

Goal for mental health

Nearly seven in ten (69%) tradespeople say they experience mental health issues. Trade Direct Insurance is launching a new mental health and wellbeing support service, accessible to policy holders. The firm recently partnered with Tradie Events to sponsor a charity football match in Port Talbot, Wales in March.

The new mental health and wellbeing service aiming to tackle the mental health crisis affecting tradespeople comes amid an ongoing mental health epidemic amongst tradespeople, with new research from Trade Direct revealing that nearly seven in ten (69%) of tradies are experiencing mental health problems related to their work and personal life. Over a third (34%) of those affected stated that their mental health problems were at least partially caused by their work.

To help tradies take positive steps to address their mental health, new and existing policy holders of a Zurich Tradesman Policy with Trade Direct Insurance, will now be able to access Zurich Support Services for no additional cost. The service offers benefits, including mental health support, professional counselling services, legal and financial guidance. It also offers work-life balance support, such as support with childcare, elder care and daily living help.

One of the leading benefits is the mental health counselling, which includes five confidential sessions with a qualified counsellor per year, as well as assistance with referral for further support. 24/7 emotional support is also available, for issues related to stress, anxiety, depression, bereavement as well as other conditions.

As part of their wider efforts to boost awareness of the mental health crisis, Trade Direct Insurance is supporting Tradie Events, a South Wales-based charity, which runs a series of charity football matches for tradespeople.

The event in Port Talbot in March, was attended by former professional footballer, Lee Trundle, as well as trade influencers including The Welsh Erection Boys, Benchin Brickie and Ry O'Sullivan.

Patricia Gardiner, sales and marketing director at Trade Direct Insurance, says: "Tradespeople often carry enormous responsibility managing customers, materials, cash flow and tight deadlines whilst also dealing with the physical demands of the work. When you layer financial uncertainty and tool theft risks on top, the pressure can become too much to bear. That's why it is vital that tradespeople



Patricia Gardiner



Clair Evans

receive as much support as possible.

"What's particularly concerning is how normalised this pressure has become. Many tradies simply push through stress because they feel they have to, but sustained pressure without support can have long-term consequences. We are proud to offer tradespeople access to the one of the most comprehensive support services available, helping them to manage all of life's challenges, whether related to their work, personal life, or any other challenges that life may throw at them."

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