## No Time to Lose campaign: summary of results to date

From November 2014 to April 2015

### Campaign aims

The No Time to Lose campaign was launched November 2014 and is working to get workplace carcinogenic exposure issues more widely understood and help businesses take action. No Time to Lose targets members, businesses, the media and government, and aims to:

- raise awareness of a significant occupational health issue facing employees in the UK and internationally
- suggest some solutions on a UK scale to tackle the problem a national model that can be transposed internationally
- offer free practical, pragmatic resources to businesses to help them deliver effective prevention programmes.

# The campaign and IOSH's marketing strategy

The campaign meets the objectives of IOSH's marketing strategy as it is:

- · reinforcing the organisation's reputation as an expert
- helping build community amongst members and business, who support the campaign, commit to the pledges and share the resources
- increasing global reach and raising the voice of the profession through the member events and media coverage which has been achieved on the back of the campaign

The campaign targets a number of stakeholder groups including IOSH staff, government, businesses, research community, members, training network, and the media. It also helps position IOSH as the leading, trusted source of OSH information for business and the profession.

### Campaign achievements

No Time to Lose website

- Visits 20,903 (target 9,000)
- Resources downloaded 13,791 (target 2,000)
- Film views 4,558 (target 1,000)
- Resource library registrations 2,053

## Business/industry associations

- Pledge signatories 37 business have pledged (target 8) (see appendix for detail)
- Endorsements (campaign supporters) 83 supporting statements (target 9)

#### Media

- Media Reach UK and Ireland 37.6 million (target 1.5 million) The campaign also reached an international audience of over 3.5 million through media coverage (see appendix for detail)
- Social media impressions 462,000 social media impressions (target 120,000)

# Government

 Parliamentary engagement – 4 instances of parliamentary engagement (target 2). The campaign EDM was signed by 39 MPs, and we received supporting statements from the UK, Scotland and Northern Ireland governments.

#### Members

- Pre-launch survey response rate (awareness of issue) 1,565 members participated in the pre-launch occupational cancer survey staged in September 2014 (target 1,000).
- Collateral orders 293 orders were placed for hard copies (target 50)
- Packs distributed 5,700 packs have been distributed (4,700 diesel packs, 1,000 solar radiation packs)
- Network events presented at 24 branch and group events (target 8) (see appendix for detail)

### Other achievements

- Businesses are aspiring to partner up with IOSH and would like to have their logo placed on the literature so they can help spread the message to their workforce. Companies include Royal Mail Group (145,000 workers), Volker Vessels, (7,000 workers), Open Reach (130,000 workers)
- Organisations would like to have the literature translated into different languages Abu
   Dhabi OSH Center (OSHAD), Macedonian Occupational Safety and Health Association
- Organisations are promoting the campaign via their own communication channels e.g. e-newsletters – Aviva, Royal Bank of Scotland/Natwest Mentor, European Agency for Safety and Health at Work, UKCG, Open Reach, IET
- Organisations are inviting IOSH to present the campaign at their own events Skanska, Laing O'Rourke, Institute of Groundsmanship, Bybox, Dwr Cymru Welsh Water, Southern Water
- No Time to Lose campaign launch was attended by nearly 100 delegates
- No Time to Lose: solar radiation research and resources launch was attended by 98 delegates

## Media coverage (see appendix for detail)

Significant media interest was generated among specialist media outlets, helping IOSH to reach key target audiences. Workers in the offshore, rural, rail, construction and manufacturing industries read articles on No Time to Lose in Platform magazine, Farmers' Weekly, Rail Staff magazine, Construction Manager and Works Management, respectively. House, a magazine for MPs, featured the campaign launch at Westminster. Our own magazine, SHP, led with the campaign, as part of a co-ordinated campaign across our member communication channels, also including our e-bulletin, Connect.

