



Because
Experience
Counts

Impact Report

2022

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

Since its foundation in 1957, the 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.

Its 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 its charitable work, British Safety Council leads health and safety networking forums for several sectors and facilitates and promotes best practice in Britain and overseas.

It also offers a range of services and products, including training, qualifications, publications, audits and awards. British Safety Council works closely with organisations, charities and individuals who share its 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



2021 was the year that British Safety Council's founder, James Tye, would have celebrated his 100th birthday. In fact, James died a quarter of a century ago, though his legacy endures to this day, both in terms what he achieved in his lifetime and the way British Safety Council continues to take forward what he began.

It is difficult to know what James would have thought of the current world state. We believe he would have spoken up for everyday people's needs right now. He would not have allowed the impact and risks of Covid to be absorbed by those who can least afford it, just to save money or cut costs. He would undoubtedly have been proud that during British Safety Council's lifetime and through its influence health and safety practices have been transformed for the better. In the UK there are now few serious accidents and injuries due to bad practice in the workplace; a significant legal, cultural and professional maturity has evolved in support of workplace health and safety; and other nations are pursuing their own pathways to better practice, albeit with a wide variation of development.

Though 2021 was another difficult year for British Safety Council, as we grappled with a reduced workforce, fluctuating demand for our services as well as more permanently moving to hybrid working. It was equally rewarding, as we continued to take forward what James started, delivering strongly on our charitable purpose.

We continued our Covid support, for example, providing free mental health eLearning to Indian clients, as well as campaigning around air pollution in the UK. One of the key highlights was our attendance at COP26. Getting on the invite list was hard enough, with unique coverage in Safety Management magazine but our Time to Breathe campaign work in Glasgow really drove home the key manifesto asks.

James Tye was ahead of his time when it came to wellbeing. In the 1980s, he set up the British Wellness Council to produce messages on how to stay physically and mentally healthy. During 2021, we consolidated and expanded work from recent years, launching our wellbeing campaign, Keep Thriving. This started in May with a round table event involving high profile political and industry figures. British Safety Council now offers numerous wellbeing services including training, audit and consultancy as well as the Being Well Together programme. Additionally, the award-winning mental health charity Mates in Mind continues to raise awareness of mental health issues in construction, transport and logistics sectors.

We also started to embed Theory of Change as the methodology guiding our campaigning activities during 2021. This helps provide structure to our approach, with more clearly defined goals and outcomes, enabling our trustees and other stakeholders to see more clearly the impact we are having.

Despite Covid, 2021 was also a time for celebration as we announced winners of our Sword of Honour, Globe of Honour and International Safety Awards. Winners of these esteemed awards as well as those who were shortlisted, went above and beyond in dedicating additional time, resources and commitment to ensuring their work, teams and workplaces remained healthy and safe amid the global pandemic. That included for example, 80 Sword of Honour and eleven Globe of Honour winners who 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.

It was also a record-breaking year on the events front. Despite the inability to provide face to face interaction due to pandemic restrictions, our webinar programme went from strength to strength. The highlight was the Wellbeing in the Workplace webinar which attracted c1,000 attendees.

So, although Covid did its best to throw us off track, I'm pleased to report that in 2021 British Safety Council really delivered on its charitable purpose.

Mike Robinson
Chief Executive
British Safety Council

Our Campaigns

COVID-19 continued to have a big impact on our campaigning activities in 2021. However, we had some great successes with the launch of our wellbeing campaign Keep Thriving and our attendance and campaigning at COP26.

**IT'S TIME TO CUT
AIR POLLUTION
TO SAVE LIVES.**

#TIMETOBREATHE



Time to Breathe

The case for change

Air pollution is the largest environmental health risk in the UK, greater than obesity and smoking. It causes 40,000 early deaths a year in the UK and costs the economy a staggering £20 billion annually. Exposure is greater in and within cities principally because petrol- and diesel-powered vehicles are the largest source of air pollution.

Air pollution is a silent and invisible killer and because of this it has been largely ignored by regulators and employers who have shown little interest in recognising and addressing the health risks of air pollution to outdoor workers. We know that air pollution is preventable. But interventions to reduce the impact of toxic air on outdoor workers are not happening fast enough.

The Government's focus has been on risks to the general public and children. A campaign was therefore needed to raise awareness of outdoor workers' vulnerability. By reducing air pollution levels, the UK can reduce the burden of disease from stroke, heart disease, lung cancer, and both chronic and acute respiratory diseases, including asthma.

Our goals

Time to Breathe is aimed at increasing the protection of outdoors workers from dangerous levels of pollution. Our ultimate goal is that no illnesses or deaths of outdoor workers are directly caused by them working in poor air pollution areas of the UK. Our immediate goal is to equip employers to protect their outdoor workers from poor air quality.

