

Baxi hosts suicide prevention training as part of Oxford United partnership

1 year ago



[Baxi](#), its partner Oxford United and the UK's largest suicide prevention initiative, Baton of Hope, have joined together to host a day of training for Baxi staff and senior leaders at its Warwick headquarters.

Baxi is principal sponsor of Oxford United and the training forms part of one of the partnership's key aims to raise awareness for the Club's own suicide prevention and mental health initiative Can We Talk?.

The day of workshops was led by Baton of Hope founder Mike McCarthy and accredited trainers Ben Wilson and Dave Swann.

As the biggest killer of men in the UK under the age of 50 and women under 35, the three organisations' collaboration aims to confront suicide head on and save lives. Key to this is challenging outdated perceptions, providing real resources, and encouraging men in particular to seek help when they need it.

Figures from the Office for National Statistics reveal that those working in construction are nearly four times more likely to take their own lives compared to the national average. As a leader in sustainable heating and hot water solutions, Baxi's collaboration with OUFC and Baton of Hope is a powerful commitment to raise awareness of men's mental health within the UK and the increasing impact suicide has specifically within the construction industry.

Discussing his personal connection to the initiative, Paul Haynes, [Baxi](#)'s Product, Solutions and Marketing Director, said: "I lost someone close to me through suicide—a man who, like so many in our industry, seemed to carry the weight of the world in silence. The construction and heating sectors are filled with brilliant, hardworking men who often don't feel able to talk about how they're really feeling. It's time that changes.

“By teaming up with Oxford United and Baton of Hope, we’re using the power of sport and community to break down the stigma and start vital conversations. It’s not just about raising awareness—it’s about helping people feel seen, supported, and ultimately, saved.”

The training follows on from Oxford United and Baton of Hope’s strategic partnership, announced in February, confirming the Club had become the first in the UK to sign up for the charity’s workplace pledge. This has seen Oxford United lead the way on how football clubs and organisations can positively increase understanding of suicide and mental health both internally and externally.

As part of the partnership with Oxford United, the Baton of Hope symbol will feature prominently at matches, with players, fans and partners participating in awareness campaigns and mental health training opportunities. Baxi will also engage employees and customers through internal programmes, sharing support resources and encouraging open dialogue within the workplace and beyond.

Head of Media & PR at Oxford United, Ryan Maher, said: “To take this next step with our Principal Partner, Baxi, is extremely important.

“Throughout this campaign, our ambition has been clear. We want to use our platform in the community and beyond for good. Working with Baton of Hope has been about saving lives from suicide and creating a better environment for all.

“Baxi have been incredible supporters from the outset of this campaign. Working alongside our front-of-shirt sponsors and Baton of Hope in the weeks and months to come showcases a commitment across the board to bring about change.”