- Coverage on the internet was widespread, with IOSH and PR Newswire distributing tailored news releases in different languages to three regions – Europe, Middle East and 'South Asia' (HK, Singapore and Australia). Yahoo Finance (US), Boston Globe (US), ADVFN France and news aktuell (Germany/Swiss) were among outlets reaching an international online audience of more than 3.5 million
- Broadcast coverage was achieved where we had occupational cancer sufferers willing to talk to the media. A news package for the East Midlands garnered good media coverage on ITV Central News (regional TV news programme) and BBC local radio
- Regional and local newspapers featured the launch including The Leader (Wrexham),
   Nottingham Post and Loughborough Echo. Coverage built through the following months off the back of events held by branches. Local case studies, statistics and events are a sure-fire way of reaching the general public with the campaign
- National coverage was harder to come by initially. A lack of fresh research at the original launch in November was one factor, but it was recognised that more success can also be achieved if we build a news package with compelling human interest stories. This was worked on ahead of the solar radiation launch in April
- With the launch of the Solar campaign were successful in achieving coverage within national print and broadcast media. Names such as Sky News, Daily Mail, Daily Express, Huffington Post and The Guardian all carrying the story.
- IOSH achieved great success targeting letter pages in regional newspapers with chairs of branches getting involved in discussing NTTL in their local area.

# A snapshot of representative feedback on the campaign

- As an international member of IOSH, I have made use of the 'No Time to Lose' resource. The
  toolbox talk regarding diesel fumes was an excellent conversation starter, thank you. My
  employer is based in New Zealand; are we able sign up to the pledge? I would like to clarify
  this first before approaching the senior executive team.
  JW, Safety, Health, Environment and Quality (SHEQ) Advisor
- I would like to get involved with the Occupational Cancer campaign and flow it through our business and supply chain. We are the largest wastewater contractor in the UK .... so believe we can significantly influence the lives of those who work for and with us. Please advise as to options available to us for getting involved. SH, Health, Safety, Quality and Environment Manager
- This is to inquire if we could share internally your free resources (sample attached) taken from your NoTimeToLose website? Our company has a knowledge sharing portal intranet based and I think that these resources is worth sharing within the team.
   Please let me know if your copyright terms would not allow this practice. Thank you RB, QHSE Engineer, (Qatar)
- We currently have approximately 170 operatives working for us and so if we could have as many leaflet and pocket cards that you could provide I would be grateful. We are looking to hold an occupational health awareness day in January and so these resources will be most useful.
   MT, SHEQ Administrator
- I would formally like to pledge my support for the "No Time to Lose" campaign against occupational cancers. I operate a Health and Safety Consultancy specialising in the construction sector. I support approximately 30 companies all varying in size and differing construction activity. I would pledge to promote the campaign materials and information to highlight the importance of the fight against what are avoidable conditions caused by our industry. I am involved in a Health Seminar ..... as a guest speaker and the opportunity to promote this excellent campaign cannot be missed with over 100 companies represented. DT, CMIOSH
- This is best resource I have seen in ages!
   JC, CMIOSH I Senior H&S Consultant
- ...we have recently started putting together a free health and safety bulletin for our Brokers and clients. We are now working on the content of the Summer bulletin and, having seen the above campaign information, wondered if you would be prepared to put together an article we can use in support of the campaign PV, Technical Account Manager, Corporate & Speciality Risk
- Thank you for giving us an insight into the problems associated with managing occupational cancer in the workplace (wherever it might be!). Your presentation was fascinating and has hopefully encouraged some of our members to look at updating or implementing occupational cancer awareness programmes in their workplaces. Thank you!
  Our members appreciated the opportunity to learn about the latest recommendations for assessing and preventing occupational cancer. Your information about IOSH information packs and internet resources was particularly helpful. We have had a lot of positive 'feedback' from members since the meeting; it is clear that they felt that the meeting was really worthwhile. Thank you too for agreeing that I can arrange for your presentation to be available on our group web sites. I hope that you enjoyed the meeting as much as our members did and that you had a safe journey home. We hope too that you will be encouraged to come and talk to our group again sometime in the future!
  VK, IOSH District

- I will raise this issue at our IOSH ... Branch AGM ... and I will get our Secretary to put the relevant information into the minutes of the meeting as a way of raising awareness of the IOSH campaign (which has my full support), to all of our Branch members. I will also bring this to the attention of my Consultant colleagues, to raise this issue when visiting our construction sector clients. Keep up the good work. AK. Senior Health & Safety Consultant
- After having reviewed the resources I must say it has helped me in raising the awareness of the risks that Solar Radiation play each day. We have personnel manning events up and down the country at various stages of the year. I have issued the Toolbox talk and already used the pocket guide which has been met with genuine surprise from the majority of our workforce. A positive outcome but just the start of the education we needed. TR. Warehouse Manager,
- Firstly thank you for coming along and giving your presentation. In regards to your presentation it was received very well amongst those present and you presented it in a clear concise manor. You demonstrated a good knowledge background of the subject from the answers you gave to questions and the additional information you gave in your presentations. Overall it came over very well.