Our approach

We recognise there are multiple parties involved in achieving our goal, from national and local government, to the organisations that employ outdoor workers. Collaboration and a joined-up approach are critical to success. While Government has a role in setting legal limits for the most dangerous air pollutants that a regulator then enforces, organisations have a role in implementing policies and practices that reduce the exposure of outdoor workers to harmful levels of toxic air.

The Time to Breathe campaign launched in March 2019 with a publicity stunt in Central London and the development of the Canary Air Pollution App for London, aimed at employers. While a range of activity was planned for 2020, this was put on hold due to COVID. 2021 marked the refocus on Time to Breathe campaigning.



Time to Breathe

During 2021, we developed a Theory of Change model for our Time to Breathe campaign to ensure we had clear goals, outcomes and measurement in place. We have chosen four pillars of underpinning outcomes and activities needed to achieve our goal. These are employers, air pollution monitoring, regulation and Government policy and social change. Each pillar has a set of short (0-2 years), medium (2-5 years) and longer term (5 years plus) outcomes.

Push to get UK adopting WHO exposure limits for the main pollutants

We pressed both Secretary of State for Environment, Food and Rural Affairs and the Minister for Agri-Innovation and Climate Adaptation for support in protecting outdoor workers from air pollution, including giving HSE a role in this respect. Activity was timed ahead of a Private Members Bill being tabled in the House of Commons in December 2021 by Christine Jardine MP, calling on the Government to match the WHO's clean air targets. Our demands were combined with press activity around the same.

COP26

The stand-out Time to Breathe campaign activity in 2021 was our work at COP26. The UN's COP26 conference has taken place for over 30 years, bringing together representatives from around the world for a 'Conference of the Parties', or COP. 2021 was the 26th annual summit, with the UK acting as President and the conference taking place in Glasgow.

We wanted to use this massive opportunity, with a projected 25,000 people in one place to discuss and address both climate change and wider environmental issues and the world's eyes on the UK, to be part of the discussion and raise awareness of our message about air pollution and outdoor workers.

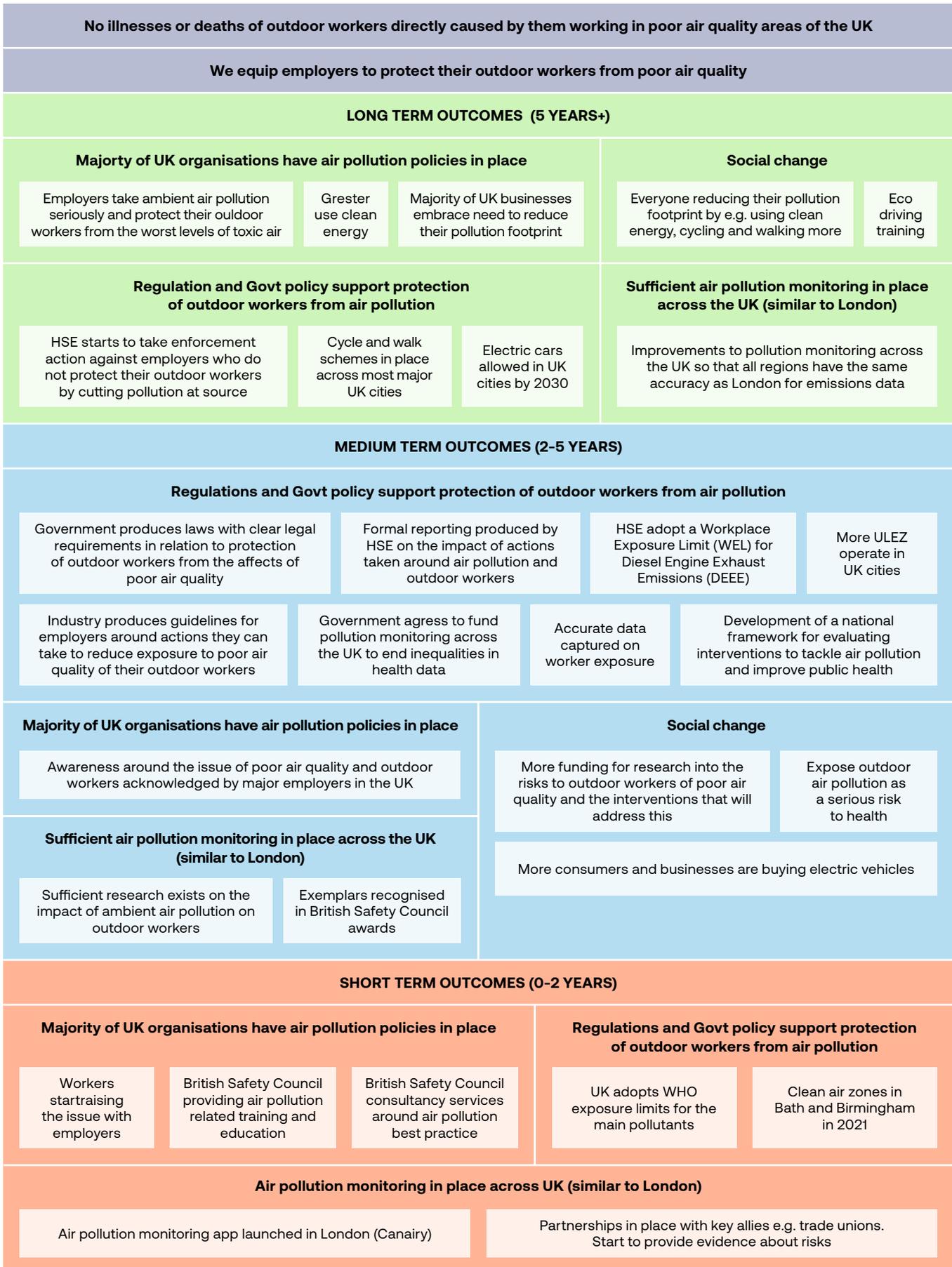
Our communication objectives were:

