – Health and Safety Department

Under the visionary leadership of Dr. Hessa Jaffar Hassan Ali, the awareness team of the Health and Safety Department launched an innovative campaign, positively impacting the health, safety and wellbeing of over 3.6 million workers in the Emirate of Dubai. A post-campaign assessment revealed an 85% awareness index among the targeted groups, indicating an increase in health and safety knowledge.

Team of the Year Award

WINNERS: Heather Wright and the H&S Team – Autism Care UK Ltd.

To grow a positive safety culture, the team created an environment where safety is a shared value, embedding a common perception of risk, open communications and sharing accountabilities among all employees. The team introduced a new risk management policy and framework, including a corporate risk register and function-specific registers. It strengthened a top-down safety approach with an integrated process ensuring systematic risk assessment and mitigation at all levels and across all functions, promoting shared understanding of risk and ensuring leaders align safety priorities with their broader strategic goals. This led to a significant reduction in incidents and injuries.

Wellbeing Initiative Award – powered by Being Well Together

WINNER: Joseph Gallagher

The core focus of the Joseph Gallagher wellbeing initiative was to proactively enhance the mental health and wellbeing of their employees, particularly those on construction sites. Recognising the profound impact of mental health on both individual wellbeing and organisational performance, their goal was to cultivate a workplace environment that champions openness, support, and community. Taking a multifaceted approach, the initiative resulted in a more connected, positive workplace culture. Increased participation in events, positive feedback from employees, and enhanced fellowship were indicators of a strengthened community.

Organisations who
received an ISA in 2024

1,128



Our Awards

Best in Sector

Construction and Property Activities

China Construction Third Bureau Group Co. Ltd - Ningbo Huamei Hospital Medical Complex Building Construction Project

Consultancy and Advisory

Gardaworld Critical Infrastructure & Government Services

Education

High Temperature Research Centre - University of Birmingham

Financial, IT, Legal, Scientific and Technical Services and Media

Eversheds Sutherland (International) LLP - London Office

Health and social care

NHS Property Services Ltd

Leisure, Sports Clubs, Hospitality and Catering

Arsenal Football Club

Local Government, Defence and Public Service

BAE Systems Maritime Services

Manufacturing

CSCEC Steel Industries LLC

Oil, Gas, Mining and Quarrying

Hindalco Industries Limited, Samri Bauxite Mines

Onshore major hazard

Arab Shipbuilding & Repair Yard (ASRY)

Power and Utilities

KEC EPC LLC - N16685 132/22KV YAS II S/S

Transport, Distribution and Storage

SunExpress Airlines

Wholesale and Retail Services

Otokoç Otomotiv

Best in Country

China

China Construction Seventh Engineering Division Corp. Ltd

Kuwait (joint winners)

Kuwait National Petroleum Company - Head Office

Kuwait National Petroleum Company - Mina Abdullah

Middle East (other)

Design, Build And Operate Field Operating Base For Oman Shell At Block 10, Galfar Engineering & Contracting Saog, Sultanate Of Oman

Qatar

ASHGHAL-KEO International Consultants-HBK CONTRACTING COMPANY-Roads & Infrastructure in Umm Slal Mohammed Phase 02(DN005-P01)

South Asia (other)

Kompong Dewa Resort Project

Turkey

SunExpress Airlines

United Kingdom

BAE Systems Maritime Services

UAE

CSCEC Steel Industries LLC

Chief Adjudicator's Award

WINNER: BAE Systems Maritime Services



Our Awards



British Safety Council announced the organisations that demonstrated they are the ‘best of the best’ around the world in 2024 as winners of the prestigious Sword, Globe and Shield of Honour awards.

The 71 Sword of Honour and nine Globe of Honour winners also demonstrated to an independent adjudication panel their proven track record of excellence in managing risks to workers’ health and safety and/or to the environment from the organisations’ activities, with two of these companies winning the treble – all three awards – and four companies winning the double – both Sword and Globe of Honour.

This was the second year that the Shield of Honour was awarded to organisations which can demonstrate excellence in wellbeing management.