NP SCPHN, Occupational Health Advisor

# Appendix - Campaign events

Date	Network/Event	Speaker	Presentation title
03-Apr- 14	Midland Branch	Paul Madgwick	Occupational cancer in construction
08-May- 14	Bristol and West Branch	Phil Bates	Occupational cancer: the challenge for health and safety professionals
15-May- 14	Midland Branch - North District	Phil Bates	Occupational cancer: the challenge for health and safety professionals
15-Jul-14	South East Branch	lan Strudley	Occupational cancer in construction
08-Sep- 14	NSS	Professor John Cherrie	Occupational cancer how exposure control decisions today will dictate tomorrow's work cancer burden
18-Sep- 14	North Wales Branch	Phil Bates	Occupational cancer: the challenge for health and safety professionals
23-Sep- 14	Tees Branch	Chris Lucas	Occupational cancer in construction
01-Oct- 14	Humber Branch	Phil Bates	Occupational cancer: the challenge for health and safety professionals
03-Nov- 14	NTTL launch	Dr Lesley Rushton	Occupational cancer  how exposure control decisions today will dictate tomorrow's work cancer burden
04-Nov- 14	Networks Conference	Caroline Patel	Occupational cancer: the challenge for health and safety professionals
13-Nov- 14	Midland East District	Phil Bates	Occupational cancer: the challenge for health and safety professionals
27-Nov- 14	Rail Industry Conference 2014	Jasmeen Daji	Exhibiting
13-Jan- 15	Manchester and North West District	lan Strudley	Occupational cancer in construction
05-Feb- 15	Midland Branch	Phil Bates	Occupational cancer in construction
10-Feb- 15	Manchester Public Service Section	Clare Forshaw	Occupational cancer in construction
12-Feb- 15	Yorkshire Branch	Phil Bates	Occupational cancer: the challenge for health and safety professionals

19-Feb- 15	Chiltern Branch	Jane White	Occupational cancer: the challenge for health and safety professionals
23-Feb- 15	Central Lancashire District	Clare Forshaw	Occupational cancer in construction
03-Mar- 15	Health and Wellbeing at Work	Membership team	Exhibiting
04-Mar- 15	FM Ireland	Membership team	Exhibiting
05-Mar- 15	Highlands and Islands Branch	Professor John Cherrie	Occupational cancer  – how exposure control decisions today will dictate tomorrow's work cancer burden
10-Mar-	Best Factory Conference		
15	Dest Factory Conference	Membership team	Exhibiting Occupational cancer
19-Mar- 15	UKCG event	lan Strudley and Jasmeen Daji	in construction/Exhibitin
24-Mar- 15	The Health and Safety Event	Membership team	Exhibiting
02-Apr- 15	Forth and Tay District	Professor John Cherrie	Occupational cancer  – how exposure control decisions today will dictate tomorrow's work cancer burden
08-Apr- 15	North East of Scotland Branch	Professor John Cherrie	Occupational cancer  – how exposure control decisions today will dictate tomorrow's work cancer burden
15-Apr-			Occupational cancer: the challenge for health and safety
15	Isle of Man AGM	Phil Bates	professionals
22-Apr- 15	H&S Scotland	Membership team	Exhibiting
23-Apr- 15	No Time to Lose: solar radiation research and resources launch	Dr Lesley Rushton, Paul Madgwick, Shaun Davis RMG	No Time to Lose: solar radiation research and resources launch
24-Apr- 15	Hong Kong Annual Conference	Ian Harper	Occupational cancer and IOSH's No Time to Lose campaign
28-Apr- 15	Middle East Annual Conference	Ian Harper	Occupational cancer and IOSH's No Time to Lose campaign