- Raise awareness of #TimetoBreathe and promote the campaign at a time when the world's eyes were on the UK and people were talking about climate change and the environment
- Link the issues of climate change and cutting emissions with improving air quality and cutting pollution

- Highlight the risk to outdoor workers of poor air quality and the fact they don't get to choose the air they breathe
- Encourage people to support the campaign, get involved and, if they were an outdoor worker or employer in London, to download the Canary app
- Build up partnerships with other organisations that have a similar mission and message to promote and amplify #TimetoBreathe.

We wanted to create a physical presence which worked on social media, acted as a visual reminder of our message at the conference, and was seen by people attending the conference. We also wanted to hold an event which media could be invited to attend and where we could photograph and share images/video on social media. Our in-house journalist attended the conference so that we could report on developments to British Safety Council members and customers.

Time to Breathe Theory of Change Model



Time to Breathe

Activities included a large banner on Broomielaw, a key thoroughfare in Glasgow which people used to walk between the Central Station and main COP26 venue. It was also opposite Glasgow City Council's main public event space, Sustainable Glasgow Landing, so people saw our banner as they arrived at this free fringe event. Media were invited to a photo and interview opportunity, with a mix of local, Scottish national and trade media. We were also joined by Joseph Carter, Head of Devolved Nations at the British Lung Foundation and Asthma UK. Part of our activity included four workers, out on the streets of Glasgow, taking the message to people in the city.

Results included over 39,000 people physically having the opportunity to see our activity at COP26, which was the most well-attended COP in history. We generated coverage through Glasgow Live, Glasgow World and the STV website. We published five articles on Safety Management's website during the conference. Further, a feature piece and two news articles were published in Safety Management's December issue.

After the activity, we wrote an article for the Politics Home website, which also appeared on the BSC Politics Home page. Our Politics Home article was viewed 437 times. On social media, the Tweets that the House Magazine posted had 17,394 impressions and 286 engagements.

Our Time to Breathe campaign website had 202 views during the period and the articles published on our Safety Management microsite were viewed 367 times.

Our best performing post was a video of our Chairman, Peter McGettrick, speaking about what we were doing and why, which achieved 5,538 impressions on Twitter. 25,094 impressions were achieved on LinkedIn through 22 posts on our channel achieving 331 clicks, 251 positive reactions and 32 shares. 3,355 impressions were achieved on Facebook, with 41 engagements and 20 positive reactions. Our animated video about air pollution and Time to Breathe on YouTube had 91 views. We achieved 593 impressions for our posts containing the video.

#TimetoBreathe COP26 Twitter activity

22 posts

103,854 impressions

79 likes

24 retweets

393 engagements



Time to Breathe

Creating clean air zones in more UK cities

During March we launched an Air Pollution Manifesto, which called on all candidates standing for election as a Metro Mayor in May 2021 to commit to our Time to Breathe 7-Point Plan:

- Appointing a Clean Air Tsar with executive powers to ensure that levels of ambient air pollution are reduced to below legal/ WHO guideline limits for the most dangerous sources of air pollution in the shortest time possible
- Running a publicity campaign to encourage drivers to stop engine idling
- Permitting electric cars only in cities from 2030 at the latest

- Retrofitting diesel buses to be powered by electricity to improve urban air quality
- Implementing a Clean Air Zone or an Ultra-Low Emissions Zone covering the metro area
- Funding air pollution monitoring infrastructure to the same accuracy as London for emissions data
- Investing in cleaner energy, cycling and walking.

