



— THE SUPPORT YARD —
SUPPORT GUIDE
CERTIFICATION PROGRAMME

8-DAY BLENDED TRAINING PATHWAY

TRAIN A SUPPORT GUIDE FOR YOUR BUSINESS

SUPPORT GUIDE CERTIFICATION PROGRAMME

A whole-sector peer-support certified training programme, built specifically for the UK building materials supply chain – merchants, manufacturers, logistics and service providers.

8-DAY PATHWAY
In person and online



WHAT IS A SUPPORT GUIDE?

Many mental health challenges build quietly: stress, work pressures, financial concerns, addiction, grief and many other personal difficulties. The people who spend their days working together are more likely to notice changes.

Trained Support Guides help conversations happen earlier when someone may be struggling. They are not counsellors or therapists. Their role is to listen and guide colleagues to the right support either within your business or externally, before problems escalate into crisis.

Having a Support Guide in your business helps:

- Encourage earlier conversations
- Reduce stigma around asking for help
- Identify problems before they affect safety, wellbeing or performance
- Guide colleagues to the right support quickly
- Build workforce resilience by supporting colleagues before issues become a crisis.



WHAT A SUPPORT GUIDE BRINGS TO YOUR BUSINESS

PRACTICAL SUPPORT IN THE RIGHT PLACE, AT THE RIGHT TIME

Workplaces in the building materials industry already have a first-aider for physical injuries. A Support Guide is the equivalent for a colleague who is struggling with their mental health – trained, visible, and able to help before a crisis.

● A visible first point of contact

Someone colleagues already know and can approach for help before a situation reaches crisis.

● Sector-specific awareness

Training reflects merchant branches, yards, manufacturing, logistics, sales, office and remote roles.

● Safer conversations

Learn structured listening and questioning skills that replace guesswork with confidence.

● Consistent signposting

Workplace, NHS, emergency and industry-charity routes are understood and used appropriately.

● Clear boundaries

Support Guides understand what they can do to help, what they must not do, and when to escalate.

● Sustainable peer support

Self-care, supervision and debriefing are built in to protect the Guide as well as the person they support.

Why this matters now

3.7x

Workers in construction and building trades are around 3.7 times more likely to die by suicide than the UK national average (ONS). A trained Support Guide gives your team a trusted, visible route to help – before a difficult day becomes a tragedy.

A COMPLETE CERTIFICATION PATHWAY

WHO IS IT FOR?

Merchants and distributors | Manufacturers and suppliers | Logistics and haulage providers | Service providers | Trade bodies and sector charities

Skills people can use

The programme combines two nationally certified external courses, two British Standard alignment sessions and six custom modules built around the realities of the building materials supply chain.

Your 8-Day Certification Journey

A blended pathway from core skills to confident workplace support



WHAT THE PROGRAMME INCLUDES

EXTERNALLY ACCREDITED

● ASIST Certificate

Applied Suicide Intervention Skills Training for high-risk and lone-working environments.

EXTERNALLY ACCREDITED

● MHFA England Certificate

Core Mental Health First Aid skills across office, factory, site and field roles.

BRITISH STANDARD

● BS 30480

Workplace suicide prevention: leadership, culture, risk assessment, communication, training and postvention alignment.

BRITISH STANDARD

● BS 30416

Menstrual and menopause health in the workplace: dignity, inclusion and realistic adjustments across factory, depot and office settings.

BUILT FOR THIS SECTOR

● Six custom modules

Applied sector learning: boundaries, safe conversations, sector pressures, crisis escalation, safeguarding, lived experience and self-care.

COMPETENCY BASED

● Assessment & certification

Attendance, workbook and practical competency. Candidates demonstrate safe listening, direct questioning, escalation and commitment to the Code of Conduct.

BY THE END, CANDIDATES CAN:

Recognise distress early ● Hold safer conversations ● Ask directly about suicide ● Escalate appropriately ● Signpost with confidence ● Protect their own wellbeing.

DID YOU KNOW?

22.1m

In 2024/25, an estimated 964,000 UK workers were affected by work-related stress, depression or anxiety, accounting for 22.1 million lost working days – the highest figures on record, according to the Health and Safety Executive. What is your business doing to prevent this?

ONE TRAINED PERSON CAN CHANGE THE OUTCOME OF ONE DIFFICULT DAY

- **Externally accredited**

ASIST and MHFA
England certificates,
recognised UK-wide.

- **Standards-aligned**

Mapped to BS
30480 and BS 30416
workplace guidance.

- **Built for this sector**

Every module written
around the merchant,
yard and industry
realities.

BY THE INDUSTRY, FOR THE INDUSTRY

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HOW TO APPLY FOR A TRAINING PLACE

1. Choose your candidate

Nominate the person in your business who is trusted,
approachable and able to work within clear boundaries.

2. Complete the application form

Download the application form online at
www.thesupportyard.org and submit the form once
completed.



HOW BECOMING A SUPPORT GUIDE CAN HELP YOU

Have you ever wanted to help someone who was struggling, but simply not known what to say?

**Would you know how to respond if a colleague became distressed at work?
What if a friend or family member told you they were struggling with their mental health?**

Becoming a trained Support Guide gives you practical skills and confidence that can stay with you for life. You'll learn how to listen, communicate sensitively, recognise when someone may be struggling and respond appropriately, while understanding your own boundaries and when to signpost someone towards further support.

These are skills that can benefit you far beyond the workplace. They can help you support friends and family, someone in your local community or even a stranger who needs help. If you volunteer, coach a sports team, help with Scouts or Guides, or take part in community groups, these skills can be invaluable.

The training is a valuable addition to your professional development. It can strengthen your CV, demonstrate valuable interpersonal and communication skills, support career progression and help you stand out to future employers.

ABOUT THE SUPPORT YARD

The Support Yard is a building materials industry initiative created to make meaningful mental health support more accessible to people across the sector. Founded by Samantha Hanks, The Support Yard is led by a Board of five industry professionals who share a belief that businesses can play a powerful role in supporting the mental health and wellbeing of their people.

We work with merchants, suppliers and other organisations across the building materials sector to help them put practical support in place, giving colleagues somewhere to turn when they are struggling and helping businesses build greater awareness, confidence and resilience within their teams.

Our approach is shaped by industry knowledge, lived experience and an understanding that mental health challenges rarely fit neatly into working hours. Problems at home can affect people at work, while pressures at work can have a significant impact on life outside it.

Through early intervention, peer-led support, training and access to the right help, The Support Yard aims to create a stronger support network across the industry, helping people feel heard, understood and better able to find the support they need, when they need it.



**THE
SUPPORT YARD**
Building Strength from Within

WWW.THESUPPORTYARD.ORG