

# Newsletter

## Redefining Masculinity on Site



Construction is one of UK's most male-dominated industries with over 85% of the workforce being male. For many, this comes with an unspoken rule: "Be tough. Keep quiet. Push through." It's a culture that tells men to hide struggles, bottle up emotions and never show vulnerability. But the cost is real: stress, isolation, burnout and tragically, suicide rates in construction are **three times higher** than the national average.

Meet Tom (name changed). He's been on sites for over a decade. Long hours, pressure to meet deadlines and the constant expectation to "man up" left him exhausted. Talking about stress wasn't an option. Drinking helped him cope until one day he realised it wasn't just affecting him, it was affecting his focus on site and his relationships at home.

Tom isn't alone. Across the industry:

- 94% of workers report feeling stressed
- 60% have experienced depression
- 27% have had suicidal thoughts

This isn't just numbers. These are lives.



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Author George Bell](#)

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