Clean air zones were introduced in Bath, Birmingham and Portsmouth during 2021, and in London the Ultra-Low Emission Zone was expanded.

Getting workers to start raising the issue with employers

We ran a social media campaign on air pollution in May and June, focused on outdoor workers in the UK. The aim was to increase awareness of our Time to Breathe initiative with outdoor workers themselves. The concept was a competition asking outdoor workers to upload interesting photos or videos with the theme of air pollution and outdoor workers. We targeted specific sectors and job roles.

We also booked advertising in trade magazines during April and June focused on driving awareness of Time to Breathe. Publications included Politics Home (the Dods website for MPs/ Parliamentarians) and Air Quality News. This ensured that we created over 50,000 opportunities to see with political figures, target employers and workers.



Time to Breathe

Exposing air pollution as a serious risk to health

We developed a Time to Breathe ‘white board’ video to support our campaign and this was promoted to industry, the press and through social media. You can view the video on the Time to Breathe website pages: <https://www.britsafe.org/campaigns-policy/time-to-breathe-air-pollution-campaign/time-to-breathe/>

To date, the video has been viewed over 760 times on YouTube.

We helped promote Clean Air Day on 17 June, with a special join up with Politics Home/Dods. We published two articles in Politics Home and the House magazine about this event, and these were also shared on social media, generating:

- **4,700+ article page views**
- **44,000+ Politics Home impressions**
- **76,800+ Twitter impressions**
- **6,400+ Twitter engagements**

We held a roundtable with MPs including Geraint Davies, Ben Bradshaw and members of the Air Pollution APPG.

This produced positive results including: our article received 2,010 page views and 1,419 unique page views; the number of times our article was featured alongside relevant news content was 20,243; on Twitter, the tweets promoting our article had 14,654 impressions, and 2,791 engagements (clicks, likes, RTs or profile visits); on Twitter, our video had an impressive 11,344 views.

Separately, we ran a paid for article in Air Quality News (AQN) both in print and online in June to reflect World Environment Day, and the environment was the core theme for Safety Management June issue. AQN magazine has over 2,800 readers, and their newsletter reaches 8,000 people.

To date, the video has been viewed over **760 times** on YouTube.



Time to Breathe

Air pollution monitoring app

The British Safety Council Canary air pollution monitoring app was launched in 2019 and has attracted over 1934 users in 599 organisations since then. One limitation of the app when launched was the air pollution monitoring infrastructure in the UK, which meant the app could only provide data in London. One of our key positioning statements has been a call for better and wider air pollution monitoring infrastructure and things have improved since 2019. During 2021, we started looking at alternative solutions that might provide wider coverage and enable more people to benefit from the app. Work continues on this into 2022.

Partnerships in place with key allies

Partnership working is a key component of our Time to Breathe campaigning approach, both supporting others with related interests and gaining support for our work.

During 2021, we joined the Westminster Commission for Road Air Quality (WCRAQ). The Commission supports the All-Party Parliamentary Group (APPG). The APPG consists of MPs and peers who work together to promote measures to tackle poor air quality. One MP on WCRAQ, Barry Sheerman, regularly contributes articles to Safety Management magazine. WCRAQ comprises of six working parties which discuss, debate, and agree on policy recommendations to help shape Government policies.

We started supporting Idling Action London including speaking at the 2021 Engines Off Campaign webinar. The focus of Idling Action London is on the need for businesses to support professional drivers in reducing air pollution from vehicle engine idling, for the protection of personal and public health. Idling for a 30 second period produces nearly twice as much pollution as switching off then restarting the engine. The project is jointly led by the City of London Corporation and the London Borough of Camden and is funded by the Mayor’s Air Quality Fund. It involves 31 London local authorities.

We started supporting the Healthy Air Campaign and their drive for amendments to the Environment Bill. British Safety Council, along with the Healthy Air Campaign, supported an amendment tabled by Baroness Hayman of Ullock, to establish a legal limit for PM2.5 that is equal to or stricter than the current WHO limit. The amendment was subsequently agreed.



Barry Sheerman, MP



Wellbeing

The case for change

Many employers do not understand or recognise the business benefits of employee wellbeing. Of those that do, few do wellbeing properly, with many employers not consulting their workforce ahead of developing a wellbeing strategy. This means the interventions offered do not always cater for the varied needs of employees and tend to offer vanilla options, such as free fruit. The result is that employer wellbeing programmes are poorly communicated to staff and therefore employee awareness about workplace health interventions offered by their organisations is low, as is the take up, which reduces their perceived value. The impact of employers not investing in workplace wellbeing initiatives is higher rates and costs associated with absenteeism, presenteeism, disability and staff turnover. Employers are failing to recognise a thriving workforce is a productive workforce that supports their business growth ambitions.

