Business West

Swindon Mindful Employer Network

Thank you for joining us!

mind Swindon and Gloucestershire

Swindon Borough Council

Agenda

9.30am – 9.40am	Arrival and Networking	**N/A**
9.40am – 9.45am	Welcome & Slido Intro	**Lynette Buebird, Mental Health Trainer, Swindon & Gloucestershire Mind**
9.45am – 10.05am	Supporting Men's Mental Health in the Construction Industry	**Isaac Parry, Swindon Borough Council**
10.05am – 10.25am	Ending the Silence around Men's Mental Health	**Katriona Goodsell, Case-UK**
10.25am – 10.35am	The Longevity Games	**Tim Howe, The Longevity Games**
10.35am – 10:55am	Facilitated Discussion and Q&A	**Led by Lynette Buebird**
10.55am – 11.00am	Wrap-up & Close	**Led by Lynette Buebird**

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Isaac Parry

Public Health Practitioner,
Swindon Borough Council

mind Swindon and Gloucestershire

Swindon Borough Council

Supporting Men's Mental Health in the Construction Industry

04th November 2026

Isaac Parry

Public Health

We See.
We Hear.
We Care.
We Act.
We Learn.

Swindon Borough Council

Who am I today?

- Public Health Practitioner — Substance Misuse Disorders and Public Mental Health
- Just over three months in post
- Undertaking the Public Health Apprenticeship Programme at Swindon Borough Council
- Developing an understanding of the art and science of public health
- Working to improve the health and wellbeing of Swindon residents



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Who was I from 2019 to 2023?

- Scaffolder's labourer
- Medium-sized business — approximately 20–30 colleagues
- Operating across the Southwest and London
- General construction sites and specialist contracts, including police and military sites
- Physically demanding work, team identity and a competitive workplace culture



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What's underneath the hard exterior?

To understand the culture, we must understand the lives of the men within it.



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The story doesn't start on site

- Traumatic Past experiences
- Family and relationships breakdown
- Limited opportunities and inclusion
- Instability and insecurity
- Personal Identity and transition

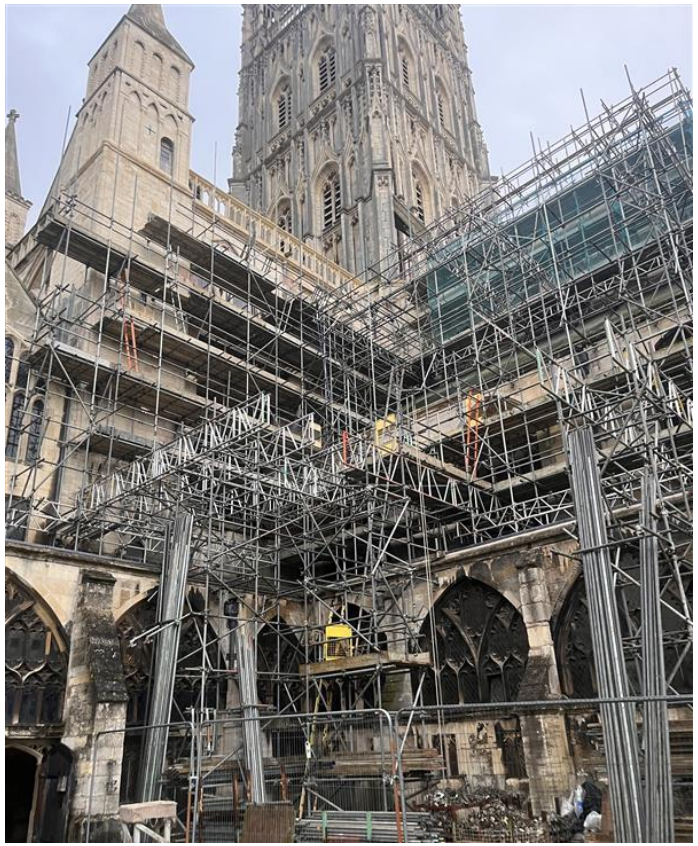


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More than a job

- Shared history and struggle
- Shared interests and behaviours
- The pub and socialising
- Banter, competition and tough love
- Loyalty and looking after one another

