

Campaign Pack

January - March 2026

“I’m fine,
how are you?”



keepbritainworking.com



Department
for Work &
Pensions



Department
of Health &
Social Care

Reed Learning



INTERNATIONAL
WORKPLACE



1. Summary	2
What is it?	3
Who is it for?.....	3
Why is it being done?	4
The current landscape.....	4
The campaign	4
Who is behind it?.....	5
2. How you can support the campaign to help SMEs	6
1. Become a campaign partner.....	7
2. Promote your dedicated campaign landing page	7
3. Use our campaign content library	8
4. Publish content to support the campaign	8
5. Host a briefing or presentation.....	8
6. Explore a wider partnership	8
3. Research	10
General workplace statistics.....	10
Sector-specific statistics	12
4. Campaign messaging.....	16
Launch.....	16
Campaign resource site.....	17
Campaign assets	18
Testimonials.....	18
5. Campaign contacts.....	19

1. Summary

Campaign name: Let's get on

Strapline: Helping small businesses address mental health, wellbeing and disability at work

What is it?

The Department for Work and Pensions is **fully funding** line managers in small-and-medium-sized enterprises (SME) to complete the **IOSH Managing Occupational Health and Wellbeing** certificate course. The programme is delivered by International Workplace, in partnership with Reed Learning.

This initiative builds on the findings of the [Keep Britain Working Final Report](#) – the conclusion of an independent review conducted by the government – which highlighted the key factors contributing to **economic inactivity in the UK** and set out measures to support more people in returning to work.

Who is it for?

Eligibility criteria:

- Must work for an SME (2-249 employees)
- Must have line management responsibility for at least one worker
- Must not have studied this course in the last three years.

This campaign is not suitable for:

- People who live and work outside of the UK
- People working for a British company but living abroad
- Employees at businesses with 250+ staff
- Non-line managers
- Anyone who has completed the IOSH Managing Occupational Health and Wellbeing course in the last three years.

Important notes:

- This is a **managerial health and wellbeing course**, designed for SMEs to retain staff, improve workplace wellbeing, and reduce business costs, **not** a health and safety course.
- The **fully funded version** of this course is only available **1 January – 31 March 2026**; the standard course costs up to £249 plus VAT.

Why is it being done?

"Too often, small businesses lose skilled staff to health issues without the tools to support them - and that doesn't help anyone.

"This free training changes that. It gives line managers the confidence to have the right conversations and make the adjustments that could help keep people in work.

"When small businesses support their staff to stay at work healthy, everyone wins - employees, businesses, and our economy."

Minister for Employment, Dame Diana Johnson.

The current landscape




- The UK workforce currently faces a number of challenges that require targeted action.
- Priority issues for the DWP include high levels of **working-age economic inactivity** – particularly among **young people**, insufficient support for people with **poor health or long-term health issues**, and persistent **barriers for disabled people** entering or remaining in work.
- These challenges were highlighted in the [Keep Britain Working Review](#), which also emphasised the **critical role employers play** in supporting people to stay in work. Government has responded to the review and set out the programme of work being taken forward against its recommendations.

The campaign


- **SMEs often lack robust return-to-work policies** and employee support programmes, limiting their ability to retain staff and build healthier, more productive workplaces.
- Greater line manager confidence in holding **health and work-related conversations** could help people stay in work.
- SMEs are also more **exposed to rising costs and political, global and economic pressures**, making strong people-management skills and retention strategies essential.
- The DWP wants to provide SME line managers with free access to the IOSH Managing Occupational Health and Wellbeing course, equipping them with a recognised qualification and practical skills to:
 - **strengthen line manager capability** in identifying early signs of poor health at work and build confidence in having timely, supportive conversations before absence occurs.

- equip line managers with the skills and confidence to **support employees with long-term or chronic health conditions**, enabling them to remain in work.
- encourage SMEs to **recruit, support and retain people with disabilities**.
- contribute to a **healthier, more resilient workforce** that supports economic growth.