Attendees at the Sword, Globe and Shield of Honour luncheon (left), DEWA (top left) and Unipart (top right) receiving their awards.

The year’s winning organisations came from a broad range of industry sectors in the UK, India, the Middle East and Asia, including construction, energy generation, manufacturing, hospitality, education, facilities management, housing, wholesale and retail and transport.

Mike Robinson, Chief Executive of British Safety Council, said: “Many congratulations to all winning organisations on their achievements this year, I applaud them for keeping their workplace safe and healthy and contributing to safeguarding the environment. All of these award-winning organisations share a commitment and willingness to achieve the uppermost standards, and we thank them for contributing to achieving our vision that no-one should be injured or made ill through their work.”



Peter McGettrick, Chair of British Safety Council, said: “On behalf of the board of trustees and staff of British Safety Council I would like to congratulate all the award winners on achieving the highest standards of health, safety, wellbeing and environmental management.

“Unipart Logistics and Dubai Electricity and Water Authority (DEWA) won the treble: Sword, Globe and Shield of Honour awards.”

“Achieving recognition of this sort takes absolute dedication and the utmost professionalism. We are proud to support you in your achievements and delighted we can contribute to your ongoing success.”

British Safety Council paid particular tribute to seven organisations which won both the Sword of Honour and the Globe of Honour. They were:

Dubai Electricity and Water Authority PJSC
FCC Environment – Eastcroft EfW
Milaha Corporate Services (MCS)
Milaha Container Shipping (MCSH)
Milaha Shipping Agency (MSA)
Milaha Gas and Petrochem (MGP)
Unipart Logistics.

The full lists of winners can be viewed [here](#).

The awards were presented at an event held in London on Friday 29 November.



Our Awards Events

International Safety Awards Gala Dinner



British Safety Council held its annual Gala Dinner on 7 June to celebrate the winners of its International Safety Awards (ISAs) 2024 at the Intercontinental London Park Lane hotel in London. This was the 66th year the awards have taken place and the 64th year of a gala dinner.

The prestigious event was hosted by Gemma Oaten, actress, founder and CEO of the charity SEED, with speeches by British Safety Council CEO, Mike Robinson, its chairman Peter McGettrick, and Ruth Denyer, Co-President of the International Institute of Risk and Safety Management (IIRSM) and Senior Director Production Health and Safety at Netflix.

The event combined both a formal presentation ceremony with a dinner and evening of live entertainment.

The ceremony also incorporated the 7th Mates in Mind Impact Awards, which are given by British Safety Council's sister charity, Mates in Mind, to companies seeking to improve mental health at work, especially in the construction sector.

Speaking at the event, Chief Executive of British Safety Council, Mike Robinson said: "At a time when people's safety around the world is being put at ever more risk by conflict and climate change it is all the more important we celebrate the efforts and successes by organisations everywhere in keeping their people safe, well and healthy through the International Safety Awards and associated free to enter awards.

"It is so rewarding to see the award winners demonstrating such commitment to improving the health, safety and wellbeing of their organisations, as well as helping celebrate the British Safety Council's sixty-six years of improving health and safety standards around the world. Our vision – that no-one is injured or made ill through their work – requires more than just legislation; it requires people to be inspired to drive for continual improvement. But for people to be inspired they need to be engaged, and celebrating success is one of the very best ways of engaging people.

"We had a record number of entries for the International Safety Awards this year with entrants from over 50 countries and I'm delighted to say that the overall standard has been higher than ever before. Along with the Mates in Mind Impact Awards we are delighted to see this event, and the successes it showcases, go from strength to strength."

In his address, Chairman of British Safety Council, Peter McGettrick said: "I know I speak for my fellow British Safety Council board members and trustees when I say just how impressed we were this year with the award entries we received. Each year the number of entries goes up, as well as the scale of the achievements.

"We're just over a month away from marking another major milestone in the history of health and safety. On 31 July, it will be half a century since the Health and Safety at Work Act came into force in 1974.

Its legacy is not just here in this room, it is felt in every single workplace up and down the country. Put simply, the Health and Safety at Work Act revolutionised workplace safety in the UK and set a new standard which many other countries have since followed.