We recognise there's a lot that happens in the workplace which has an integral impact on wellbeing, be it the environment, the culture, the facilities, the quality of work and the leadership within the business. Executive engagement and support are powerful and are one of the most important tools for driving a culture of wellbeing. Having competent line managers, at all levels, is also fundamental to creating a wellbeing culture. This means employers show leadership and embrace and invest in wellbeing in consultation with their workforce, recognising it is not a one size fits all approach, as every organisation must prioritise.

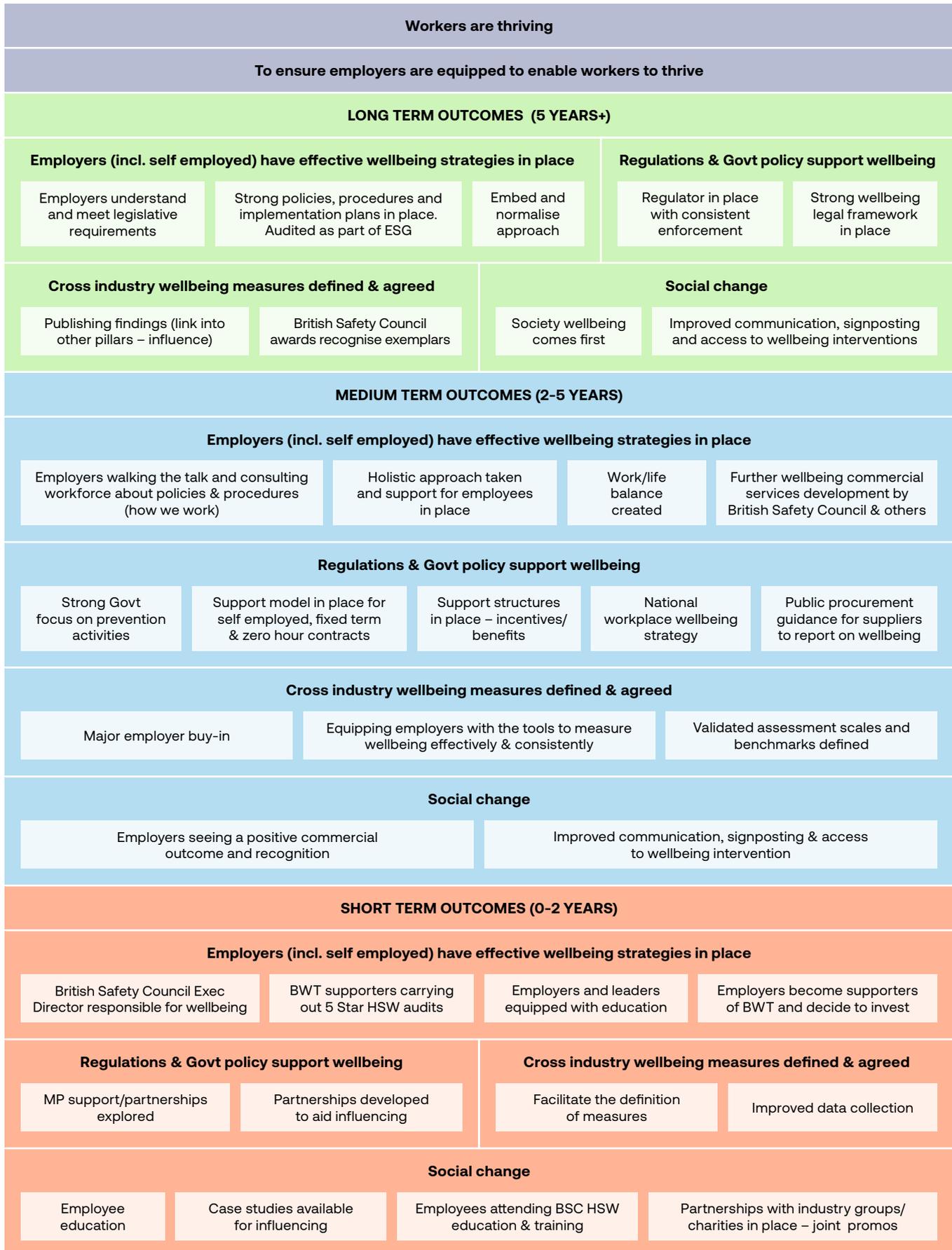
Our goals

During 2021, we launched a wellbeing campaign aimed at supporting and improving the health, safety and wellbeing of workers. Our goal is for workers to thrive, that they feel in a good place and that employers are equipped to make this happen. Workers include all permanent employees as well as self-employed workers and those on fixed term and zero-hour contracts. We are taking an inclusive and holistic approach to wellbeing, leaving no workers behind.

