

Newsletter

Staff Retention, Mental Health & the Power of a Positive Construction Industry



Why Staff Retention Matters:

Retaining staff is about more than filling vacancies. It's about keeping experience, knowledge and culture alive.

Every time a skilled worker leaves, the industry loses:

- Years of training and expertise.
- Continuity on projects.
- Morale across teams.

We're not just losing workers to other sectors sometimes, tragically, we're losing them altogether.

Mental Health:

The Hidden Crisis Construction workers are four times more likely to take their own lives than the UK average.

"You put huge pressure on yourself to try and get the job done any way possible and when you do get to the end of the day you're in absolute pieces and then try and do it all again tomorrow. Rob Muldoon, Bricklayer.

The culture is shifting though. When mental health is taken seriously on site, retention improves, morale grows and people feel valued.

Apprenticeships: A Leaky Pipeline

Almost half of construction apprentices don't finish. Poor mentoring and low pay play a big role. Yet demand is huge, Seddon received 2,694 applications for just 20 places. The talent is there; we just need to give young people the support to stay.

The Ageing Workforce

With the average worker now over 45, many are nearing retirement and with them goes vital knowledge.

Solutions?

- Keep older workers in flexible roles.
- Make mentoring part of the job.
- Capture skills before they're lost.

Diversity & Inclusion

Construction is opening up:

- Women now make up 1 in 10 apprentices.
- Ethnic minority apprenticeships are up 57% since 2019.

Diversity isn't just fair it builds stronger, more innovative teams.

Five Ways to Keep People

1. Prioritise mental health.
2. Strengthen apprenticeships.
3. Offer flexible career paths.
4. Value older workers.
5. Champion diversity.

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New Episode OUT NOW!

Roofer to Mental Health: Rob Muldoon

