RHA Wellbeing Charter

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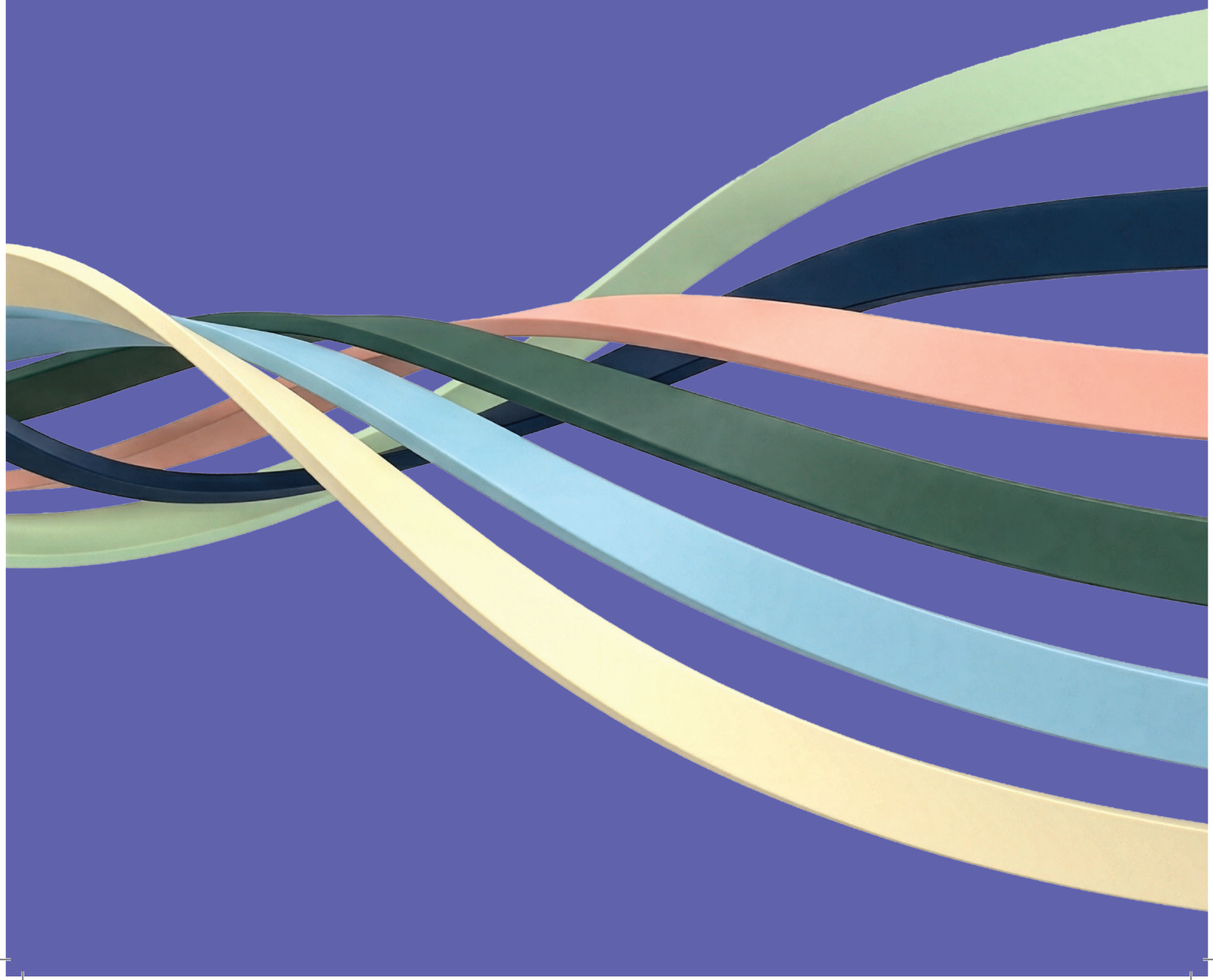

The Road Haulage Association is launching its Wellbeing Charter to support the long-term health, resilience, and sustainability of the industries it represents across the UK's coach, van, and haulage sectors.

The Charter has been developed in recognition that the people who keep the nation moving are operating in an increasingly demanding environment. Rising operational pressures, economic uncertainty, skills shortages, changing customer expectations, infrastructure challenges, and the pace of technological and environmental transition are all placing greater strain on businesses and individuals alike.

At the heart of the logistics and passenger transport sectors are people. Drivers, engineers, warehouse teams, planners, office staff, operators, and leaders all play a critical role in ensuring communities, businesses, hospitals, schools, manufacturers, retailers, and consumers continue to function every day. The wellbeing of these people is therefore not only a personal issue – it is an economic, operational, and societal issue.

The RHA believes that supporting wellbeing across road transport and logistics sectors is essential to the future strength of the industry and the wider UK economy.

Better wellbeing can help improve recruitment and retention, reduce burnout and absence, strengthen safety, improve operational performance, and build more resilient businesses and supply chains.

The Charter recognises that the people who keep Britain moving often work in demanding and high-pressure environments. Long hours, isolation, fatigue, poor facilities, and the pressures of modern logistics can all impact mental and physical health. Supporting people earlier, creating healthier workplace cultures, and encouraging stronger connections across the industry can make a real and lasting difference.

