

Tilbury Douglas partners with national pregnancy loss charity, CRADLE

3 years ago



In a construction industry first, Tilbury Douglas, a leading UK building, infrastructure, engineering and fitout company, has signed a national partnership with CRADLE, a charity providing a range of services to support those affected by early pregnancy loss.

Tilbury Douglas works extensively in the healthcare sector and is currently onsite at several NHS trusts at which CRADLE also has a presence. This means colleagues can access direct support, as well as provide services for the local communities in which they operate. As the company's nominated charity, employees will also focus on raising funds for the worthwhile cause which supports local communities directly.

CRADLE focuses on raising funds and delivering a fast-track counselling service, offering peer support and donating CRADLE Comfort Bags to the NHS, which are filled with essential toiletries and are available to those receiving care in hospital during or following pregnancy loss. Currently, more than 40 NHS Hospitals have a CRADLE early pregnancy loss bereavement service and the charity aspires to have a presence in 50 Hospitals by the end of 2022.

This partnership follows the recent launch of Tilbury Douglas' new sustainability strategy called People, Planet and Performance (PPP). This new framework provides a comprehensive approach to carbon reduction, sustainability and social value outcomes across the business and for its customers.

Lucy Davies, Head of Social Value at Tilbury Douglas, commented: "It is well known that the construction industry is working hard to create a more inclusive and open culture and at Tilbury Douglas we are proud to be the first contractor to work with CRADLE to support not only all our colleagues, but also the communities in which we operate, for those affected by pregnancy loss.

“We believe that with CRADLE’s support and resources we will be able to create a culture in which our colleagues can talk more openly about issues impacting not only women directly, but also their partners and families, and most importantly be able to offer them the right support.”

Louise Zeniou, CEO of CRADLE, added: “We are delighted to have partnered with Tilbury Douglas, offering pregnancy loss support to the organisation’s employees and their families. The partnership will also allow CRADLE to extend services to new hospitals and communities, as well as developing existing CRADLE services in hospitals where Tilbury Douglas is also on site.

Having worked in construction for most of my career, I naturally wanted to form meaningful relationships for CRADLE across the property and construction sector, and to ensure that peers in the community can access the right support for when pregnancy doesn’t go to plan. We look forward to working nationally with Tilbury Douglas, forming the first construction partnership for CRADLE in the UK.”

Image credit: Pexels