

Business Reporter: Attracting and retaining skilled workers in the construction industry

How a focus on workers' wellbeing can become a competitive advantage for employers in the sector

LONDON, UNITED KINGDOM, August 21, 2026 /EINPresswire.com/ -- In an article published on Business Reporter, the Danny Sullivan Group (DSG) talks about why workers' safety and wellbeing should be front and centre as the race for skilled workers is increasing in the construction industry. The UK construction sector will require more than 206,000 additional workers over the next five years, while the government's long-term infrastructure pipeline is expected to need between 629,000 and 706,000 construction and infrastructure workers annually. In this market environment, attracting and retaining skilled people will depend on more than pay alone.

Danny Sullivan Group (DSG) believes putting operatives' wellbeing at the centre of its business is fundamental to raising security, safety and wellbeing standards across the sector. Building on a people-first culture established over four decades, the company is modernising how it supports its workforce through its SMILE360 wellbeing programme, embedding physical health, mental wellbeing, inclusion and career development into everyday operations. This commitment has earned industry recognition, including Galliford Try's Supply Chain Mental Health Champion Award, a shortlist for the Construction News and New Civil Engineer Inspiring Women in Construction Awards in the Excellence in Mental Health and Wellbeing category, and Disability Confident Level 2 (Employer) status. DSG also delivers dynamic Toolbox Talks that encourage open discussions around mental health, fatigue, financial wellbeing and healthy lifestyles, while partnerships with Ladsminds, Whole Supp and innovative wearable technology providers further strengthen support for its workforce.

To learn more about how DSG secures the safety and wellbeing of its employees, [read the article](#).

About Business Reporter

Business Reporter is an award-winning company producing content published on Business Reporter online hubs on Bloomberg, Fortune, USA Today, Wired, Independent, Die Welt and Business Insider Germany and Le Figaro, delivering news and analysis on issues affecting the international business community. It also hosts conferences, debates, breakfast meetings and exclusive summits.

www.business-reporter.co.uk

About Danny Sullivan Group

Danny Sullivan Group is as an award-winning provider of skilled, professional labour and workforce solutions throughout the UK. Since 1986 it has been providing expert support to the UK's largest infrastructure clients and their projects. Danny Sullivan Group is renowned for its commitment to excellence, strong ethical values and vast experience.

<https://www.dannysullivan.co.uk/>

Business Reporter

Lyonsdown

+44 20 8349 6488

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/935657543>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.