Our approach

Our road map was developed using a Theory of Change methodology to ensure we had clear goals, outcomes and measurement in place. We chose four pillars of underpinning outcomes and activities needed to achieve our goal. These were employers, regulation and Government policy, social change and cross industry wellbeing measures. Each pillar has a set of short (0-2 years), medium (2-5 years) and longer term (5 years plus) outcomes.

Wellbeing Theory of Change Model



Wellbeing

Partnerships developed to aid influencing

Our first activity was holding a round table event in May 2021. The purpose of the round table was to discuss and seek wider support for British Safety Council’s wellbeing campaign and to help inform our positioning statements. The round table discussion was structured around the four pillars of the campaign, namely employers, regulation and Government policy, social change and cross-industry wellbeing measures. Participants included:

Peter McGettrick	Then Deputy Chair British Safety Council/ Roundtable Chair
Peter Crosland	Civil Engineering Contractors Association (CECA)
Steve Hails	Tideway and Chair Mates in Mind
David Hale	Federation of Small Businesses (FSB)
Rt. Hon Sir Norman Lamb	Chair of the South London and Maudsley NHS Foundation Trust (and former Health Minister)
Ellen Lapworth-Maisey	DPD
James Martin	British Chambers of Commerce (BCC)
Alex Norris MP	Shadow Health Minister
Samantha Peters	Director British Acupuncture Council/ Chair of the British Safety Council Being Well Together Committee
Alison Wellens	Interim Head of Health and Work Branch, Health and Safety Executive (HSE)

The outputs from the round table were invaluable in providing guidance and support for the next steps in the campaign, which included our political approach. Combined with feedback from British Safety Council staff, it also provided the foundation for the campaign name, Keep Thriving.

**Keep
Thriving**

Our calls to action

The round table event allowed us to formulate thinking around our positioning statements:

- Employers to adopt a holistic approach to health, safety and wellbeing, focused on training people to enable prevention and avoid poor wellbeing
- Employers to appoint an executive director responsible for wellbeing, acting as a sponsor driving change
- Employers to actively engage employees in determining workplace wellbeing interventions that work for them
- Employers to make wellbeing an integral part of their culture and the way that they operate, ensuring policies, practices and risks are assessed with preventive measures in place
- Employers to provide wellbeing training to all line managers, so they have the confidence to communicate with employees with care and sensitivity and can direct employees to relevant support mechanisms
- Employers to make monitoring and reporting of wellbeing simple and integrated into an existing system and be meaningfully reviewed at the highest levels
- Employers to evaluate the impact and efficacy of their wellbeing interventions on a regular basis, to ensure they adapt and respond to the changing needs of their workers
- Employers to include wellbeing as part of their health, safety, environmental, social, and governance (ESG) criteria.

Wellbeing

Driving political support

A key part of our strategy is political lobbying, and our next major step was a Parliamentary drop-in planned for November 2021. To enable this to happen, we gained early support from Dean Russell, MP for Watford, who agreed to sponsor the event. Dean has a particular interest in mental health and wellbeing, including advocating for more mental health first aiders, and wants to turn Watford into a 'Wellbeing Town'. Dods were brought on board to manage the mechanics of making the event happen.

Unfortunately, due to Covid restrictions the event ultimately had to be postponed until 2022. However, over 20 MPs and Peers applied to attend and will be invited to the rearranged event.

Growth in employer interest in wellbeing

With Covid restrictions limiting our ability to organise face to face activity, like many other organisations, our focus moved to the virtual world.

The key wellbeing highlight was our first ever wellbeing conference, held in January 2021, called Wellbeing in the Workplace. This proved to be a step change in member and customer engagement, as well as attracting many people British Safety Council had not previously engaged with. The event generated record attendee levels of nearly 1,000. The event also provided a springboard into later wellbeing webinars with each generating significant interest.

- Wellbeing in the workplace (January): 938 attendees
- COVID-19 workplace management and resilience (March): 819 attendees
- COVID-19 workplace management and resilience – India (April): 201 attendees
- Managing stress in the workplace (April): 672 attendees
- Financial wellbeing webinar (May): 244 attendees
- Diabetes at work (June): 478 Attendees
- Supporting the mental health of your hybrid and lone workers on (July): 620 attendees
- A strategic approach to wellbeing in the workplace (November): 436 Attendees.

Employees attending British Safety Council health, safety and wellbeing education & training

During 2021, we ran 39 mental health first aid training events through Live Online and In-company formats. Over 600 students benefited from this work.

Through our digital learning platform, which we developed in response to the pandemic, we also enrolled close to 2,500 people in our Start the Conversation and Manage the Conversation courses about supporting people's mental health at work. Additionally, around 1,000 people took part in digital learning about managing stress and resilience.

Through our Being Well Together programme, we ran 6 financial wellbeing specific workshops, delivered with our partners Mercer Marsh Benefits.