Who is behind it?

 <p>Department for Work & Pensions</p>	<p>The Department for Work and Pensions (DWP)</p> <p>This UK Government department is responsible for the nation's social security, pensions and welfare systems, overseeing the administration of benefits, employment support, and financial assistance for millions of people.</p> <p>With an annual budget of over £200 billion, the DWP plays a central role in supporting economic participation, reducing poverty and ensuring the financial wellbeing of the UK workforce and vulnerable populations.</p>
	<p>Reed Learning (RL)</p> <p>Reed Learning is a leading provider of professional training and development in the UK, delivering high-quality, accredited learning solutions to organisations and individuals across a wide range of sectors.</p> <p>As the holder of government training contracts, Reed Learning has partnered with International Workplace to deliver the IOSH Managing Occupational Health and Wellbeing course, combining national reach with expert, practical learning to help organisations develop skilled, confident and compliant line managers.</p>
 <p>INTERNATIONAL WORKPLACE</p>	<p>International Workplace (IW)</p>

	<p>International Workplace is a leading digital learning provider specialising in workplace health, safety and wellbeing.</p> <p>Licensed to deliver IOSH- and NEBOSH-accredited programmes, we combine expert-led training, ethical best practice and cutting-edge learning technologies to equip organisations and their people with the skills, knowledge and confidence to create safer, healthier and more productive workplaces.</p>
--	--

	<p>Institution of Occupational Safety and Health (IOSH)</p> <p>IOSH is a developer of training courses relating to health, safety and wellbeing in the workplace. Its Managing Occupational Health and Wellbeing course provides practical advice to create a healthy and productive workplace.</p> <p>IOSH is the world's largest professional body for safety and health, and the only one with Chartered status. With a global community of 50,000 members, we share one vision: a world where work is safe and healthy for all.</p>
---	--

2. How you can support the campaign to help SMEs

There are several ways your organisation can support our campaign to help SMEs:

1. Become a campaign partner

Register as a campaign partner and you will:

- Be given a customised version of the **KeepBritainWorking.com** campaign landing page, featuring your branding and information about your organisation; and
- Be listed as a partner on the **campaign website**, with your logo displayed.

The screenshot shows a campaign landing page for itk Recruitment. At the top, there are logos for the Department for Work & Pensions, the Department of Health & Social Care, Reed Learning, INTERNATIONAL WORKPLACE, and iosh. Below these logos, there are two yellow boxes labeled 'Partner logo' and 'Partner description'. The 'Partner logo' box contains the itk Recruitment logo, and the 'Partner description' box contains the text: 'itk Recruitment is a leading catering and hospitality recruitment agency. We supply high calibre managers to some of the UK's best loved restaurants and pubs throughout the UK.' Below the logos, there is a section titled 'Campaign supporter' with the text 'Let's Get On'. This section includes a sub-header 'Build a healthier, happier and more resilient workforce with **free accredited training** for your business, fully funded by the Department for Work & Pensions*'. Below this, there are four bullet points: 'Gain your IOSH Certificate in Occupational Health and Wellbeing', '5,000 free course places available until 31 March 2026', 'Free to qualifying small and medium sized businesses', and 'Study online, in a virtual classroom, or at 12 regional centres'. At the bottom of this section is an orange button that says 'BOOK FREE COURSE'. To the right of the text, there is a large image of a brown egg in a blue and white striped egg cup. At the bottom left, there is a small note: '*Terms and conditions apply'.

2. Promote your dedicated campaign landing page

Share the **unique campaign landing page link we give you with** your network to allow managers in SMEs to enrol on the IOSH Managing Occupational Health and Wellbeing

Certificate. This will help us track the response from your network, and report it back to you.

We can help you tailor messaging for different audiences, including:

- Email or newsletter content for members;
- Communications for customers and clients;
- Messaging to engage SMEs within your supply chain; and
- News content for regional media.

3. Use our campaign content library

Access a ready-made library of copy, images and videos that you can easily reuse across your own channels, including email and social media, to promote the campaign to members, customers or suppliers.

