



EUROPEAN
RENTAL
ASSOCIATION

#UnitedForMentalStrength

Asif Latief

Managing Director, Boels Rental UK

 *Join the conversation on LinkedIn and Twitter #ERAConvention2023*



ERA Convention 2023, "INVESTING IN PEOPLE", Maastricht, 7 and 8 June

#UnitedForMentalStrength

**UNITED FOR
MENTAL STRENGTH**

Call to the Hire Industry to create Mental Strength

Connected. Supported. Focused.

Hæ eHa
HIRE ASSOCIATION

#UnitedforMentalStrength

Why did we launch this project?

- Issues relating to mental health can happen to anyone
- 1 in 10 people will experience a mental health problem each year
- Accounting for 20% of all work-related illness in the UK
- Globally, c.800,000 people commit suicide each year, on average that is 1 person every 40 seconds (World Health Org)
- In the UK. two construction workers take their own lives every day
- The most common types of mental health issues are:
 - Stress
 - Anxiety
 - Panic Attacks
 - Depression
 - Others include: Eating disorders, Loneliness, OCD, PTSD, self-harm amongst others



Why did we launch this project?

- I wanted to make a difference in the industry
- Because I care about our colleagues, across the wider industry
- Was never just about recovery from mental health issues, but developing mental strength
- In order to develop Mental Strength... we need to understand Mental Health
- A better skilled and engaged workforce;
 - is more productive
 - leads to both a sense of belonging and also adds to the bottom line
- Grow our people, and our people will grow our company
- Mental strength affects...

