



Market Report

A Snapshot of your Market Sector

Health & Safety Training

This pack has been designed to provide information on setting up a business in the **Health & Safety Training** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/businessplan), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **January 2021**. If you find the information contained in this document useful, tell us about it! Send us feedback [here](#); we will use your comments to help improve our service.

What do I need to know about the Health and Safety Training market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ Emergency measures in place due to the COVID-19 pandemic will likely see both NHS and government services spending decline as funding is diverted away to other areas. . .Employers will need to be proactive in protecting the health and wellbeing of their employees at home, as well as those still working as normal on building sites, in health facilities or in care settings. However, market spending will grow over the rest of the forecast period albeit at a sluggish rate next as companies adjust to a 'new normal' and the inevitable new health and safety measures that will be introduced following the COVID-19 pandemic. Cumulatively, the market is expected to grow by **17%, or £150 million, between 2020 and 2024**. (Mintel, *Occupational Health Including the Impact of COVID-19, UK* – May 2020).
- ◆ The construction sector, the healthcare sector, and the oil and gas sector are all key markets for the industry, and their performance can therefore heavily influence revenue growth. The upturn in residential construction activity over much of the period has positively influenced demand, as construction work has the potential to be highly dangerous. Stable demand from the healthcare sector has also benefited the industry. However, weak activity levels in the oil and gas sector has restricted demand for industry services from these firms. Overall, industry revenue is expected to increase at a compound annual rate of 0.8% over the five years through **2020-21 to reach £1.7 billion**. In the current year, much higher demand from the healthcare sector amid the COVID-19 (coronavirus) pandemic is expected to outweigh a fall in demand from the construction sector, in which activity essentially halted during the initial lockdown period. As a result, industry revenue is forecast to **grow by 1.4% forecast in 2020-21**. (IBISWorld, *Occupational Health & Safety Services in the UK*, November 2020).
- ◆ The Institution of Occupational Safety and Health (IOSH) 2019-20 Annual Report (tinyurl.com/yyhjymsg) states 'While organisations adapt to operating under restrictions, such as social distancing, individuals face challenges of their own, including adjusting to working from home, complying with coronavirus restrictions in the workplace, rehabilitation and recovery and coming to terms with the loss of colleagues to the disease.'

The national organisations for this industry are [The Institute of Occupational Safety and Health](#) and the [British Safety Industry Federation](#). Other industry bodies include [International Safety Equipment Association](#), [The Royal Society for the Prevention of Accidents](#) the [British Safety Council](#) and the [European Agency for Safety and Health at Work](#).

Connect with us

Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email info@bgateway.com.

- ◆ **IBISWorld Corporate Wellness Services in the UK (November 2020).** The rising popularity of online services, such as dietary advice and fitness programmes, is expected to contribute positively. Greater demand for wellness programmes that focus on mental well-being are also likely to increase demand for high-value services, such as counselling, and enable margins to expand. However, both wage costs and purchase costs are expected to rise as more specialist healthcare practitioners are hired, which is likely to limit profit margin growth. Profit margins are expected to be heavily influenced by changes to the UK's relationship with the European Union following the end of the transition period and the speed of the UK's recovery from the coronavirus pandemic.
- ◆ **Mintel Occupational Health Inc Impact of COVID -19 (May 2020).** Many factors have influenced the development of the occupational health industry. The nature of work has changed in multiple ways, driven by technological and global trends, and the shift from an industrial to a service and knowledge-based economy. While risks to health from physical hazards still exist, particularly in some industries, they have been significantly reduced. UK full-time employees work the longest hours in Europe, with an average of 42 hours a week, compared to Holland, Italy, Belgium, France and Sweden who work an average of 39 hours. Longer working hours can also make it harder to balance social life and workload, causing an increase in workplace stress.
- ◆ **IBISWorld Occupational Health & Safety Services in the UK (November 2020).** Industry demand is strongly influenced by regulatory change. Breaching health and safety regulation can be costly and becomes more likely without the necessary expertise and correct interpretation of the laws. Changes in laws and regulations may therefore necessitate third-party advice. Consultants can be engaged to help implement the new framework. New health and safety regulations brought in over the current year following the coronavirus outbreak are expected to increase industry demand. These include social distancing requirements, increased hygiene levels, increase cleaning in workspaces, and the use of personal protective equipment (PPE).

There are also a number of online resources you may find helpful:

- ◆ **Health Protection Scotland** – COVID-19 Resources and Guidance are listed here and updated regularly (<https://tinyurl.com/weq4u22>).
- ◆ The **Health & Safety Executive** provides information on latest health and safety news, press releases, safety alerts, training, events and a COVID safety guidance page. (tinyurl.com/y55fkva2).
- ◆ **Royal Society for the Prevention of Accidents (RoSPA)** provides road safety education and has resources for Risk Management and workplace training (tinyurl.com/yxngaxjw).

Disclaimer: This report has been updated in January 2021 - we have included Post COVID-19 market material where available. Please note that this research may contain copyrighted material. Copyright belongs to the holders credited above and, as such, recipients of this research reproduce and repurpose this information at their own risk.

Connect with us

How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#) ,[Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the [Companies House](#) website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling **0300 013 4753**



Connect with us

What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please info@bgateway.com or by calling **0300 013 4753**.

Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these website, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.

How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) "[Find a Chartered Accountant](#)" tool

Funding

[Practical information](#) on finance and funding for starting and growing your business

Insurance

[Business insurance guide](#)

Legal Help

Gov.uk "[Licence Finder](#)" tool

Law Society of Scotland's "[Find a Solicitor](#)" tool

Pricing

Business Companion [Pricing & payment guide](#).

Please note: the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

Promotion

[BG guides to Marketing](#)

Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

We hope you find this Market Report useful and we'd love to hear your feedback [here](#).

Although every effort has been made to ensure the accuracy of the information provided, Business Gateway will not be held liable for any inaccuracies or omissions in the data supplied, or for the content of any website that the document above may contain links to. By using this information, you accept this disclaimer in full. Also, please note that Business Gateway does not endorse any business or individual that may be referred to above.

You must not rely on the information in the report as an alternative to advice from an appropriately qualified professional. If you have any specific questions speak to your Business Gateway Advisor or consult an appropriately qualified professional.

Last updated: January 2021

Updated by: Jessica

Connect with us

