



What Evidence of Our Commitment Do I need to Provide?

Sole Traders, Micro-businesses, Small Teams (1 – 9 Employees)

Expectation:

Demonstrate *intentional action* and *active conversation*.

Reasonable evidence may include (1–2 actions):

- Review or introduction of a basic wellbeing or mental health policy (The Chamber can help you with this)
- Evidence of wellbeing being discussed in team meetings
- Sharing mental health resources with staff and signposting them to the providers on the Chamber website
- A named wellbeing contact or owner-led responsibility

Small/ Medium-Sized Organisations (10 – 249 Employees)

Expectation:

Demonstrate *consistency, visibility, and shared ownership*.

Reasonable Evidence May Include:

- Clear wellbeing or mental health support policies and pathways
- Named Mental Health Champions or First Aiders
- Regular wellbeing check-ins or staff engagement activity
- Supervisor/line manager training or guidance
- Internal communications promoting mental health awareness and support

Large Organisations (250 + Employees)

Expectation:

Demonstrate *embedded strategy, leadership accountability, and review*.

Reasonable Evidence May Include:

- A documented wellbeing or mental health strategy
- Trained mental health leads or networks
- Clear escalation and support structures
- Monitoring of wellbeing initiatives or staff feedback
- Senior leadership sponsorship and reporting mechanisms



Mapping Evidence to the Charter's HOW

Evidence should clearly link to at least one of the Charter's HOW principles. Organisations are encouraged (but not required) to demonstrate activity across all three over time.

1. Lead the Change

(Embedding mental health as a core business priority)

What counts as evidence:

- Leadership endorsement or ownership of wellbeing
- Inclusion of mental health in policies or values
- Employee involvement in shaping wellbeing activity
- Evidence of review, learning, or continuous improvement

Examples:

- Leadership statement or internal message
- Policy review summary
- Board or senior meeting agendas referencing wellbeing

2. Talk About It

(Challenging stigma and encouraging openness)

What counts as evidence:

- Training or awareness activity
- Promoting open conversations about mental health
- Creating safe spaces or forums for discussion
- Identifying how managers are supported to have conversations

Examples:

- Training attendance records
 - Campaign materials or internal emails
 - Team meeting notes or discussion themes
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3. Support Matters

(Ensuring support is visible, accessible, and compassionate)

What counts as evidence:

- Clear signposting to support
- Mental Health First Aiders or trained contacts
- Access to resources, tools, or external support
- Confidential and compassionate response processes

Examples:

- Resource lists or intranet pages
- Support flowcharts
- Summary of support agreements or partnerships

No confidential or personal employee data is required.

- Evidence is not audited
- Evidence is not scored or ranked
- Evidence is reviewed with trust and discretion
- The focus remains on direction of travel, not completeness