

UK Workplace Mental Health Experts announce rebrand and website launch

2 years ago



[Red Umbrella](#), a specialist provider of workplace mental health solutions for businesses, is today announcing a rebrand and a website relaunch as it aims to extend its support to a whole new network of businesses.

The announcement is an exciting new chapter for the business which has secured strong growth over the last decade and has an exciting roadmap for the future.

Over the past decade, Red Umbrella has provided mental health training, support and consultancy services to high profile clients, including but not limited to: National Trust, golf's PGA, retail giants B&M, healthcare firm Care UK, transport leaders BAE Systems, and the world-famous Ritz Hotel in London.

Now, the leading mental health experts are on track to become the 'go to' workplace mental health specialists in the UK with an aim to expand internationally.

Red Umbrella has become a trailblazer in the industry by implementing bespoke and curated mental health training for specific issues and requirements.

Tim Ladd, managing director of Red Umbrella, based in Nottingham, explained this unique strategy "We're very different to other businesses in the industry in terms of our strategy. I think it's vitally important to truly drive home and get companies comfortable with the idea that the training course and solution for their specific mental health needs has not yet been created."

"Although of course we do offer generalised training courses when they're required, the reality is that every business has completely different problems and needs. In most scenarios, an 'off the shelf' or 'one

size fits' all approach will not be the most effective way to deal with very specific issues and needs, they need a specially designed course that suits them."

"And that's what we do when a business reaches out to us, we create a bespoke training course for them that effectively and efficiently addresses their needs; unlike other businesses who employ what could be described as a 'tick box approach', which is simply showing a performative effort to somewhat address the issue rather than providing a genuine solution."

"We want to be the number one company in the industry and in the world who can come up with the bespoke solution to your business' specific mental health needs."

This major rebrand and website launch is the latest chapter in the story of this fast-growing business, which was formed in 2014 by Mr Ladd after he identified gaps in workplaces regarding support for mental health and addiction.

Combined with his own experiences with mental health, Mr Ladd knew something needed to be done to provide individuals with ethical and effective solutions to better manage their mental health in professional settings.

What began as a service offering guidance to those on the impact of drugs and alcohol quickly evolved into a comprehensive offering of mental health training programmes for workplaces with a dedicated focus on bespoke mental health consultancy and training.

Whilst there were already Mental Health First Aid training solutions available for businesses, Red Umbrella set out to change the industry, being the first provider to offer aftercare services for those individuals that had completed their training, ensuring they had access to support from mental health professionals to help them in their new roles. The team at Red Umbrella knew that the role of a Mental Health First Aider could be taxing on an individual and sought to provide them with specialist solutions to make sure their own mental health was protected – something completely new to the industry, and very much needed.

Once the business was founded, it quickly expanded with the addition of Manuela Olivier, Operations Director and Co-Owner and Nathan Shearman, Director and Head of Therapy and Training at Red Umbrella, both adding years of specialist experience to the Red Umbrella business, expanding its offering, and allowing the business to provide completely bespoke solutions.

In addition to this, Red Umbrella now works with over 80 freelance therapists, all of whom are highly qualified and have undergone extensive training to enable them to provide effective and genuine training and counselling experiences.

The new website launch and rebrand is the latest step on the Red Umbrella's journey to reaching the lofty heights of its business goals.

Mr Ladd went on to explain his vision for the future of Red Umbrella: "In terms of Red Umbrella itself, we want to become the most recognisable brand for bespoke workplace mental health training services."

"In terms of our impact on the issue of mental health, we want to reach and help as many people as we can. I want to actively help suicide rates go down and to hear more testimonies of mental health breakthroughs, rather than stories of breakdowns." "For now, I'm excited to launch our new website on the



1st of July, which will just help to add more and more to our service offering."