"We are proud of everything you have achieved, and I feel privileged to celebrate your amazing successes here and look forward to working with you all in the years to come."

In her keynote address, Ruth Denyer reflected on her career in the health and safety industry from her first job at the National Theatre, her time at ITV, to her current role as Senior Director of Production Health and Safety at Netflix focusing on EMEA, as well as being Co-President of the IIRSM.

Whether lassoing with Hugh Jackman, producing TV's Celebrity Shark Bait, spearheading Netflix's production health and safety culture, or working to promote women in the health and safety profession, Ruth's anecdotes and insights underlined the impact that health and safety can make everywhere.

Ruth said: "One of my personal commitments to the profession has been to stand up and represent females in this type of forum, to try and be part of the change everyone I speak to wants to see. The job isn't done yet. We shouldn't just be thinking about 'female representation' but inclusion across the board – not only to attract a vast diversity of talent into the profession – but also supporting their development and ensuring they feel included and engaged with our communities."

Our Awards Events

Sword, Globe and Shield of Honour Luncheon



Dubai Electricity and Water Authority (DEWA) and Unipart Logistics received the clean sweep of awards at a gala luncheon event at Drapers Hall, London, in November.

The event, featuring a keynote speech from Dr Shaun Davis, Group Director of Safety, Health and Wellbeing, Belron® International, was attended by representatives from the UK, India, the Middles East, Asia and North America.

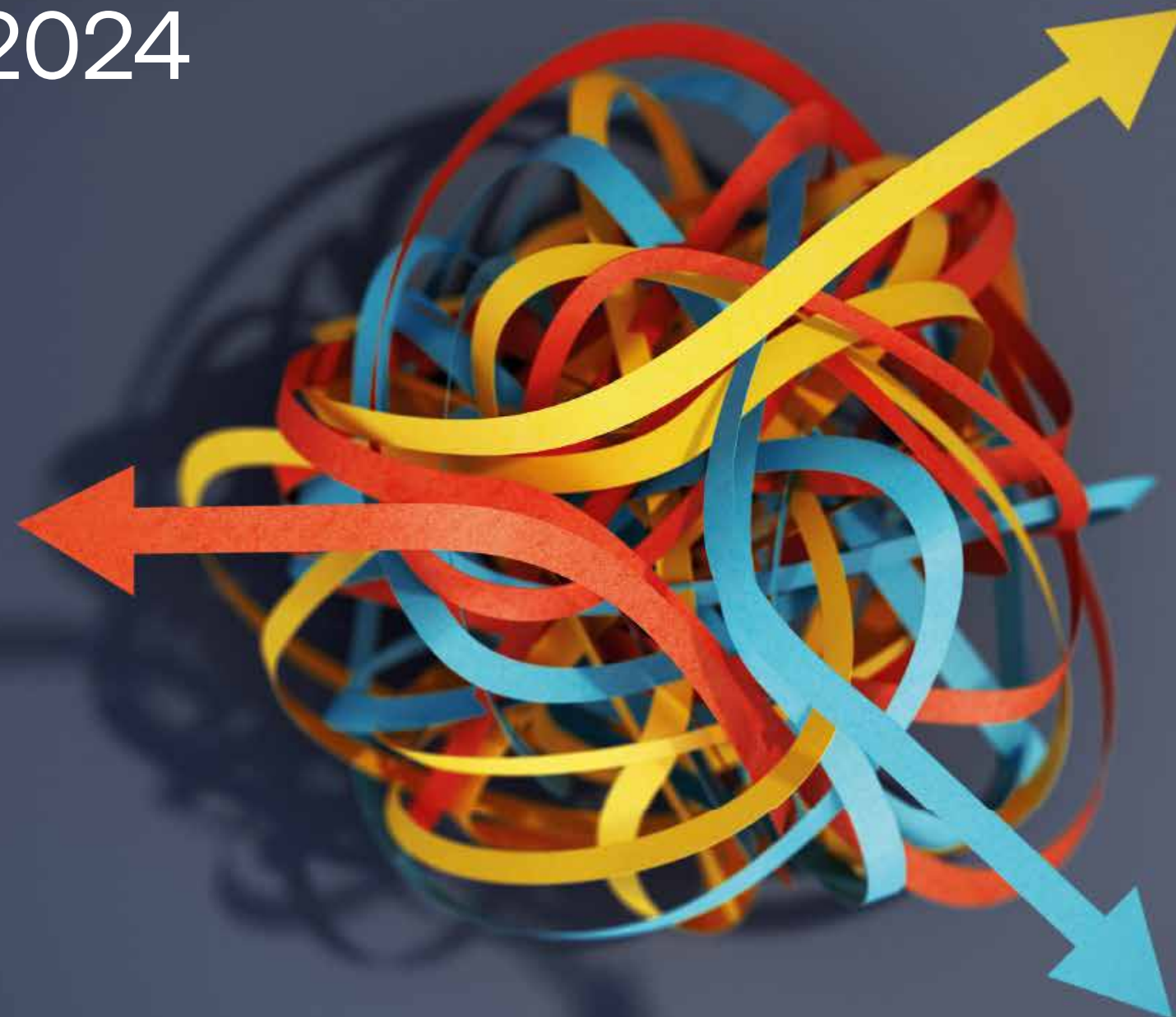
At the prestigious ceremony, Mike Robinson, Chief Executive of British Safety Council, said: “Huge congratulations to DEWA and Unipart Logistics on their achievements in 2023/24. These companies share a commitment and willingness to achieve the uppermost standards, and we thank them for contributing to achieving our vision that no-one should be injured or made ill through their work.”