4. Publish content to support the campaign

Publish an article, blog post or news item to raise awareness of the campaign or ask us to support you with this. We have an extensive content library and access to experienced writers and subject matter experts who can provide authoritative content aligned to your audience.

5. Host a briefing or presentation

Invite us to present to your audience, either virtually or in person, to explain the campaign, outline the benefits for SMEs and answer questions directly.

6. Explore a wider partnership

We welcome discussions about broader collaboration to maximise the reach and impact of the campaign.

Our campaign partners include membership organisations, trade bodies, professional associations and businesses operating across six priority sectors: building and construction; care services; facilities management; hospitality; recruitment; and transport and logistics.

As part of our commitment to the Department for Work and Pensions, we are focused on distributing this funded training programme to SMEs as effectively as possible within the three-month delivery window, which closes on **31 March 2026**.

We would be delighted to discuss how we could work with you to engage your network and support the campaign.

Please speak to one of our campaign representatives to find out more.

3. Research

Below we've included some relevant, impactful data which you are welcome to use in your own communications when promoting this initiative.

General workplace statistics

Key statistics from the [Keep Britain Working Final Report](#) and other relevant studies from 2024-25:

Mental health

- Only **13% of workers** feel able to disclose a mental health issue to their line manager. ([Keep Britain Working Final Report](#))
- **Three in five employees** experience mental health issues because of work.
- **31% of the UK workforce** has been formally diagnosed with a mental health issue.
- **Nearly 10% of UK adults** took time off for mental-health reasons in the past year, and almost half of those absences lasted a month or longer. ([MHFA England](#))
- **34% of UK employees** regularly experience isolation or loneliness at work. ([Health, Safer and Environment Review](#))
- Work-related mental health issues cost an **estimated £57.4 billion per year** to the UK economy. ([MHFA England](#))

Presenteeism

- Presenteeism – employees working while unwell – costs employers the equivalent of **4 to 9 lost productive days per person per year**, through poor decision-making, extended recovery times, and contagion. ([Keep Britain Working Final Report](#))
- **89% of employees** say they have witnessed ‘presenteeism’ – working when unwell – in their organisation. ([CIPD, pdf](#))

Economic inactivity

- **Over 20% of working-age people** are now out of work and not looking for work.

- Employees only have a **50% chance of a successful return** once they have been absent for more than a year. ([Keep Britain Working Final Report](#))
- The growth in 16-to-34 year olds with a mental health condition who are economically inactive due to long term sickness **rose by 76%** between 2019 and 2024. ([Joseph Rowntree Foundation](#))
- **2.8 million working-age people** are now economically inactive due to health conditions – 800,000 more than in 2019 (a 40% rise). ([Keep Britain Working Final Report](#))

Wellbeing and support programmes / impact on businesses

- **Only 30% of SMEs** offer occupational health (OH) support or well-designed Employee Assistance Programmes (EAPs) to employees. ([Keep Britain Working Final Report](#))
- **42% of employees** believe their line manager is not concerned about their wellbeing.
- **Employers lose on average £120 per day** in profit from sickness absences, which are at a 15-year high. ([Keep Britain Working Final Report](#))
- **Over half of employers (55%)** say they are seeking to tackle some kind of health and wellbeing issue in their organisation. ([DWP Employer Survey 2024](#))

Disability and long-term illness

- **Only 25% of employers** feel confident in recruiting disabled people and those with long-term health conditions. ([DWP Employer Survey 2024](#))
- By 2040 up to **3.7 million workers in England** may be dealing with a major illness: chronic conditions in the workforce are rising. ([The Health Foundation](#))

Sector-specific statistics

Building and construction

- There were approximately 870,000 SMEs in the UK building and construction sector in 2024/25, the highest number of SMEs of any UK industry. ([RICS](#)) These are estimated to constitute 99% of all businesses in the sector.
- Construction firms report **higher repeated mental health absences** compared with other sectors – nearly **70% reporting repeat mental health sickness absence**.

