



Wellbeing Hub and mental health

Hills Quarry Products Ltd



Communication poster

DESCRIPTION

Hills operates across the UK in waste, quarrying, and house building sectors. To support employee wellbeing, Hills launched the Wellbeing Hub – an accessible platform offering mental health support, physical activity guidance, financial wellbeing tools, and signposting to confidential counselling. The company has also trained Mental Health First Aiders across all sites to provide immediate peer support.

The Hub addresses mental health stigma, fatigue, and fragmented support systems. It fosters a proactive culture of openness and prevention. As the majority of Hills workforce are operationally based and do not have access to the internet whilst they are at work, Hills wanted something that they could access outside of work, that would be useful not just for themselves, but family and friends as well.

This initiative also supports mitigation of risks linked to fatigue and distraction, indirectly addressing 'The Fatal 6' through improved mental wellbeing.

The development and implementation of the Wellbeing Hub was a collaborative, multi-phase initiative led by HR and supported by senior leadership, site managers, and frontline employees.

The process began with a comprehensive assessment of needs, including employee surveys, focus groups, and analysis of absence and incident data. This informed the design of a centralised platform offering mental health support, physical wellbeing resources, financial guidance, and access to confidential counselling.

Worker consultation was integral throughout. A wellbeing working group of employees contributed to the design, content, and accessibility features of the Hub. Feedback loops were established via HR operational monthly meetings and employee newsletters. This ensured the Hub reflected real needs and fostered ownership across the workforce.

The Hub was based on 4 wellbeing pillars;

Mental Health, Physical Health, Financial and Lifestyle

Each month a campaign would focus on a topic covered by 1 of the pillars, keeping the messages practical, visible and relevant.

Leadership commitment was evident from the outset. Directors and senior managers endorsed the initiative publicly, participated in wellbeing working groups, and allocated resources for training and platform development. Their visible support helped normalise conversations around mental health and wellbeing.

Communication was multi-channel and inclusive, using posters, digital screens, newsletters, team briefings and direct mailed wellbeing hub booklet. Messaging was clear, consistent, and reinforced the company's commitment to wellbeing as a core safety value.

Training quality was high. Hills introduced Mental Health First Aider training across all sites, equipping staff with the skills to support peers and escalate concerns appropriately. Supporting materials included e-learning modules, printed guides, and access to external resources. Regular support and supervision meetings for all Mental Health First Aiders ensured they felt adequately supported.



Systems and processes were updated to reflect the new wellbeing focus. Risk assessments and Safe Systems of Work (SSOWs) now incorporate mental health considerations. These changes embed wellbeing into Hills operational safety framework.

Ongoing monitoring and assessment of traffic data to the online website informs refinements and future content, helping to increase employees' sense of feeling supported and improved awareness of the available resources.

Stakeholder involvement included collaboration with external wellbeing providers, occupational health professionals, and industry peers. Hills shared its approach at industry forums and with the MPA's Health & Wellbeing Working Group, contributing to sector-wide learning.

This initiative reflects the MPA Vision Zero Values by proactively addressing health risks, promoting leadership and engagement, and embedding wellbeing into everyday operations.

BENEFITS

The Wellbeing Hub has delivered measurable benefits across the organisation. It has positively impacted employees, contractors, and operational efficiency.

- It provides a centralised store and access for all wellbeing resources.
- Trained Mental Health First Aiders provide a safer, more supportive working environment.
- Employee wellbeing has improved.
- Engagement with the Hub continues to increase.
- Conversations around mental health have become more open.
- Employees are more likely to seek help early.
- Reduced stigma associated with mental health issues.
- A proactive approach to wellbeing has been fostered.
- Safety culture has strengthened.
- Fewer incidents linked to fatigue and stress – distraction and poor decision-making.
- Hub indirectly mitigates risks associated with 'The Fatal 6'.
- Reduced absenteeism and better focus on-site.
- Wellbeing audits have helped identify and resolve site-specific issues.
- Competence and confidence among staff have grown.
- A safer environment for all.

DEVELOPMENT AND TRANSFERABILITY

While wellbeing has traditionally been addressed reactively, this initiative shifts the focus to proactive, accessible, and inclusive support. It integrates mental, physical, lifestyle and financial wellbeing into one centralised platform, available to all employees. By combining technology, peer support, and leadership engagement, the Wellbeing Hub demonstrates a forward-thinking

approach to creating a safer, healthier, and more resilient workforce.

The Wellbeing Hub is designed with scalability and adaptability in mind. Future developments will include additional forms of media access to further improve accessibility. Hills is also exploring partnerships with external providers to enrich the content and support available.

Additionally, the Hub links to Hills updated risk assessments and SSOWs that specifically address exposure to Respirable Crystalline Silica (RCS). By embedding this information into the wellbeing strategy, we reinforce the message that physical health risks such as RCS are as critical as mental health and wellbeing.

This initiative is highly transferable. Its modular design allows it to be tailored to different operational environments, making it suitable for other companies in the waste, quarrying, and house building sectors and beyond.



The Wellbeing Hub



The four pillars



The calendar