Peter McGettrick, Chair of British Safety Council, said: “On behalf of the board of trustees and staff of British Safety Council I would like to specially commend DEWA and Unipart Logistics on achieving the highest standards of health, safety, wellbeing and environmental management. Their absolute dedication and utmost professionalism is a shining light.”

To be eligible for the Shield, applicants must have achieved five-stars in either British Safety Council’s Wellbeing Five Star audit, or five-stars in both the Health & Safety and Wellbeing Supplementary Audit, before demonstrating to an independent adjudication panel that they have a proven track record and culture of best practice for excellence in wellbeing running throughout the organisation from the shop floor to the boardroom. DEWA and Unipart have previously won multiple Swords and Globes of Honour.

Our Wider Events

British Safety Council 14th Annual Conference 15 October 2024 #AC24



Annual conference

The event, entitled Leading Health, Safety and Wellbeing in a Complex World, took place on 15 October and was held virtually for the second year running. It included presentations and panel discussions from a wide range of experts, moderated by Neal Stone, chair of the board of trustees at Positive Action in the Community and a former director of policy at British Safety Council.

The conference began with an introduction from British Safety Council's chief executive, Mike Robinson, who emphasised the importance of good leadership and strong, supportive workplace cultures.

"There is a fundamental difference between leading and being the leader," said Robinson, noting that "while anyone can be a leader, not everyone can lead". Successful leadership is about encouraging others to work together to build a strong and supportive culture in the face of "meteoric" change, both inside and outside the workplace.

Addressing the conference in a keynote speech, TUC general secretary Paul Nowak said that we are in a time of "unprecedented uncertainty for working people". Pointing to the "existential threat" posed by climate change, the uncertainties associated with artificial intelligence, huge demographic challenges, global conflicts and the increased political instability, Nowak said: "The argument is simple: good work for all is fundamental to addressing these challenges."

He argued that "the human need for decent, fulfilling work is incredibly important" and worker wellbeing is fundamentally linked to quality of work. Good work that improves people's lives requires "active choices", both politically and economically, said Nowak, and good employers have "nothing to fear" from the reforms announced recently by the UK Government in its Employment Rights Bill.

British Safety Council's director of education and membership, Dr Julie Riggs, outlined the factors behind the rapid pace of change around the world. She pointed to huge political swings, changes in worker demographics and mass migration, which she said would continue to surge as the effects of climate change become increasingly apparent.