Employers link this to **stressful environments, long hours, low job security, and stigma**. ([Enterprise Research Centre](#))

- 28% of construction workers surveyed said they experienced **suicidal thoughts in the past year**.

24% report **daily stress**, and 20% report **daily fatigue** at work. ([Understanding Mental Health in the Built Environment 2025 report](#))

- Studies reported high prevalence of stress, anxiety, and other mental health struggles in the workforce – with trends showing continuing challenges for wellbeing and safety.

Men in the UK construction sector are **three times more likely to die by suicide** than the average UK male – equating to roughly **two construction worker suicides every working day**, according to HSE Network. ([onwellbeing.com](#))

Care services

- There were 19,000 organisations in adult social care in England in 2024/25, employing just under 1.6m workers, around 7% of whom were managers. The sector is heavily reliant on small businesses, with 84% of organisations employing fewer than 50 workers, and SMEs representing 98% of all employers. ([Skills for Care, pdf](#))
- 42.1% of care workers report feeling **unhappy or depressed**. (Care Worker Wellbeing Survey - [The Care Workers' Charity](#))
- Over one third say **their job negatively affects their mental health**. (Care Worker Wellbeing Survey - [The Care Workers' Charity](#))
- Only 52.63% felt their workplace provided **adequate mental health support**. (Care Worker Wellbeing Survey - [The Care Workers' Charity](#))
- 33.42% have experienced or witnessed **bullying or verbal abuse at work**. (Care Worker Wellbeing Survey - [The Care Workers' Charity](#))
- 72.06% do not feel **financially secure**, and 22.86% have had to rely on **food banks**. (Care Worker Wellbeing Survey - [The Care Workers' Charity](#))

- 36.69% are **actively considering leaving their roles**, and 26.01% would leave as soon as they found another job (Care Worker Wellbeing Survey - [The Care Workers' Charity](#))

Facilities management

- There are 125,000 suppliers in the UK facilities management sector, 93% of which are SMEs with a turnover of under £1m. ([ONS/IWFM Market Intelligence Report 2025](#))
- 62% of FM professionals consider their **workload to be too heavy**, while 52% report that their roles negatively impact their mental health.
- Facilities managers are experiencing **increased pressure in their daily roles**, with 52% reporting some level of impact on their mental and physical wellbeing. ([MRI Software](#))

Hospitality

- There were 173,515 hospitality businesses in the UK in March 2024, 99.6% of which are small and medium-sized enterprises. ([House of Commons Library](#))
- 63% of hospitality workers are concerned that vocalising a mental health challenge could **negatively impact their progression** within their organisation. ([Hospitality Action](#))
- Prioritising employee wellbeing isn't just compassionate, it's **commercially strategic**. A workforce grappling with burnout will inevitably see higher absenteeism and turnover, increased recruitment costs, and lower productivity. The survey highlights that 63% of employees are concerned that raising mental health issues **could affect their career progression**. This fear leads to silent struggles that directly impact operational performance. ([Hospitality Action](#))
- **Under-resourcing and understaffing** cited by 57% of hospitality workers as the top challenge for wellbeing. ([Hospitality Action](#))
- 62% of junior hospitality staff say burnout is "just part of the job". ([Hospitality Action](#))

Recruitment

- There were an estimated 31,345 enterprises operating in the UK recruitment industry at the start of 2024, of which 98.6% were SMEs. ([REC](#))
- 80% of workers in the recruitment and HR industry reported that their job negatively affects their mental health – **one of the highest rates across all sectors surveyed**, behind only a few others like media.