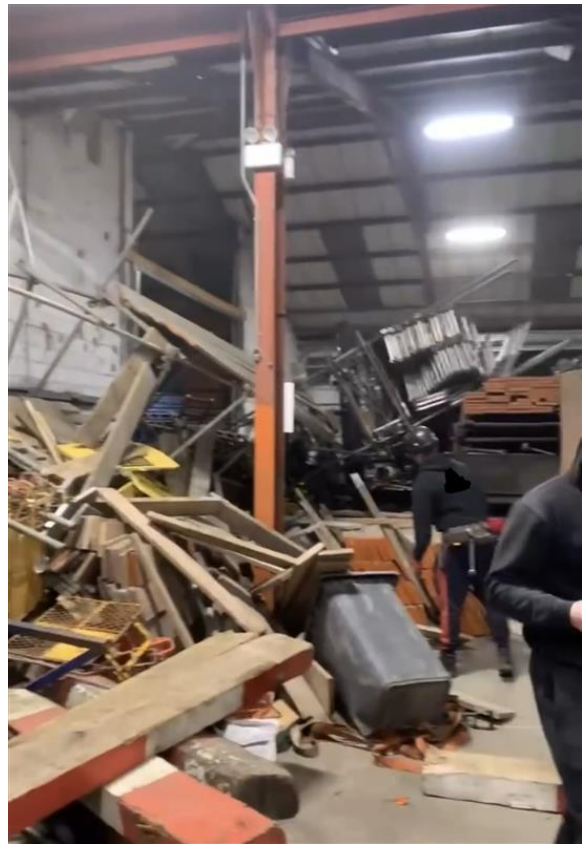


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Why don't they ask for help?

- Stigma and expectations of masculinity
- Workplace gossip
- Practical barriers to accessing support
- A lack of service representation
- Emotional regulation



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Swindon Borough Council

HR for who?

Formal workplace support exists, but does it work in practice?

1. Support on paper
   - Mental health first aiders
   - Toolbox talks
   - Time off for appointments

2. Security in practice
   - Working hours disputes
   - Holiday pay and sick pay
   - What happens when you're injured or unwell?

3. Are workers valued?
   - Perceived unfair treatment
   - Employees treated as a commodity rather than an investment

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What can support services/employers do?

- Make support visible and accessible
- Create opportunities for connection
- Focus on relationships and belonging first
- Avoid turning every conversation into an intervention.



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What do these men bring?

- They help protect our country
- They keep the economy moving
- They are someone's family
- Specialist skills and expertise
- They build the next generation's world



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Thank you

www.swindon.gov.uk

We See.
We Hear.
We Care.
We Act.
We Learn.

Swindon
Borough Council

Business West

Katriona Goodsell

Business Development Executive,
Case-UK

mind Swindon and Gloucestershire

Swindon Borough Council

Case-UK
Part of The BUSY Group

Ending the Silence around Men's Mental Health

The BUSY Group
where opportunities begin

Case-UK
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WEAK

PATHETIC

GUILT

STIGMA

IRRESPONSIBLE

SHAME

EMASULATING

The BUSY Group
where opportunities begin

Case-UK
Part of The BUSY Group

The Statistics

In 2025/6 NHS talking therapies recorded only 32.5% of it's service users were male

(This is only for those who overcame physical barriers, stigma or difficulty recognizing that support could help)

46% of Men reported they would be too embarrassed or ashamed to tell their employer and more than 52% would be concerned about taking time off work

74% of those admitted to hospital in recent years for drug-related mental health and behavioural disorders are men