Being Well Together Supporters who also took the Resource Hub Plus option were also able to take advantage of those additional training facilities.

Other tactical work

Alongside our main campaign work, we also carried out tactical activities during 2021 designed to promote member interests and protect the health, safety and wellbeing of workers.

Support for Justice for injured workers campaign driven by USDAW

Prior to 2021, we had already been supporting an USDAW campaign related to justice for injured workers for 3 years, with specific help from our Chair and technical personnel. The crux of the campaign was to stop an increase in small claims court limits that would have meant more worker injury cases going to the small claims courts without the injured party having legal representation. In February 2021, we learnt that the proposed increase had been dropped, which was a major win for worker rights.

Complaint to ASA about Government Covid ad

In March 2021, the UK Government released a COVID-19 advert urging the nation to “stay home, protect the NHS, save lives”, with the strapline ‘every online meeting is making a difference’. But the advert inappropriately used a picture of a woman sitting on a sofa cross-legged using a laptop. We took decisive action and urged the Government to withdraw this advert immediately, as it implied that people working from home should be working from their sofas. We also registered a complaint with the Advertising Standards Authority. The advert was subsequently dropped.

Campaigning on fire safety

We continued to campaign on fire safety, as the Government’s Bill made further slow progress in the aftermath of the Grenfell fire in 2017 in which 72 people died. Last year, we responded to a number of developments, including extra funding for the removal of unsafe cladding, which we welcomed, while urging the Government to enact the Fire Safety Bill without further delay.

Four years following the fire, in April 2021, the Fire Safety Act was finally passed. When new regulations came into force in August, we welcomed them, but reminded people that it was still unclear who pays for the removal of unsafe cladding from buildings below 18 metres. We are still awaiting the Building Safety Bill to be passed by Parliament and Royston Smith MP, writing for Safety Management in July last year, raised the issue of fire safety remediation costs which is still being discussed between the Government and developers.



News and Media

**“449% uplift in
PR reach and
197% uplift in
PR coverage
year on year.”**

The quantity and quality of our PR activities remained extremely high in 2021. In fact, due to our activities around COVID-19, awards/events and campaigning, we had our fourth successive record year of coverage, with levels increasing more than 190% above 2021 targets..

Key highlights:

Coverage 197% above target

Reach 449% above target

Proactive press releases 143% above target

**12% more members aware of ISA awards
PR activity compared to 2020**

**Similar levels of members to 2020 aware
of Covid PR activity (up 7% for customers)**

Advocacy

Policy updates

British Safety Council has been sending out regular monthly policy updates to members and customers for many years via an eNewsletter. This provides updates around health, safety and wellbeing, as well as our perspective on the developments to over 80,000 people each month. For members, this supplements the regular information they received via our Croner-i information and advice services.

During 2021, we carried out a review of the policy newsletters and subsequently started to include more international information and more British Safety Council view points, to make the content more relevant and useful to a greater proportion of our client base. Aligned with this, in May, we evolved the format of the newsletter to provide more distinction between UK and International content.

Later in the year, we gave the policy newsletter an entire face lift, bringing it more in line with other email communications, breaking up its content into bite-sized easier-to-read stories, with links to external content. This has already seen an increase in open and read rates and we will continue to work on the relevance and usefulness of its content.



Advocacy

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 awareness and cut through of marketing and campaigning activities.

The latest research carried out at the end of 2021, with both members and customers, showed some positive year on year movements, with 771 respondents.

Like 2020, British Safety Council came out strongly for unprompted health and safety awareness in 2021. With the growing level of wellbeing services being provided by British Safety Council and the launch of the Being Well Together programme, alongside our Keep Thriving wellbeing campaign, it was pleasing to see the organisation perform positively for wellbeing awareness too, showing some good impact from 2021 promotional activities.

With many British Safety Council members belonging to more than one trade association, understanding how we compare is important. The 2021 results showed that we maintained a strong position, continuing to be the majority of member's favourite membership body. The results also showed that Membership is still being seen as important to a lot of members.

Preference levels also maintained very healthy levels in 2021, with the Net Promoter Scores (NPS) for members and customers being in the very good range.

Evaluation against our values provided some renewed insight into how we are being perceived. Not unexpected 'Knowledgeable' and 'Authoritative' came out strongly. Although not used by name 'Human' came through with its relationship to 'Excellence', 'Trustworthy' and 'Supportive'. Interestingly 'Leading' was also once more stated in the top words. It also aligns with our 'Courage' value. Although not part of the top words 'Inclusivity' was also mentioned by a number of respondents.

Advertising awareness seemed to be a strong point for British Safety Council in 2021, as we launched our first brand awareness activities of recent years. Whilst awareness increased a decent amount year on year for British Safety Council, other major brands seemed to plateau.

