

silent **voices**

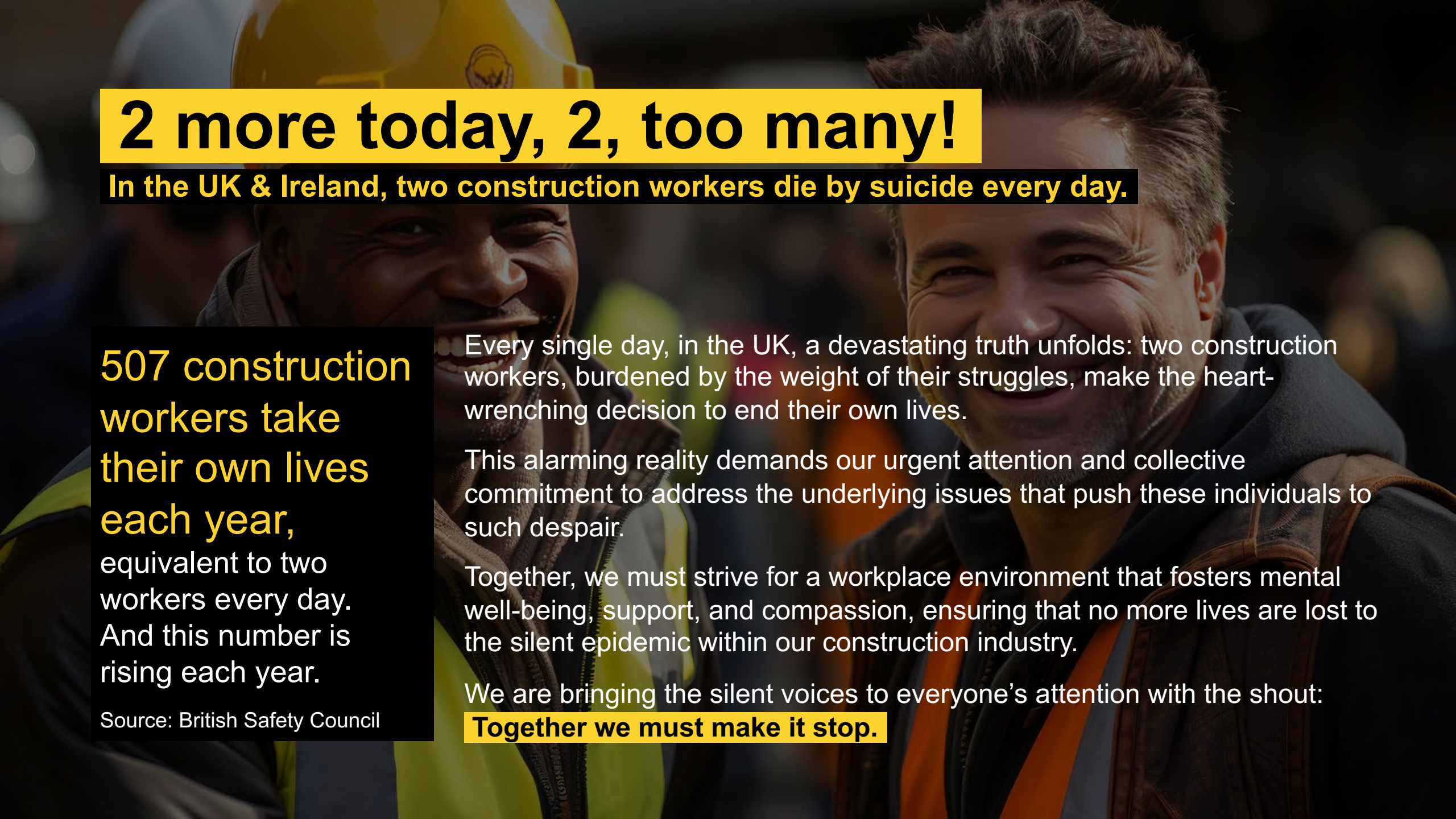


EVERY SINGLE
WORKING DAY
IN THE
UK & IRELAND
2 CONSTRUCTION
WORKERS TAKE
THEIR OWN LIVES



507 construction workers
take their own lives each
year, equivalent to two
workers every day **and this
number is rising each year.**

**Help us end Suicide
in Construction**
in the UK and Ireland

The background of the entire graphic features two men, likely construction workers, smiling warmly at the camera. They are wearing high-visibility safety vests over dark clothing. The man on the left is wearing a yellow hard hat. The overall tone is positive and human, contrasting with the somber statistics presented in the text.