Men account for around about 75% of deaths by suicide

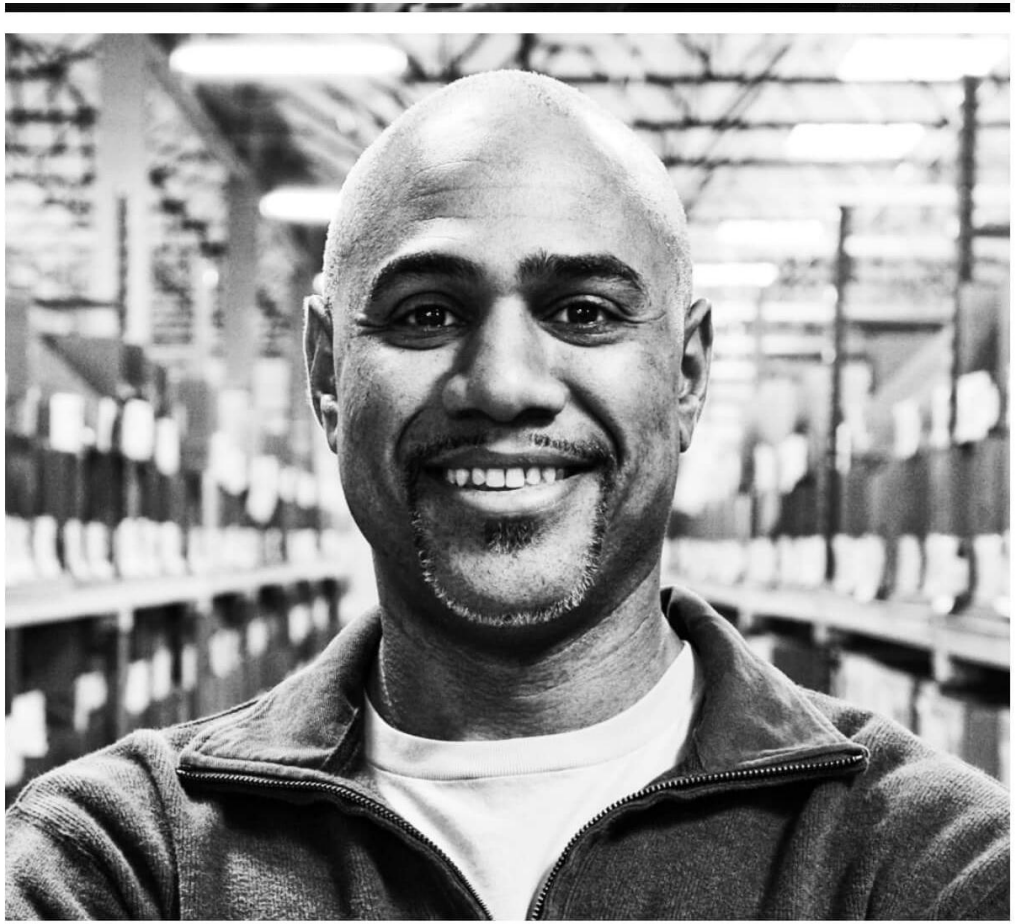
(these are ones that are recorded – and it's still the leading cause of death for men under 45 years of age)

What you can access as an Individual

The BUSY Group
where opportunities begin

Case-UK
Part of The BUSY Group

Access to Work Mental Health Support Service



able futures is a ***nationwide specialist partnership*** setup to provide the Access to Work Mental Health Support Service on behalf of the Department for Work and Pensions.

The aim of Able Futures is to help people living with mental health difficulties ***have more good days*** than bad ones. Consequently, the service is specifically *designed to tailor help to people in work* and in need of support managing their mental health

Who Funds This Service?

01 It's **fully funded**

02 There is *no charge* for using the Access to Work Mental Health Support Service for any individual, Employer or apprenticeship provider

03 All support provided by the Access to Work Mental Health Support Service is Government funded (DWP) and there is no cost to access.