Funmi Adegbola, founder and president of the Society of Women in Safety, Health and Environment – Africa (SOWSHE-A), said it was important to understand the "profound benefits" of migration as well as the challenges it presents. Occupational safety and health practitioners must develop awareness of cultural differences in the workplace and be prepared to adapt strategies to reflect an increasingly diverse workforce, she said.

Safety practitioners will need to become "a lot more involved in health and wellbeing" as the world around us continues to change, said Dr Riggs – a point echoed by British Safety Council's head of audit and consultancy, Phil Pinnington, who stressed that health, safety and wellbeing go hand in hand and should not be viewed separately.

"I was one of those people [who thought that health and safety was a separate issue to wellbeing], but I very quickly realised that what goes on at home has an impact and that leaving your problems at the gates is nonsense," said Pinnington. "The correlation is absolutely there – [health, safety and wellbeing] live together and you can't separate those things out." The argument that worker wellbeing is an issue for human resources professionals, rather than for health and safety practitioners, "doesn't stand up to reality", he added, and health and safety practitioners "need to be part of that conversation".

They also have a critical role to play when it comes to influencing senior management teams and the wider workforce, Sam Cooper, a health and wellbeing business partner in the NHS, told the conference. There are signs of change at the top, said Pinnington, pointing to a "shift" at board level away from seeing health and safety as a "necessary evil" and recognising instead the value of looking after workers' health, safety and wellbeing.

"There is still a lot of work to do but people are heading in the right direction," he told conference attendees. "When we talk about leadership, sometimes you can be pushing against a closed door. Never, ever give up hope that you can make a difference, because when that door opens it will be like a whirlwind."



UK/International – Webinars

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| <ul style="list-style-type: none"> • The Do's and Don'ts of Contractor Management (Feb) – 108 attendees • Work-Related Stress Risk Assessment – The Why, The What, The How (Mar) – 507 attendees • Members webinar (Apr) – 53 attendees • Wellbeing conference (Apr) – 110 attendees • Mental health in the workplace – where next? (Apr) – 55 attendees • How can employers reduce financial stress? (Apr) – 56 attendees • Is our approach to wellbeing inclusive? / Neurodivergence in the workplace (Apr) – 56 attendees • Empowering leaders and people managers (Apr) – 64 attendees • Sleep/ fatigue impact on the workplace (Apr) – 57 attendees • Addressing Staff Health and Wellbeing Needs in an NHS organisation (Apr) – 60 attendees | <ul style="list-style-type: none"> • Understanding the real needs of workforces/ How engaging is our approach to wellbeing? (Apr) – 73 attendees • Pursuing workplace wellbeing through authentic leadership (June) – 295 attendees • Strategic Wellbeing Workshop for Senior Leaders (June) – 10 attendees • Strategic Wellbeing Workshop for Senior Leaders (July) – 17 attendees • British Safety Council Five-Star Specification Update (July) – 252 attendees • Members Webinar (July) – 44 attendees • Sword, Globe and Shield of Honour application 2024 webinar (Aug) – 73 attendees • Understanding and addressing burnout in today's workplace (Aug) – 170 attendees • Strategic Wellbeing Workshop for Senior Leaders (Sep) – 15 attendees • What is the Workplace Wellbeing Programme? (Sep) – 142 attendees | <ul style="list-style-type: none"> • Is your organisation surviving or thriving? (Sep) – 78 attendees • Annual conference: Leading health, safety and wellbeing in a complex world (Oct) – 538 attendees • Equipping and Empowering Line Managers – Direction, Training and Support (Oct) – 122 attendees • Members Webinar (Oct) – 10 attendees • International Safety Awards 2025 Application Webinar (Oct) – 141 attendees • Strategic Wellbeing Workshop for Senior Leaders (Nov) – 12 attendees • Fostering organisational successes through an inclusive Global Wellbeing (Nov) – 61 attendees • NEBOSH National & International Diploma Taster Session (Nov) – 16 attendees • Local context in workplace wellbeing – challenges of the charity sector (Dec) – 54 attendees |
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Our India Events



Our India team delivered a diverse calendar of impactful initiatives in 2024, engaging clients and professionals through a blend of thought-leadership conferences, industry events, and insightful webinars.