There were also consistent and high levels of awareness across members and customers of our Covid-19 and Wellbeing campaign work, two of our main areas of focus.

Our Events

As in 2020, much of planned face to face event activity clearly had to either be postponed or cancelled due to COVID-19 in 2021.

We once more had to cancel our face-to-face events such as the Sword and Globe of Honour Awards, International Safety Awards and Annual Conference. As mentioned elsewhere in this report, we did carry out significant other virtual events with a particular focus on wellbeing. However, activities weren't limited to wellbeing and included:

- **India Safety Leadership Forum (January):** 119 Attendees
- **India Health and Safety Leadership Forum (May):** 267 Attendees
- **India Health and Safety Leadership Forum (October):** 227 Attendees
- **Best Practice Audit: Five-Star SHE Specifications (June):** 447 Attendees
- Launching membership onboarding webinars for the first time, which had a superb reception

- **Continuing to run virtual Sector Interest Group meetings across:** Retail, Stadia, Manufacturing, Transport & Logistics, Construction, Housing and Local Authority and Healthcare. The new format meant that more international members had the option to participate.

Externally, we dipped our toe back into the health & safety event waters, continuing our partnership with 19 Group, as educational partner for the NEC event in September 2021. No one, including the organisers, really knew what footfall would be like but it was great to finally get back out seeing members and customers face to face. Although attendance was down on previous years, we had a good reception to our seminar sessions in the main theatre.

We also attended the Air Quality News Conference North event in September. The event serves as a platform for business, local authorities and the third sector to learn, network and celebrate as an industry. It was originally due to take place in late 2020 and we were going to link our participation with a Time to Breathe stunt in Manchester. Due to COVID it was pushed back to 2021. Our involvement included sponsorship of the evening drinks reception and an exhibition stand at the event which around 300 people attended.



Mates in Mind

Mates in Mind is a leading, registered UK charity which enables organisations, of any size, to improve their workforces' mental wellbeing.

Mates in Mind was set up jointly by the Health in Construction Leadership Group and British Safety Council in early 2017. They provide the skills, clarity and confidence to employers on how to raise awareness, improve understanding and address the stigma of mental ill-health. They focus on creating cultures of support in workplaces to create honest, open dialogues between members of staff.

Additionally, they work to advance the education and understanding of employers, other organisations and the general public around mental health. Working alongside their partners, business champions, sector leaders and growing community of Supporters, they are delivering effective change across UK workplaces to create cultures of prevention so employees feel supported at the point of need. During 2020-21, they recruited 183 new Supporters, 80% of whom are SMEs, reaching 151,000 new employees. They also generated 95,000 visits to their website and delivered 316 training sessions.

Taking proactive steps to address mental health issues was never more important when the whole world was battling Covid-19. Their efforts ensured that vital support went to those who were finding it difficult to effectively manage their mental health. They helped Individuals take control of their mental wellbeing, better manage their anxiety and avoid spiralling into depression.

They launched the community hub to manage mental wellbeing during Covid uncertainty. Mates in Mind also worked with its partners at the British Safety Council to deliver free "Start the Conversation" courses during the period of tackling the Covid virus, a 45-minute awareness session about mental health in the workforce. This session provided practical skills to spot some of the signs of mental health issues in ourselves and in our co-workers, giving people the confidence to step in, reassure and support their colleagues and to know who to turn to for appropriate support.

They also rolled out free mental health workshops in an attempt to reach more than 500 vulnerable individuals, offering research-led training and support. The programme, funded by Tideway, included a 12-month support package for 20 small businesses (with fewer than 10 staff) providing access to a dedicated support officer, business assessments, resources and more.

Their partnerships with key groups and organisations from various sectors across the industry has enabled Mates in Mind to push the reach of their mission further, offering their services and support to organisations across the country. The support of these associations has been vital in reaching out to a wide spectrum of individuals, supporting them to start conversations with those coming from the hard to reach groups.

In December 2021, they released the preliminary results of their major new survey which focused on small and micro-businesses plus sole traders. The study, funded by a research grant from B&CE Charitable Trust and working with the Institute of Employment Studies, investigated the extent of mental health problems in this important supply chain workforce. The study revealed how high levels of mental distress and a reluctance to seek professional help among UK construction workers is leading to increased alcohol consumption, non-prescription drug use and even self-harm.







Because
Experience
Counts

Our mission is to keep people as safe and healthy as possible in their work, and also to support organisations to improve the wellbeing of their staff. If you agree with our aims, sign up to support our campaigns, and ask us about becoming a member.

If you have any questions, or would like to know more, please get in touch.

British Safety Council

70 Chancellors Road
London W6 9RS
United Kingdom

T +44 (0)7917 559042

E stephen.cooke@britsafe.org

L britsafe.org

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