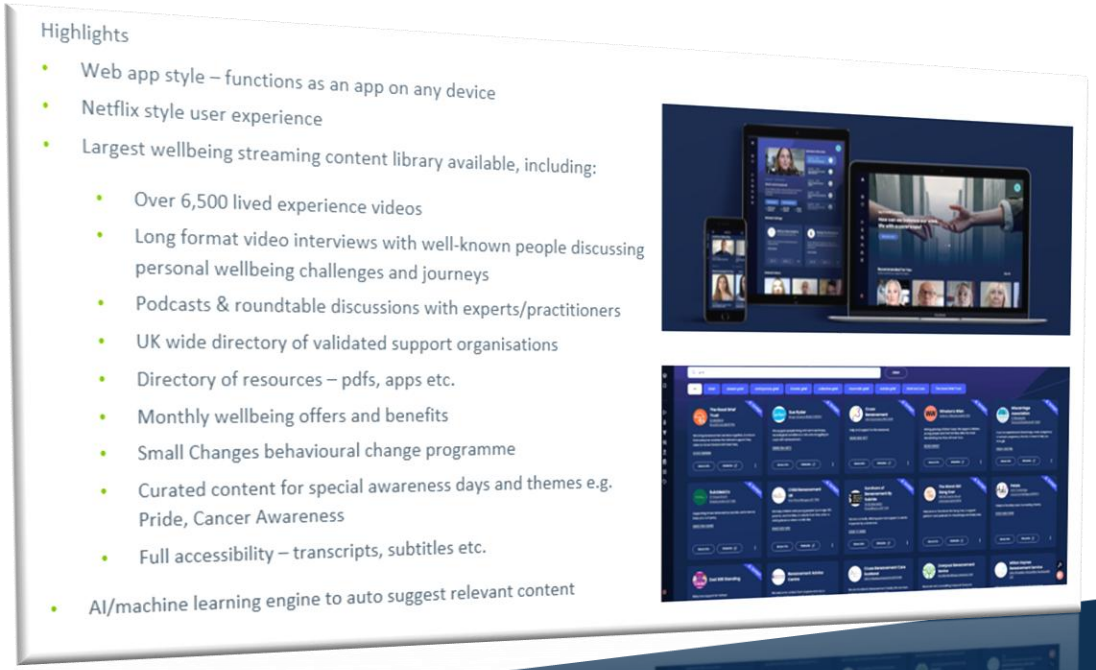


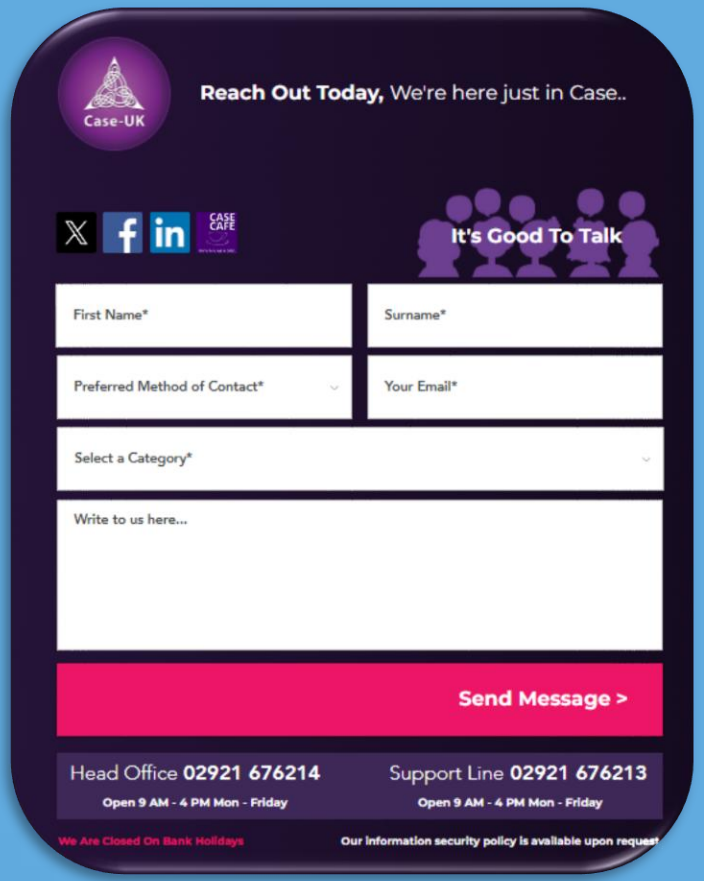
Mental Health Support Service Coaches (MHC)

Able Futures gives every individual who needs support access to a **Mental Health Support Service Coach** (**MHC**) who has relevant professional experience of working with people with mental health issues and conditions in an employment or workplace setting. The MHC works as a coach to give practical support, advice and guidance and signpost to other relevant resources and information.

MHC's are often members of the British Association for Counselling and Psychotherapy or have trained and practiced as psychologists, counsellors, occupational therapists to support people experiencing issues that affect their mental health.

As well as the one-to-one support you will also have access to a neurodiversity and well being screener (Do-It Profiler) and 24/7 access to our ELE digital hub.