India

Conferences and Celebrations:

- **360 Safety & Wellbeing Transformation Conference (March – Mumbai & Delhi)**
Our annual client conference drew over 100 participants at each location, where British Safety Council experts unpacked the future of safety and wellbeing in India. Delegates explored forward-looking themes including safety performance transformation, process safety management, cultural leadership, and risk mitigation – all anchored around the role of employee wellbeing.
- **International Safety Awards Celebration (May – Mumbai)**
With 192 attendees, this celebratory evening brought together safety professionals from across India to recognise and honour organisational excellence in health, safety and wellbeing. The evening was marked by inspiring award presentations, good food, music and vibrant networking.
- **New LLP Office Inauguration & Staff Conference (July – Mumbai)**

British Safety Council LLP inaugurated its new 53-seat office at Times Square, Mumbai – now home to nearly all departments. The day began with a ribbon-cutting by Mike Robinson, followed by staff addresses from Mike and Hemant Sethi, Managing Director of British Safety Council India (LLP).. The second half saw a mini-conference, where department heads shared half-yearly updates and future plans. The day concluded with a summer celebration for all employees.

Expert-led Webinars:

We continued to bring key safety topics to the fore through our expert-led webinars, reaching hundreds of professionals across sectors:

- Critical Risks Safety Audit (August) – Speaker: Suresh Tanwar – 208 attendees
- Occupational Health Management (August) – Speaker: M Kamarajan – 335 attendees
- SOH Application Webinar (September) – Speaker: Suresh Tanwar – 70 attendees
- Effective Incident Investigation Strategies (September) – Speaker: Ian Travers – 184 attendees
- Asset Integrity: Life Cycle Management Strategy (October) – Speaker: Amresh Deshmukh – 72 attendees
- Asset Integrity: Life Cycle Management Strategy (November) – Speaker: Ian Travers – 103 attendees
- Role of Behaviour-Based Safety in Safety Culture Building (November) – Speaker: M Kamarajan – 178 attendees

Industry Engagement:

- Safetember 2024 (September – Vadodara)
British Safety Council participated as a Silver Sponsor at this marquee industry event. We also contributed a keynote presentation titled “Proactive Approach in Process Safety – Minimum Expectations.”
- Pioneering Change through Behavioural and Process Safety (November – Hyderabad)
This workshop welcomed over 50 attendees. The first half of the day focused on Safety Culture, led by Suresh Tanwar, followed by Process Safety Management, delivered by Amresh Deshmukh. Each participant received a practical takeaway featuring BSC-branded items.
- 8th CCPS Global Summit on Process Safety (November – Mumbai)
British Safety Council joined this premier industry event as a Silver Sponsor, with a paper presentation by Ian Travers on “Quantified Human Factors Risk Assessment.”

Mates in Mind

As a leading UK charity raising awareness and addressing the stigma of mental ill-health, British Safety Council's award-winning mental wellbeing sister charity, Mates in Mind, works collaboratively with employers across construction, transport and logistics, manufacturing, fire and security, farming and agriculture and other related industries, to build positive mental health in and through work.



As a leading UK charity raising awareness and ending the stigma of mental ill-health, British Safety Council's award-winning mental health sister charity, Mates in Mind, works in partnership with employers across construction, transport and logistics, manufacturing, fire and security, farming and agriculture and other higher risk sectors, to build positive mental health in and through work.

Mates in Mind does this by campaigning for change, building a community, empowering a culture change to one of prevention, supporting the implementation of effective intervention strategies, raising awareness with future line managers and business owners, and providing direct support. Awareness of mental health issues has increased significantly within society and the construction and other higher-risk sectors since Mates in Mind was established in 2017.

Following the departure of Sarah Meek, Sam Downie started as Mates in Mind's new Managing Director in February 2024. During Sam's career she has retained her interest in research and in developing effective, evidence-based interventions that have positive impact at system, organisational and individual level.

