

Suggested email for Scheme Members

Today, [TrustMark](#), supported by [The Construction Leadership Council](#), has launched the **Work Safe. Safe Work** campaign. Below is our guide to the campaign and how as a **[Member]** you can get involved.

What.

The **Work Safe. Safe Work** campaign has been created to advise and reassure homeowners who are looking to employ tradespeople in and around their homes in a post COVID lockdown world.

Why.

Many consumers are still reluctant to invite people outside of their immediate circle into their home, and so, giving them the confidence to safely hire tradespeople is key to the recovery of the industry.

How.

An eight-page guidebook distils government guidance, and practical suggested safety practices for homeowners to consider before, during and after a tradesperson works in their home. You can view & download the guide here. **[Button]**
<https://worksafesafework.info>

Getting Involved.

There is a business download centre, which is full of useful graphics and content for you to use to help promote the campaign and reassure your customers.

Consider:

- Attaching the PDF of the guidebook to any estimates that you send out
- Emailing customers who cancelled work during lockdown to provide added reassurance
- Sharing some of the tips from the workbook across your social media channels using the hashtag #worksafesafework
- Making use of the campaign graphics to accompany any communications you may be sending out.

[Go to the Download Centre] <https://worksafesafework.info/resources>