# Appendix - Media coverage detail

Broadcast

Clip	Publication	Circulation
Sky News With Colin Brazier, 10:42, Sky News	Sky News	1,799,000
London's News, Travel and Weather, 09:53, LBC News 1152 AM (London)	LBC News 1152AM (London)	21,028
David FitzGerald, 18:40, BBC Radio Devon	BBC Radio Devon	30,844
David Sheppard, 16:21, BBC Radio Devon	BBC Radio Devon	30,844
Sky News With Kay Burley, 14:47, Sky News	Sky News	1,799,000
Sky News With Anna Jones, 12:48, Sky News	Sky News	1,799,000
Sunrise, 06:38, Sky News	Sky News	1,799,000
Press Preview, 01:35, Sky News	Sky News	1,799,000
News Bulletin	Planet Rock	1,085,000
News Bulletin	Kerrang Radio	1,062,000

Print - nationals

Clip	Publication	Circulation
Outdoor workers 'dying from skin cancer'	Daily Express	445,245
Skin cancer at work kills 50 a year	Scottish Daily Mail	90,121
Occupational hazard of a sunny outlook	The Guardian	174,941
Skin cancer at work kills 50 a year	Daily Mail	1,626,322
Outdoor workers 'dying from skin cancer'	Scottish Daily Express	50,613
Don't be too macho for sun cream	Daily Express	445,245

Print - regionals

Clip	Publication	Circulation
Advice for firms over skin		
cancer	Belfast Telegraph	45,905
Working in the sun kills 50		
each year	Herald, The (Glasgow)	37,728
Protect yourself from sun	Hull Daily Mail	33,121
Letters Page	Chichester Observer	27,695
Reducing risks	Lancing Herald	17,427
Letters page	Shoreham Herald	3,749
Letters page	Steyning Hearld	17,427
Letters Page	Manx Independent	8,917
Solar danger for workers	Evening News (Norwich)	10,603
Essential to protect against		
sunburn	Bristol Post	24,127
Take care if you work outdoors	Eastern Daily Press	40,713
Cancer risk of sun exposure at		
work	The Herald (Plymouth)	20,715
Simple ways to reduce risks	Bucks Free Press (Friday)	14,312
Simple ways to reduce risks	Marlow Free Press	62,396

Campaign to beat work-related	70000	
skin cancer	Western Daily Press	19,970
Letters page	Bognor Regis Observer	12,000
CANCER ALERT FOR	Telegraph & Argus (Bradford)	17,423
WORKERS IN THE SUN	{Main}	4
Take extra care	Lancing Herald (Main)	17,427
Letters Page	Littlehampton Gazette (Main)	8,988
Letters Page	Steyning Herald (Main)	17,427
Letters page	Shoreham Herald (Main)	3,749
SOAPBOX	Southern Daily Echo	21,185
	(Southampton) {Main}	
Protect your workers from rays	Star (Sheffield) {Main}	23,238
Letters Page	Romsey Advertiser (Main)	6,174
Letters Page	Milford & West Wales Mercury	2,266

Trade

Clip	Publication	Circulation
Risk reduction	Food Manufacture (Main)	15,367
Cancer volunteers	Occupational Health (Main)	2,680
Limit your sun exposure	Farmers Weekly (Main)	56,752
Work related skin cancer kills one a week	Health & Safety at Work (Main)	20,161
'Macho culture' shuns skin cancer warnings	Practice Management (Main)	4,000

Web & Wires

Clip	Publication	Circulation
Occupational hazard of a		
sunny outlook	theguardian.com	5,181,000
WARNING: 50 outdoor		
workers are dying from		
skin cancer in Britain		
each year	express.co.uk	778,762
Skin cancer at work kills		
50 a year: 250 cases		
registered from people		
who spend time outside		
through jobs in		
construction, agriculture		
or leisure	dailymail.co.uk	6,386,000
Work-related skin cancer		
warning	jerseyeveningpost.com	10,038
Work-related skin cancer		
warning	home.BT.com	2,389,000
Work-related skin cancer		
warning	guernseypress.com	500
Work-related skin cancer		
warning	msn.com/en-gb	6,250,000
WORK-RELATED SKIN		
CANCER WARNING	PA News Wire	0
New Research Reveals		
Scale of Skin Cancer		
Among Outdoor Workers		
and Lack of Awareness		
About Risks	PR Newswire (Europe)	0
Protecting London: The		0.404
British Museum	shponline.co.uk	2,401
New Research Reveals		500
Scale of Skin Cancer	prnewswire.co.uk	500