The same survey found that recruitment/HR workers report challenging work/life balance, with 15% dissatisfied with work/life balance – **higher than many other sectors**. ([UK Job Satisfaction Survey](#))

- 82% of recruitment consultants reported feeling **stressed at work**. Heavy workloads, long hours, performance pressure, and meeting targets were cited as primary stressors contributing to **poor wellbeing** in the industry context. ([REC – Thriving at Work Report](#))

Transport and logistics

- There were 214,160 logistics enterprises in the UK as of March 2023, 99.7% of which were SMEs. ([Logistics UK, pdf](#))
- Nearly 47% of people working in transport and distribution said their job has **negatively affected their mental health**. 20% never spoke to anyone about it, and many feel **stigma discussing it with employers**. ([PPLPRS](#))
- Studies conducted by the mental health charity MIND have found that 30 per cent of illnesses in the transport and logistics industry are **mental health-related** – although this is self-reported and the proportion may even be higher. ([British Safety Council](#))
- Randstad's 2023 Health and Well-being in the Workplace report found that 27% of logistics workers surveyed had taken time off work due to **unmanageable stress or mental health conditions** in the previous 12 months.

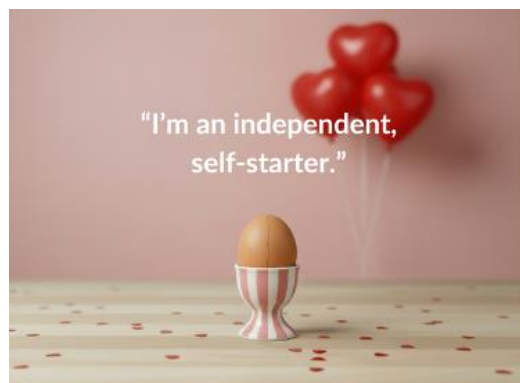
- It found **19% of respondents were planning to leave the profession** in the next 12 months because of it.

4. Campaign messaging

Launch

This campaign runs from 1 January 2026 – 31 March 2026. As this is a short campaign, messaging will largely stay consistent throughout but evolve slightly to keep messaging fresh and relevant, whilst maintaining recognisability.

We have created materials around key themes/dates within each month:



- 1 Jan – January theme
- 19 Jan – Blue Monday
- 1 Feb – February theme
- 14 Feb – Valentine's Day
- 1 March – March theme
- 7 March – Employee Appreciation Day

Other relevant dates to be aware of which are great opportunities to post about the campaign on social channels:

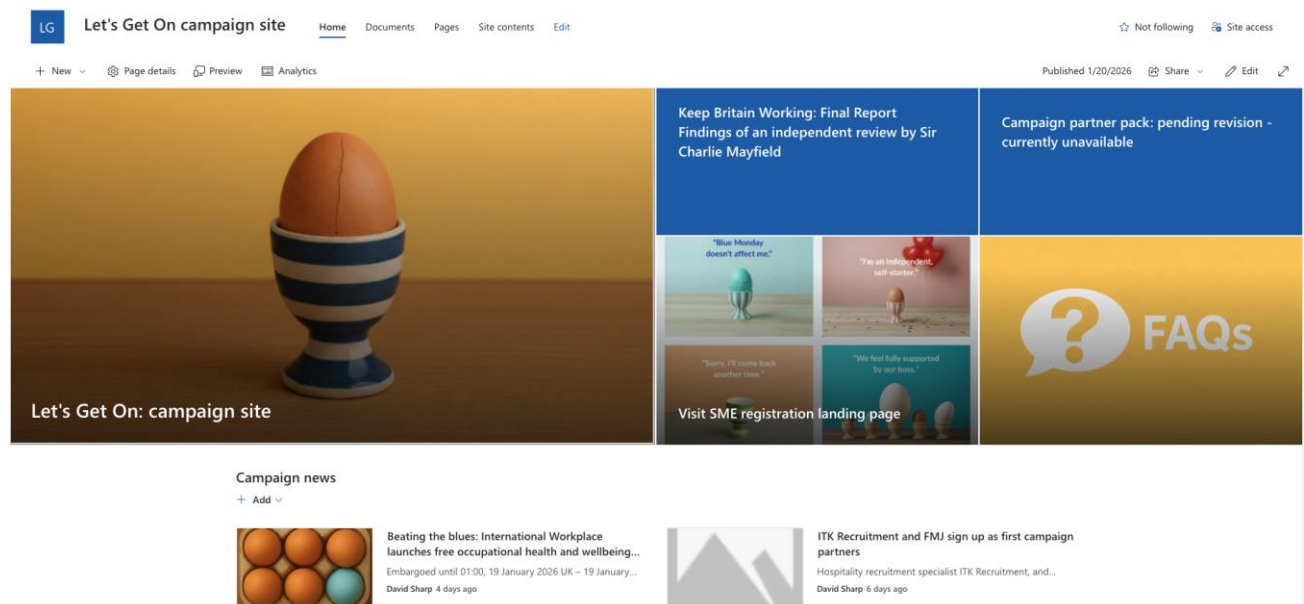
- 24 Jan – International Day of Education

