



Christopher
Ward



The Mindflow & Christopher Ward Cup Football Toolkit

Tackling the mental health
crisis in construction

Why it really matters

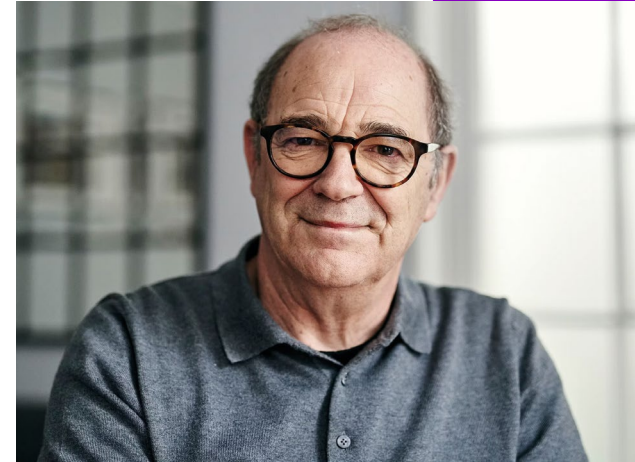
Two people take their own lives everyday in the construction industry, **that's 7,000 within the last decade**, the number of workers it would take to build a city.

This figure is staggering but the crisis is real and this is where Mindflow comes in.

Mindflow is a new charity tackling the mental health crisis in construction head-on by making mental well-being a core part of every construction site. Through its Mental Health Charter and football-driven outreach, Mindflow is instigating real change, ensuring no worker ever has to struggle alone.

However, Mindflow can't do this alone and Christopher Ward, the UK's largest watch brand has pledged its support through its 2% for Good Initiative enabling Mindflow to run its Talk Football, Talk Mental Health sessions as a pilot across the North-West.

Joining the dots between mental health, football and construction, football encourages team-work, connectivity, camaraderie and builds trust and friendships as well as supporting health and fitness and The Mindflow & Christopher Ward Cup champions this across the industry.



"At Christopher Ward, we've always believed in the power of bringing people together. The Christopher Ward Cup does exactly that – using football to connect the construction community and create space for open conversations about mental health. If a day of competition can help shift the dial, it's a day well spent."

Mike France
CEO Christopher Ward





Introducing The Mindflow & Christopher Ward Cup

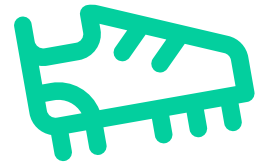
What is the Mindflow x Christopher Ward Cup

It's a five-a-side football tournament taking place in May 2026 with Christopher Ward inviting teams from the construction industry to enter a team whilst championing mental health in construction. The day in May 2026 will bring together construction teams who will battle it out in a champions league style format and the winning team will be crowned Mindflow & Christopher Ward Cup Champions.



Who is the Cup for?

It's open to all teams from the construction industry who are supporting Mindflow through it's Match-Ups sessions and have a commitment to improving mental health standards across the industry.



Why take part?

Being part of a five-a-side football team is a great way to make friends, build relationships, get fit and healthy and spark conversations.

Football is a universal language and is a conversation starter, so whatever demographic or background, people can find common ground and unity. And most of all, it's a great way to bring people together, have fun and keep active. It has such a positive effect on mental wellbeing and stress.

Former players and Ambassadors will be on hand on the day to support and encourage teams and there will be a number of activities on the day promoting positive health and wellbeing.

This Toolkit has been created to:

- Encourage you to set up a five-a-side football team
- Hints and tips on training and sponsorship
- Show how fitness and sport can have a positive effect on mental health



The Crisis is Real

Let's tackle this head on

The suicide rate in construction is

4x



times the national average.

(Source: ONS)

7,000

construction workers took their own lives during the last decade.

(Source: On the Tools)

Construction workers were surveyed and:

56%

were either currently experiencing or have experienced a mental health problem in the past.

67%

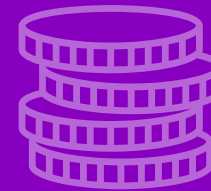
were football fans and would be more likely to engage with their local football club around mental health.

80%

believe that their company has a right to support their mental health.

(Source: Causeway Survey 2022/23)

Mental health costs UK construction industry at least



£1.2bn per annum



With 1.7 days lost per worker.

(Source: QBE)

Five-a-Side Team

Physical exercise has been proven to have a positive effect on mental health and partaking in team sports helps break down barriers, build connections and sparks conversation – it's good to talk.

Step 1:

Use the poster template to promote interest and encourage workers to get involved. Use The Mindflow & Christopher Ward Cup as an incentive.

Step 2:

Research your local five-a-side pitches (Goals and Powerleague) are great options or visit pitchfinder.org.uk to locate your local pitch.

Step 3:

Why not approach your HR / Training team to access some budget, outline the benefits to your company – health, fitness, commitment, resilience, team work to name a few.

Step 4:

Once you have some interest, update your poster with your regular training times and venue.

Step 5:

Let us know, send us pics of training and we will share training tips and promote your team.

Step 6:

Need kit, why not approach a local business to sponsor you! We can help you create a strong pitch.

Step 7:

Kick-off, get playing, get fit and spark that conversation.



Tips from Trevor

Here's some tips from our CEO, former England International, Trevor Steven to help with your preparation and training.

First and foremost football is a team sport and being part of a team is meant to be fun and sociable.

Physical fitness has a proven track record to improve mental health and overall well-being. Here's some tips to help with your preparation and training.



Before you start it's worth noting what sets five-a-side apart:

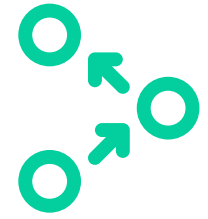
	You play on a smaller pitch size (usually indoor or astroturf)
	You play shorter halves (20–25 minutes)
	There is no offside rule
	It's more fast-paced
	The emphasis is on close control, teamwork, and sharp decision-making



Tailor your training

Remember in five-a-side, everyone defends and attacks. That means:

	Every player must defend and attack
	Stamina and agility are crucial
	The game rewards technical players who can move and think quickly



For match winning training

Because it's so fast paced, focus your training on high intensity movements:

	Short repeated sprints
	Speed and agility
	Core strength and balance
	Quick directional changes

Good luck and enjoy being part of a team.
We hope to see you for the Cup day next year.

Thank you for your interest
in The Mindflow &
Christopher Ward Cup.



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For any enquires please email
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