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Among Outdoor Workers		
and Lack of Awareness		
About Risks		
New research reveals		
scale of skin cancer		
among outdoor workers	farminguk.com	500,000
New Research Reveals		
Scale of Skin Cancer		
Among Outdoor Workers		
and Lack of Awareness		
About Risks	finance.yahoo.com	103,470
New Research Reveals		
Scale of Skin Cancer		
Among Outdoor Workers		
and Lack of Awareness		
About Risks	Sys-con.com	113
New Research Reveals		
Scale of Skin Cancer		
Among Outdoor Workers		
and Lack of Awareness		
About Risks	istockanalyst.com	3,965
New Research Reveals	iotookanaryst.com	0,800
Scale of Skin Cancer		
Among Outdoor Workers		
and Lack of Awareness		
About Risks	finanzpachrichten de	500
New Research Reveals	finanznachrichten.de	500
The state of the s		
Scale of Skin Cancer		
Among Outdoor Workers		
and Lack of Awareness	124	44.00=
About Risks	ulitzer.com	14,027
Occupational hazard of a		
sunny outlook	Bignewsnetwork.com	500
Research reveals scale		
of skin cancer among		
outdoor workers	shponline.co.uk	2,401
New Research Reveals		
Scale of Skin Cancer		
Among Outdoor Workers		
and Lack of Awareness		
About Risks	PharmiWeb.com	3,686
Skin Cancer Killing 50		
Outdoor Workers Each		
Year And It Could Easily		
Be Prevented, Say		
Experts	huffingtonpost.co.uk	1,784,390
Construction workers at	Manual Ma	
higher risk of skin cancer	builderandengineer.co.uk	500
Construction workers at		
higher risk of skin cancer	Construction-scotland.co.uk	500
Facilities Show	TING GOLDING GOLDING, GOLDING	
investigate Protecting		
London	fmj.co.uk	23,115
CPD article: A burning	mij.co.uk	20,110
issue – IOSH campaign	shaonling on uk	2 404
No Time To Lose	shponline.co.uk	2,401
	Yahoo! Singapore	129.000
No Time To Lose	PeachyLau	64,000
No Time To Lose	Business.com	33,000
No Time To Lose	One News Page Global Edition	22,000

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No Time To Lose	Resource Nation	11,000
Exclusive Video: Safety	ifsecglobal.com	2,796
and Security at the British		100
Museum		5
No Time To Lose	AD HOC NEWS	N/A
No Time To Lose	Al-Adnani	N/A
No Time To Lose	AlipesNews	N/A
No Time To Lose	AMFM Magazine	N/A
No Time To Lose	AssignmentEditor.com	N/A
No Time To Lose	Aving Global News Network   English	N/A
No Time To Lose	B Live News	N/A
No Time To Lose	Beamin1.com	N/A
No Time To Lose	Benchmark Imaging Group	N/A
No Time To Lose	Biotechgate	N/A
No Time To Lose	BoxTicker.com	N/A
No Time To Lose	Collaboration Technologies	N/A
No Time To Lose	CPhI-Online	N/A
No Time To Lose	Creditmarket.co.uk	N/A
No Time To Lose	CTV International Media	N/A
No Time To Lose	Directle	N/A
No Time To Lose	EMSF-Lisbon	N/A
No Time To Lose	About Pharma	N/A
Survey highlights skin	surreycomet.co.uk	10,261
cancer peril	Sarreyesimenseran	1,
Survey highlights skin	halesowennews.co.uk	1,483
cancer peril	Tidlogo World Control Control	
Survey highlights skin	swindonadvertiser.co.uk	44,058
cancer peril		Action Control of the
Survey highlights skin	yorkpress.co.uk	137,000
cancer peril	yep. coolee	
Survey highlights skin	newsshopper.co.uk	74,093
cancer peril		
Survey highlights skin	uk.yahoo.com	1,913,122
cancer peril		
Survey highlights skin	portsmouth.co.uk	89,149
cancer peril		,
Survey highlights skin	yorkshirepost.co.uk	123,255
cancer peril		
Survey highlights skin	belfasttelegraph.co.uk	189,814
cancer peril	3	
Survey highlights skin	smallholder.co.uk	591
cancer peril		
Revealed how to tell if	dailymail.co.uk	6,386,000
YOU have skin cancer:		
From bleeding, itchy		
moles to flat, red spots,		
the symptoms to watch		
out for		
More action needed to	constructionweekonline.com	1,574
keep workers safe -		
IOSH		
Revealed how to tell if	capitalbay.com	500
you have skin cancer:		- STATE OF THE STA
From bleeding, itchy		
moles to flat, red spots,		
the symptoms to watch		
out for		
Survey highlights skin	capitalbay.com	500
	Janiana v. Jolii	

