



Part One: Guidance for Press Release

We would like to welcome you to the SafeContractor scheme and congratulate you on your achievement!

Below (pages 2-3) is a pro-forma press release for use as part of your promotional programme. It contains important information about the SafeContractor scheme and the benefits of membership, with space to include details about your business.

Once you have customised the press release with relevant information about your company and the markets you serve, it can be distributed to the media. Don't forget to include a quote from a senior member of management.

Target publications would include national trade magazines serving your industry plus local daily and weekly newspapers and local online business portals.

If possible, include a photograph, either of the person being quoted, or of some of your staff in action.

Press releases should be sent to the editor, business editor or news editor of your selected publications. Names and contact details can normally be found in the magazines themselves.

We would appreciate receiving a copy of your press release prior to publication.

Please send your press release to marketing@alcumusgroup.com

To find out more visit
safecontractor.com

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Part Two: Pro-forma Press Release

<INSERT YOUR
COMPANY LOGO HERE>

Press Release

Top Safety Accreditation for <INSERT COMPANY NAME>

Local business <INSERT COMPANY NAME> has been awarded accreditation from Alcumus SafeContractor for achieving excellence in health and safety in the workplace.

Alcumus SafeContractor is a leading third party accreditation scheme which recognises extremely rigorous standards in health and safety management amongst contractors. It is used by thousands of organisations in the UK including SMEs and FTSE 100 companies.

Employing <XX> people, <INSERT COMPANY NAME> is principally involved in the <XXX> sector, specialising in the <XX> and <XX> industries, with a <£X> million turnover. <XX>'s most recent clients have included major players such as <INSERT CLIENT NAMES>

The company's application for SafeContractor accreditation was driven by the need for a uniform standard across the business. SafeContractor accreditation will enhance the company's ability to win new contracts, and its commitment to safety will be viewed positively by its insurers when the company liability policy is up for renewal.

Gemma Archibald, Director of Alcumus SafeContractor said: "Major organisations simply cannot afford to run the risk of employing contractors who are not able to prove that they have sound health and safety policies in place."

"More companies need to understand the importance of adopting good risk management in the way that <XX> has done. The firm's high standard has set an example which hopefully will be followed by other companies within the sector. SafeContractor plays a vital role in supporting our clients in meeting their compliance needs, whilst working with their contractors as they progress through the accreditation process."

<INSERT QUOTE HERE>

-Ends -

For further information, contact:

<INSERT YOUR PRESS CONTACT AND JOB TITLE HERE>

<INSERT TELEPHONE NUMBER OR EMAIL ADDRESS>

Notes to Editors

Alcumus SafeContractor is a third party accreditation scheme that assesses the health and safety arrangements, policies and qualifications of contractors. Many major clients recognise the scheme and accept the SafeContractor certificate as confirmation of competency in health and safety practice.

Under the SafeContractor scheme, businesses undergo a vetting process which examines health and safety procedures and their track record for safe practice. Those companies meeting the high standard are included on a database, which is accessible to registered users only via a website.

Client organisations who sign up to the scheme can access the database, enabling them to vet potential contractors before they even set foot on site. These clients agree that, as users of the scheme, they will engage only those who have received accreditation.

Over 470 major, nationwide businesses, from several key sectors, have signed up to use the scheme when selecting contractors for services such as building, cleaning, maintenance, refurbishment or electrical and mechanical work.

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