2 more today, 2, too many!

In the UK & Ireland, two construction workers die by suicide every day.

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Source: British Safety Council

Every single day, in the UK, a devastating truth unfolds: two construction workers, burdened by the weight of their struggles, make the heart-wrenching decision to end their own lives.

This alarming reality demands our urgent attention and collective commitment to address the underlying issues that push these individuals to such despair.

Together, we must strive for a workplace environment that fosters mental well-being, support, and compassion, ensuring that no more lives are lost to the silent epidemic within our construction industry.

We are bringing the silent voices to everyone's attention with the shout:

Together we must make it stop.

So, what are we doing about it?

Who are Silent Voices?

Three construction workers **Mick, Darren and Alex** have good reasons to want to support this cause.



Mick could have made the figure up to 508



Darren had a friend who died by suicide in 2017



James had a family member who died by suicide

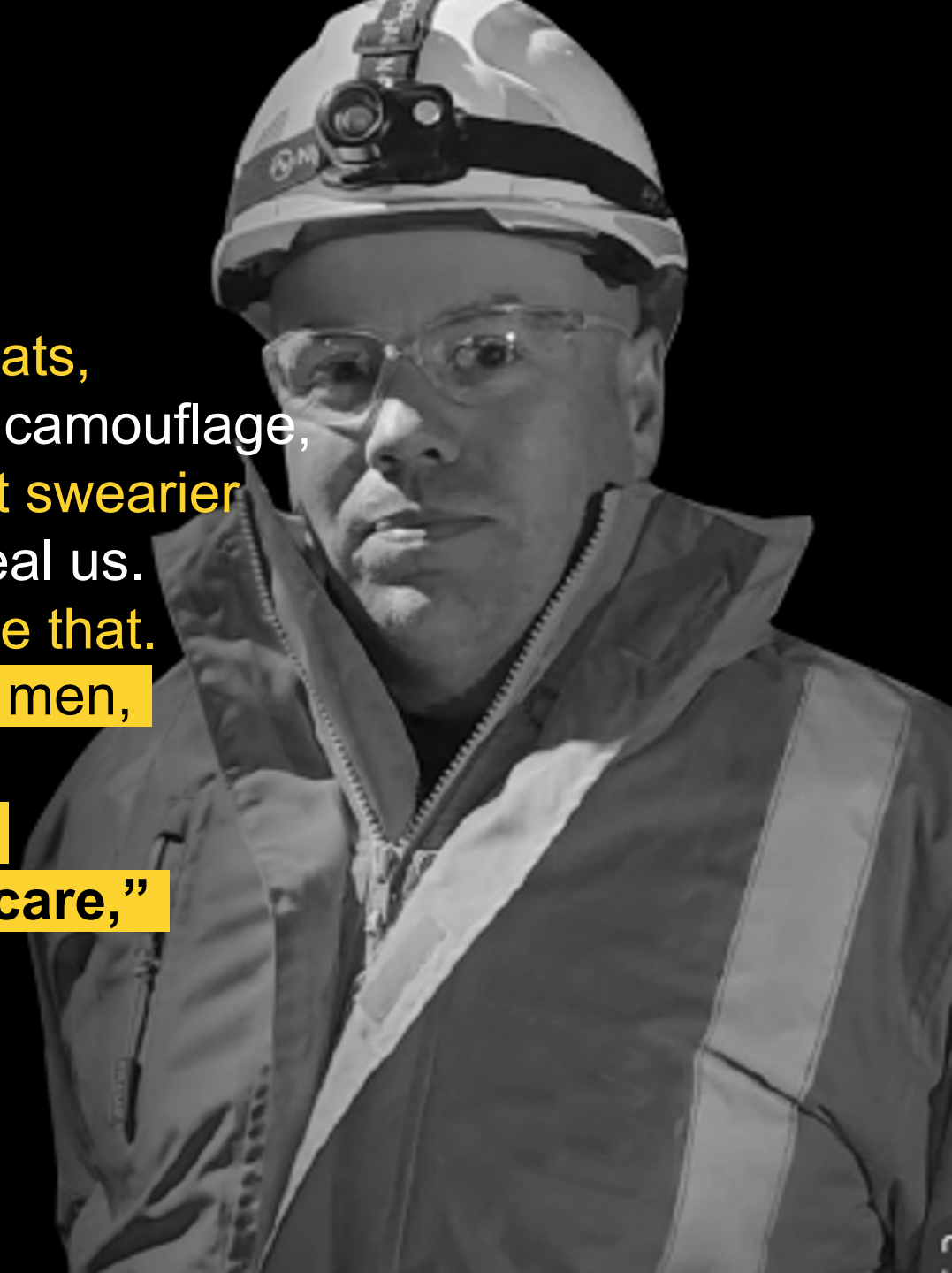
They are coming together with a shared mission to raise money to support the emotional, physical and financial wellbeing of our construction workers and their families.