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Survey highlights skin cancer peril	croydonguardian.co.uk	9,406
Survey highlights skin cancer peril	milfordmercury.co.uk	6,502
Survey highlights skin cancer peril	lancashiretelegraph.co.uk	73,640
Survey highlights skin cancer peril	dailyecho.co.uk	97,720
Survey highlights skin cancer peril	droitwichadvertiser.co.uk	4,246
Survey highlights skin cancer peril	burytimes.co.uk	14,089
Survey highlights skin cancer peril	chorleycitizen.co.uk	2,724
Survey highlights skin cancer peril	harwichandmanningtreestandard.co.uk	7,061
Survey highlights skin cancer peril	dorsetecho.co.uk	35,853
Survey highlights skin cancer peril	theboltonnews.co.uk	175,690
Scientists warn over the 'shocking' lack of knowledge about skin	westerndailypress.co.uk	75,000
Survey highlights skin cancer peril	talktalk.co.uk	23,663
Jane White from IOSH talks skin cancer and construction sites	demolishdismantle.blogspot.com	300
Protecting your skin from the sun before going to work	dailyecho.co.uk	97,720
Protect your workers from rays	thestar.co.uk	66,958

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# Appendix - Campaign supporters and Pledges (Pledged organisations are in bold)

- American Industrial Hygiene Association
- American Society of Safety Engineers
- Anthony O'Connor & Sons Ltd
- Argiva
- Association for Project Safety
- Association of Occupational Health Nurse Practitioners
- Australian College of Kuwait
- Balfour Beatty Investments
- Bam Nuttall
- BOHS
- British Association of Dermatologists
- British Safety Industry Federation
- ByBox
- CECA
- CHEP
- CIRAS
- CITB
- Considerate Constructors Scheme
- Constructing Better Health
- Construction Plant-hire Association
- Costain Group Plc
- Croatian Institute for Health Protection and Safety at Work
- Crossrail
- Cyprus Safety and Health Association
- Deb Ltd
- Department for Work and Pensions
- Dribuild
- Dwr Cymru Welsh Water
- ENV Surveys Limited
- Environmental Essentials
- EU-OSHA
- Geoquip Marine UK Limited
- HB Projects Limited
- Health and Safety Authority
- Health and Safety Executive
- Health and Safety Executive Construction Industry Advisory Committee
- Hull City Council
- Imperial College London
- Institute of Occupational Medicine
- Institute of Risk Management
- Integrated Communications Ltd
- Jaguar Land Rover
- JMS Mining Service Pvt Ltd

- John Stacey and Sons
- Kane Group Building Services
- Korea Occupational Safety and Health Agency
- Laing O'Rourke
- Land Securities
- Lorne Stewart PLC
- Lucion Environmental Ltd
- Macmillan Cancer Support
- Mitsui Sumitomo Insurance Group
- MOHSPA
- Morgan Sindall
- Morrison Utility Services
- MTS Cleansing Services Ltd
- NEBOSH
- New Zealand Occupational Hygiene Society
- NHBC
- Northern Ireland Executive
- Office of Rail Regulation
- Open Reach BT Group
- · Park Health and Safety Partnership
- PM Group
- Portuguese Society of Occupational Safety and Hygiene
- Professional Organisations in Occupational Safety and Health
- Professor Dame Carol Black
- QBE Insurance
- QubeGB Ltd
- RBS/Natwest mentor
- Royal Mail Group
- Royal Society for the Prevention of Accidents
- RSR Law
- Safety Groups UK
- Scottish Government
- Skanska
- Southern Water
- SSG Training and Consultancy
- SWH Ltd
- Thames Water
- The James Mercer Group
- TRAC Oil & Gas Ltd
- Transport for London
- Trident Surveying Ltd
- Triplar Ltd
- UK Contractors Group
- Uplands Construction
- VolkerWessels UK
- Wates Group

- Willmott Dixon
- Workplace Safety and Health Institute