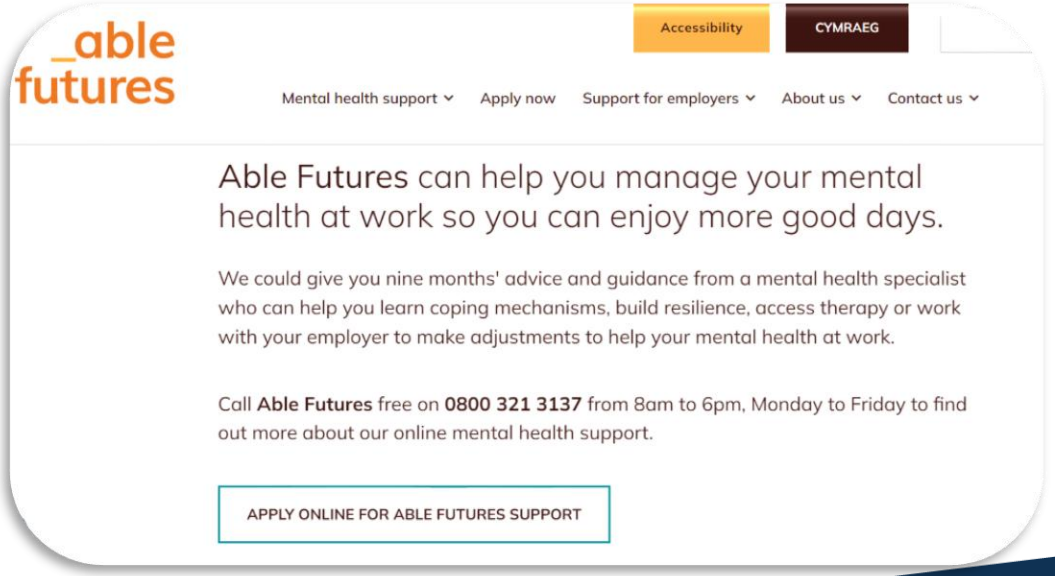


Contact Able Futures

_0800 321 3137 _www.able-futures.co.uk

How can I access Able Futures?

An individual does **NOT** need a referral from their employer or a professional. They can **self-refer** directly to Case-UK or Able Futures.



Additional Support

Support Groups

- Mind
- Andy’s Man Club
- Men Who Talk
- ManUp?
- TalkClub
- ManKind Initiative
- UK Men’s Sheds
- Time To Talk Mental Health UK
- Best Mates - WeGotYa

Crisis Support

- CALM
- Samaritans
- SHOUT
- NHS 111
- Lifeline

What you can do as an Employer

The BUSY Group
where opportunities begin

Case-UK
Part of The BUSY Group

At Case Uk we offer tailored accredited training packages covering 60+ different topics to suit your needs.

Burnout and Stress – covers contributing factors, warning signs and how employers and employees can respond. This would be particularly relevant to Chamber members, business owners and managers.

Emotional and Mental Health – a strong starting point, covering stress, emotions, resilience, burnout and practical wellbeing tools. Examples and discussions could focus on the pressures men may experience and barriers to speaking openly or seeking support.

Wellbeing Champions – helps employees recognise changes in wellbeing, understand their role and promote a supportive workplace. A tailored emphasis could explore starting conversations with male colleagues and encouraging access to support.

Together, let's change the narrative – one conversation at a time.

The BUSY Group
where opportunities begin

Case-UK
Part of The BUSY Group

Business West

Tim Howe

Founder,
The Longevity Games

mind Swindon and Gloucestershire

Swindon Borough Council

My story behind The Longevity Games

Tim Howe
Founder, The Longevity Games CIC

Why it became personal

Turning 50 made me think
about the years ahead.

I want to stay involved with my family
and independent as I grow older.



The community came first

A small community bootcamp.
A regular reason to turn up.

A welcoming place to train
at your own level.



Movement and mental wellbeing

Being active can support mood, reduce stress and improve sleep.

Being active with others creates opportunities to connect.

Source: NHS Every Mind Matters

How the Games work

FORMAT:
Five run or walk sections,
with an exercise station after each.

Novice: 5 × 400m
Intermediate: 5 × 800m
Proficient: 5 × 1,200m



The exercises and everyday life

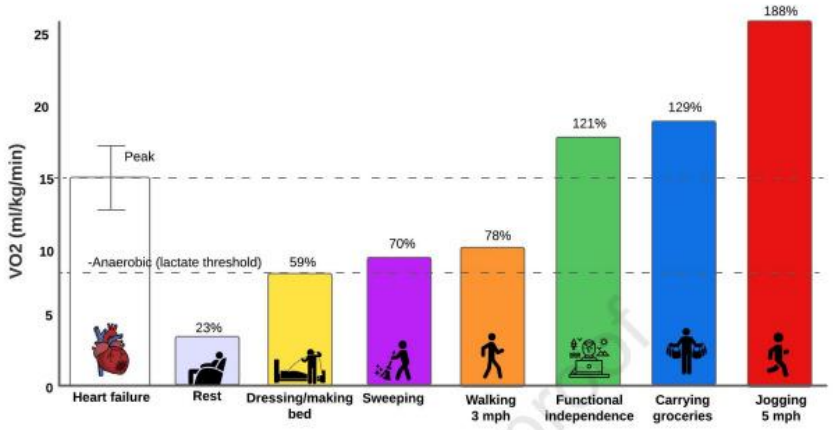
Squats: leg strength for stairs and chairs.
Lie-down stand-ups: practicing getting off the floor – when a grandparent
Hand walk-outs: upper-body and trunk strength.
Lunges: build strength to prevent and confidence
Burpee steps or jumps: whole-body movement. Explosive and a Skill