The way we think



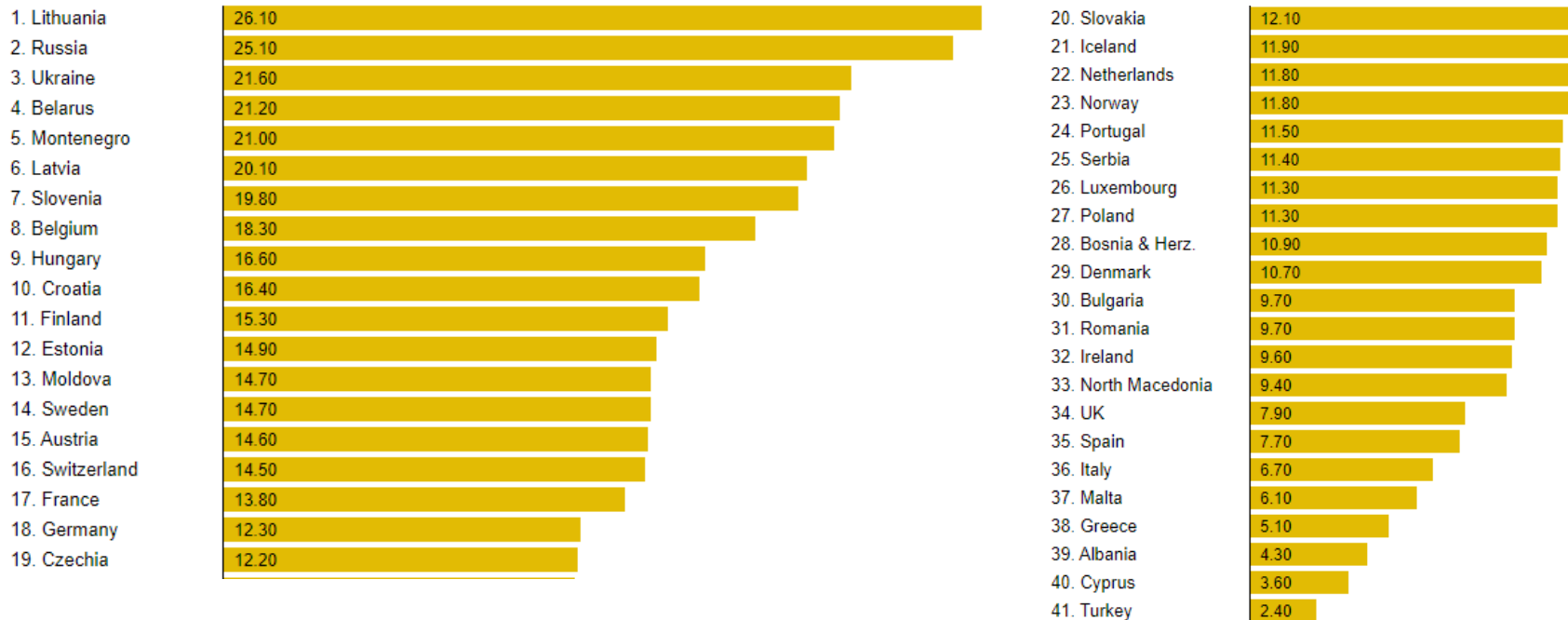
The way we feel



Mental Health issues do not discriminate



Suicide rates per 100k population 2019



UnitedForMentalStrength – What is it?

- A mechanism to bring the Hire Industry together
- Work co-operatively and collaboratively
 - Share key projects
 - Ideas
 - Best practice, maybe even resource!
- Leaving our respective company brands at the door
- Accelerating the change across the industry
- Three events have taken place thus far
 - 6 April 2022 – Launch and General Mental Health Awareness
 - 15 Sep 2022 – Financial Wellbeing
 - 26 April 2023 – D E & I
- We have a duty to do more!





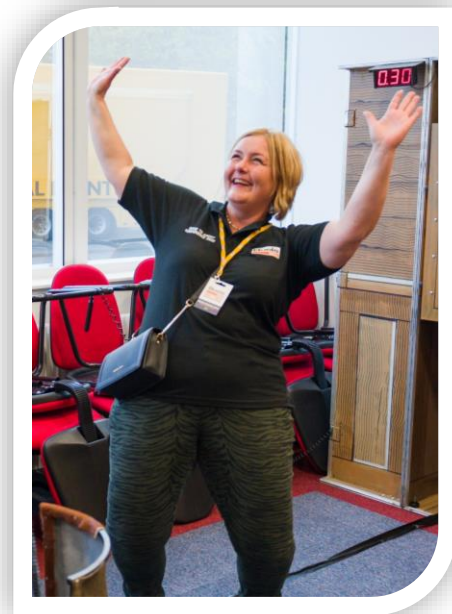
Our Initiatives

- Mental Health Survey and Workshop
- We trained 6% of our workforce as Mental Health First Aiders
- Implemented a Health Assured App and Employee Assistance Programme
- Quick access to counselling sessions (via a quick response 24hr team)
- Boels As One Employee Forum
- Boels As One Day
- Trust hours policy
- Monthly depot review includes section on H&S and the well-being of staff
- Annual Employee Engagement Survey identified how we are doing
- Understanding that different roles have different challenges
- Created an open and non-judgemental culture



Our Experiences

- **Mental Health First Aid training**
 - What worked - everyone loved the training and individually felt they learnt a lot
 - What could be improved – visibility of the MHFA's and employees reaching out to them
- **TrustHours**
 - What worked – removed Saturday working, harmonised working hours
 - What could be improved - reluctance of managers to allow flexi-time
- **Boels As One Forum**
 - What worked – feedback, openness and communication
 - What could be improved – employee reps sharing information with the wider business
- **Boels Benefits (Boels As One Day, Health Assured)**
 - What worked – demonstrating we mean what we say when it comes to Mental Strength
 - What could be improved – communication on what benefits are available – Benefits Box!



In summary

- We all have common goals when it comes to mental strength
- One of the few areas where the name above the door doesn't matter!
- This was launched in the UK, but why can't we take this global?
- This is only the start, we have to create momentum

Contact details:

- Asif Latief
- Mobile: +44(0)7974 140410
- Email: asif.latief@boels.co.uk
- LinkedIn: Asif Latief