This work will promote the Helpline services from Lighthouse and will raise awareness that this issue exists.

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The aim is to end Suicide in Construction in the UK and Ireland.

In addition, this project will commission specific research into the complex reasons behind these appalling statistics and enable practical solutions that will save lives.

A man wearing a white hard hat with a headlamp, safety glasses, and a high-visibility safety vest over a dark jacket. He is looking slightly to the right of the camera with a neutral expression. The background is dark and out of focus.

“As men, we put on our big PPE, heavy set coats, bright orange gear, heavy boots. We use it as camouflage, as if we’ve got to be that little bit stronger, a bit swearier and brasher, with our chests out. It’s not the real us. It’s a façade. It’s the only industry that’s still like that. We don’t have to be pretend to be big macho men, we’re just normal dads, brothers, sons; normal people who actually really care for each other but are too scared to show we care,”

Mick

Who's involved...

Silent Voices
Mick, Darren and Alex



www.thesilentvoices.co.uk

Lighthouse
[Person/director]



www.lighthouseclub.org/

Lancaster University
Research
[Professor xxx]



www.lancaster.ac.uk/

CausePR
Public Relations
Clair and Ann



www.causeuk.com

ThinkOTB
Marketing & Branding
Jo, Mark & Tina

THINK O T B

www.outsidethebox.co.uk

Big Sky Song
Music Production
Tom Morrison



www.bigskysong.com

JezStartup
Film Production
Jez

Jez Startup
Startup Films

www.startupfilms.com/

Construction Weekly
Media Partner



www.ukconstructionweek.com/

DIY SOS
Media Partner



<https://twitter.com/DIYSOS>

Radio 5 Live
Media Partner



<https://twitter.com/bbc5live>

LBC
Media Partner



LEADING BRITAIN'S CONVERSATION
<https://www.lbc.co.uk/>

...and YOU!



Here's what they are doing:

To enable to us to create the campaign Silent Voices will raise funds within the construction industry and from private donors to produce and promote an emotionally, impactful video and soundtrack to raise awareness.

With a significant lead singer and a choir to sing '**Lean on me**' by Bill Withers
If you want to support them, please donate to: xxxxxxxx

All the money we raise will go to The Lighthouse.

Charity number xxx

<https://www.lighthouseclub.org>

The video

Suicide in Construction ...Help us to Make it STOP

An emotionally, impactful video and soundtrack to raise awareness.

With a significant lead singer and a choir to sing 'lean on me' by Bill Withers using the families and friends of construction workers that have fallen victim to suicide.

Every construction company will have the video for their sites / tool-box talks with all construction staff and as part of company inductions.



The soundtrack

Sound Track for the Suicide in Construction ...Make it STOP Video

Sound track to be a cover version of Bill Withers track 'Lean on me'
Named/famous Lead singer to perform the track

The release plan

A background image showing two construction workers in white hard hats and orange safety vests. They are both smiling and looking at tablets they are holding. The worker on the left is holding a tablet with both hands, while the worker on the right is holding a tablet with one hand. They are standing on a construction site with blurred buildings and equipment in the background.

Music Video to be launched 2024

On multiple media platforms:

- Television
- Social Networks
- Special Events
- All UK and Ireland Construction sites for training/ education and awareness

Public relations and Marketing

A group of construction workers wearing yellow hard hats and dark blue work jackets with red accents are standing in a line on a construction site. They are all leaning forward, resting their arms on the shoulders of the person in front of them, mimicking a viral dance move. The background shows the skeletal structure of a building under construction.

Viral 'dance move'

Leaning on each other across the UK

Contacts



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Will you help us make it stop?



[www.the**silent**voices.co.uk](http://www.thesilentvoices.co.uk)

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A group of men are singing in a recording studio. They are wearing headphones and holding microphones. The background shows a large room with windows and a balcony.

silent voices



What support do we need?

We need to raise funds from sponsors
for the production of our music video

Donations should be made to: The Light House
Silent Voices 'Lean on Me' Campaign