Source: NHS strength and flexibility guidance

VO_2 max: fitness for the future

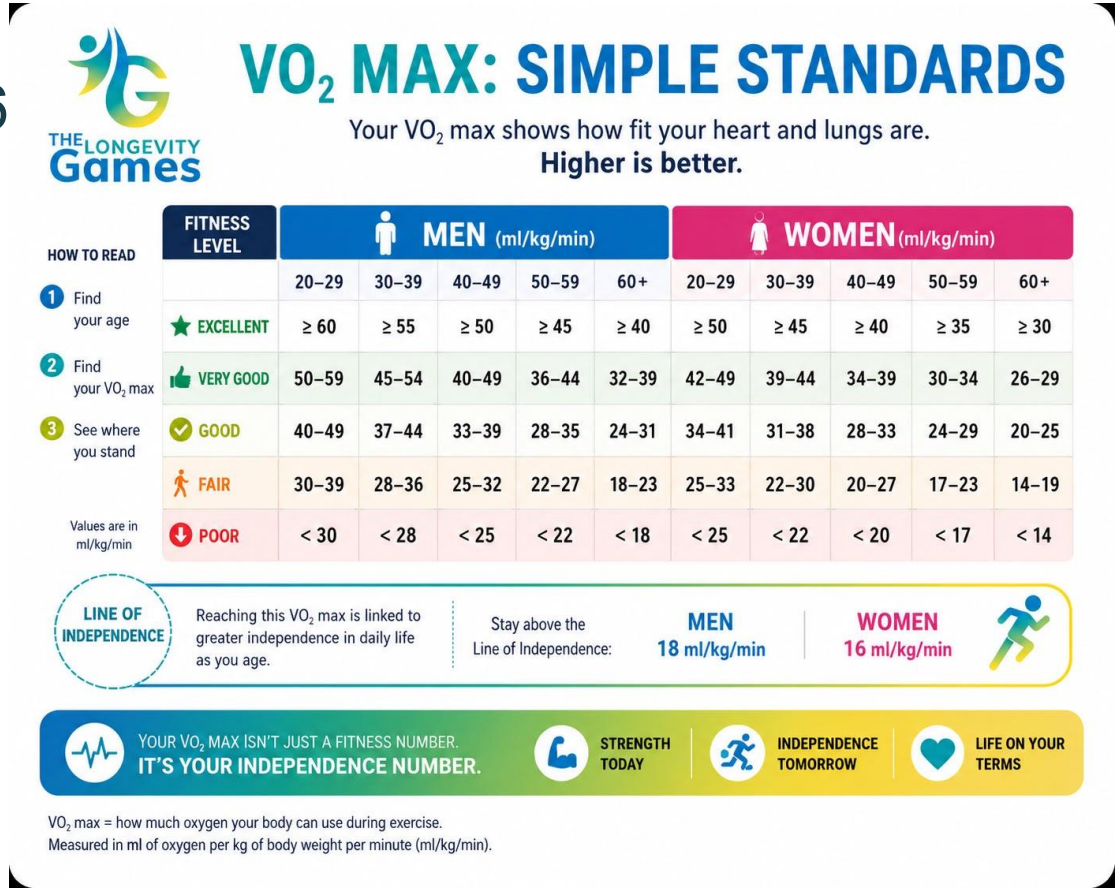
The maximum oxygen your body can use during hard exercise. Making every day things easier.

Independence/Frailty Line – Men 18 Women 16



Source: American Heart Association

Your Fitness. Your Future.



The Games in action



The next chapter

Free community training
that reaches more neighbourhood's.

Our ambition: make Swindon
the fittest town in the country.

Why: improve everyone life short term and longterm, also society

Come and see for yourself

Join us on Sunday 22 November 2026
at Delta Tennis Centre, Swindon.

Come along to watch and see it for yourself.
Want to take part? Entries close
Sunday 8 November at 9pm.
thelongevitygames.co.uk

Business West

Facilitated Q&A

Open to audience
Led by Lynette Buebird,
Swindon & Gloucestershire Mind

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Swindon Mindful Employer Network

Thank you for supporting this network!

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