During 2024, Mates in Mind and their Board, reviewed and updated the charity's vision, mission and need, so that it reflects and responds to developments in their target sectors. This work led to a refreshed offer to Supporters with the introduction of a Champions subscription for those leading organisations that want to provide mental health support through their supply chains.

Mates in Mind continued its advocacy and influencing work through several high-profile projects, including the CLC Mental Health project in partnership with Warwick University, the New Hospitals Build Programme, the National Suicide Prevention Strategy Advisory Group, the BSI working committees for the Suicide Prevention Standard, and the new Haringey Framework. During the year, the charity also responded to the Department for Work and Pensions' Fit Note Consultation and the Institute of Occupational Medicine (IOM) Consultation.

During the second quarter, the organisation celebrated several notable achievements: April saw record-breaking subscriptions and renewals for Supporters. Additionally, it secured a new contract with CITB to fund Supporter Lite for 100 SMEs and micro businesses hosting apprentices.

June saw the Mates in Mind Impact Awards take place, which celebrated the achievements of their Supporters. In 2024, Mates in Mind hosted webinars, spoke at events, and participated in panels and podcasts. During the third quarter, Mates in Mind attended UK Construction Week in Birmingham, where they chaired and participated in panel discussions at the invitation of CITB and Design and Build.

The team attended or hosted a total of 23 events during September and October alone to coincide with World Suicide Prevention Day (10 September) and World Mental Health Day (10 October). On 17 October, Mates in Mind partnered with MAD World for the inaugural Make A Difference Construction Summit featuring five panels of leaders and influencers from across the



Civils and Lintels supporting the Mates in Mind BEAMATE text service.

construction sector, highlighting the current challenges, necessary changes, and how to create a sector that is good for workers' mental health. Additionally, the team spoke at key events with CONIAC, the London Health and Safety Group, and the Women in Construction Awards amongst others.

During the year, Mates in Mind delivered training to over 1,800 individuals resulting in significant impact with:

- 73% of participants feeling more comfortable talking about their own mental health.
- 85% feeling more confident in approaching a colleague if they felt concerned for their mental wellbeing.
- 68% felt more confident identifying and managing stress within their teams.
- 91% felt the training improved their understanding of their role in supporting the mental health and wellbeing of those around them.

Mates in Mind's marketing and communications work led to 115 appearances in trade publications (including 12 proactive approaches for exclusive articles) and e-newsletters, 3 national and 12 regional media outlets as well as BBC Radio 5 Live. Notably, this included a blog published on the HSE website, which was also shared through their newsletter and social media.

In October, the organisation was recognised as a runner-up in the apprentice category at the London Construction Awards, highlighting the work it has initiated in the apprenticeship sector. The 'Apprentices Programme' continues to work with colleges to help develop a mentally resilient construction workforce, through training provided in college and guidance given to employers. As a result of this training, 100% of participants said they would approach someone if they were experiencing mental ill-health themselves and that they would feel confident approaching someone else if they believed the other person was struggling.

Its fundraising continues to go from strength to strength with the recruitment of a corporate fundraising manager and support for individual fundraisers. The team has developed strong fundraising performance and profile raising and aims to build on this next year. The growth in fundraising enables the organisation to further grow its charitable outputs and impact.

The end of the year focused on the development of a three-year strategic plan for 2025-2027.

Key statistics for 2024 were that:

- **93** training sessions were delivered
- **1,824** people were trained
- **323** organisations now 'Support' Mates in Mind
- **55** new 'Supporters' were added in 2024
- **£263,000** was fundraised
- **259** people used the BEAMATE text service
- **21,486** items downloaded from the website
- **10,824** awareness date specific resources were downloaded
- **2** consultation responses submitted.



Recheal Valderama from Mates in Mind with Fred Mills who founded 'Get Construction Talking' at BBC Radio 5 Live.



Because
Experience
Counts

No-one should be injured or made ill through their work.

Our mission is to keep people as safe and healthy as possible in their work through education and practical guidance. We look forward to working with you to achieve this goal. If you have any enquiries or require further information, please do not hesitate to contact us.

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