- 6 Feb – Time to Talk Day
- 20 March – Spring begins

Campaign resource site

Once you become a campaign partner, you'll be given access to the **Let's Get On campaign resource site**, where you'll be able to access everything you need to show your support for the campaign and promote it to your network – including ready-written text for social media posts and newsletters, and approved images and video for your use.

Please email anna.kaine@internationalworkplace.com to request access if you don't have it already.



Campaign assets

See the Campaign resource site for: approved logos and brand guidelines for Department of Work and Pensions, Reed Learning and International Workplace, images and videos, social media posts, draft email invitations and snippets to use in your newsletter.

Testimonials

“Thank you, I really enjoyed this course. It provided valuable insight into what can be a challenging issue for us as an employer. And it’s given us greater confidence to help us shape our approach to occupational health and wellbeing at work.”

- David Tomlinson, Health and Safety Business Partner, University of Lincoln

“The IOSH Occupational Health and Wellbeing course was brilliant. Our learners were fully engaged and really enjoyed it! International Workplace is a great training provider – always professional, great trainers and very flexible in their approach, which made the whole process smooth from start to finish.”

- Tracy Curtis, Head of Health, Safety and Wellbeing, Bath and North East Somerset Council

“I have just completed the IOSH Managing Occupational Health and Wellbeing course and thought it was one of the best IOSH courses I have undertaken. The content is really interesting, engaging and formatted to support easy reading. The course is very timely and appropriate – I cannot recommend this course highly enough!”

- David Brown, Norwich City Council

“A very useful opportunity to spend some time focussing on the 'health' side of health and safety. Despite working as a professional safety advisor for more than 25 years, I still learned quite a few new things from this health and wellbeing course. As always, International Workplace have put much care and concern into designing their course.”

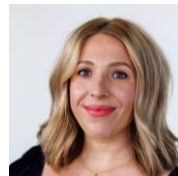
- Sharada Crowe, Anglia Ruskin University

5. Campaign contacts

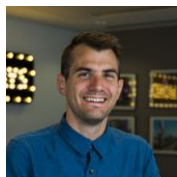
Campaign partner programme, press and media enquiries



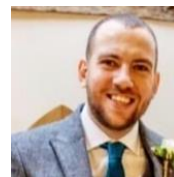
David Sharp
CEO, Campaign lead
Tel. 01223 616904
Email: david.sharp@internationalworkplace.com



Anna Kaine-Diggle
Campaign manager
Tel. 0345 210 1995
Email: anna.kaine@internationalworkplace.com



Roger Mason
Director of Consulting
Tel. 020 7932 2760
Email: roger.mason@reedlearning.com



Matthew Connor
Lead Delivery Manager, Talent Advisory
Tel. 0330 175 2146
Email: Matthew.Connor@reed.com

Press and media enquiries only



Marcus Boocock
PR and Public Affairs Manager
Tel. 0116 257 3139
Email: marcus.boocock@iosh.com



Megan Griffiths
Press Officer
Email: Megan.Griffiths2@dwp.gov.uk

v.2.7 120126 Data provided by campaign partners will be processed in accordance with our [Privacy policy](#), which explains how such data is collected, used, stored and protected.