The RHA also recognises the wider priorities facing Government and the country - including improving productivity, supporting economic growth, reducing pressure on the NHS, tackling skills shortages, and encouraging healthier and more sustainable working lives. A healthier, more supported workforce is better able to adapt to change, remain in work longer, and contribute positively to businesses, communities, and the wider economy.

Executive Summary

The Road Haulage Association (RHA) is proud to launch its Wellbeing Charter, a long-term commitment to improving the lives, health and wellbeing of the people who keep our economy moving.

Representing the coach, van and road freight sectors, the RHA understands that our industry is built on people. Every day, drivers, engineers, warehouse teams, transport managers, administrators and business leaders work tirelessly to ensure goods and passengers reach their destinations safely and efficiently. Yet the demands placed upon them continue to evolve, creating new challenges and opportunities for wellbeing.

The RHA Wellbeing Charter sets out a ten-year commitment to support and champion positive change across the industry. It is founded on the belief that a healthier, more resilient and better-connected workforce is essential not only for individuals and businesses, but also for the communities and economies that rely upon our sector every day.

Built around six core pillars—Mental Wellbeing, Leadership and Resilience, Connecting with Others, Exercise, Food and Nutrition, and Learning and Development—the Charter provides a framework for collaboration, understanding, engagement and action. It recognises that wellbeing is not a single initiative or short-term campaign; it is a long-term journey that requires commitment from employers, employees, policymakers, trade bodies, educators, healthcare professionals and wider stakeholders.

Over the next decade, the RHA will work with industry partners, members and experts to create a movement that delivers practical improvements, shares best practice, influences policy and encourages positive behavioural change. Through this approach, we aim to create one million moments of improvement across the people and businesses we represent.

This Charter is not a destination; it is a commitment. A commitment to listen, to learn, to lead and to support an industry that is critical to the UK's prosperity. By investing in wellbeing today, we can help build a stronger, safer and more sustainable future for the generations who will work in our sector tomorrow.

Together, we can create an industry where people thrive, businesses prosper and communities' benefit.

Richard Smith
Managing Director

The Wellbeing Charter will provide a long-term framework for collaboration, engagement, awareness, and advocacy over the next decade. It aims to create "One Million Moments of Improvement" across the industries the RHA represents by working with members, government, stakeholders, partners, charities, and communities.

The Charter is built around six core pillars:

- Mental Wellbeing
- Leadership and resilience
- Connecting with Others
- Exercise and Physical Activity
- Food and Nutrition
- Learning and Development

The initiative reflects the RHA's belief that wellbeing should not be viewed as an optional extra, but as a strategic priority that supports people, businesses, supply chains, and the wider UK economy.

The RHA Wellbeing Charter

Supporting the People Who Keep Britain Moving

Introduction

The UK's logistics and passenger transport sectors are among the most important industries in the country. Trucks, coaches, and vans support every community, every high street, every hospital, every school, and every business.

From delivering food and medicine to transporting people safely and efficiently, the sector underpins everyday life and economic growth.

Yet behind every movement within the supply chain is a person.

The wellbeing of those people matters.

The RHA is therefore launching its Wellbeing Charter to help place wellbeing at the centre of the industry's future.

This is not simply about responding to current challenges. It is about helping to shape a stronger, healthier, more resilient industry for the long term.

Why the Charter is Needed

The industries represented by the RHA face significant pressures.

Operators are managing rising costs, workforce shortages, infrastructure constraints, changing regulation, customer demands, and the transition towards decarbonisation and new technologies. These pressures impact businesses operationally and financially — but they also impact people personally.

Long hours, isolation, stress, poor access to healthy facilities, fatigue, irregular schedules, and the challenge of balancing work and personal life can all affect wellbeing across the sector.

At the same time, the industry is competing for the next generation of talent in a rapidly changing labour market. Younger generations increasingly expect workplaces to demonstrate a genuine commitment to wellbeing, culture, inclusion, development, and support.

The RHA believes the industry must respond positively and proactively.

Improving wellbeing is not only the right thing to do — it also makes good business sense.

A healthier and more supported workforce can contribute to:

- **Better retention and recruitment**
- **Stronger workplace cultures**
- **Increased productivity**
- **Greater resilience during periods of challenge**
- **Improved safety outcomes**
- **Improved customer service and operational performance**
- **Reduced absence and burnout**

What the Wellbeing Charter Is

The Wellbeing Charter is a long-term commitment from the RHA to support the people who work across the commercial vehicle and logistics sectors.

It will act as a framework for awareness, engagement, education, collaboration, and advocacy over the next ten years.

The Charter is not intended to be a single campaign or standalone document. Instead, it is designed to evolve with the needs of the industry and become a platform for continuous improvement.

The initiative will work through partnerships with:

- **Members**
- **Industry stakeholders**
- **Operators**
- **Educational bodies**
- **Government**
- **Community groups**
- **Health and wellbeing organisations**
- **Charities and support networks**

The ambition is to create practical, measurable, and meaningful improvements across the industry.

The Six Pillars of the Charter

1 Mental Wellbeing

Supporting mental wellbeing is essential in a sector that often experiences high levels of pressure, responsibility, and isolation.

The Charter will encourage greater awareness, reduce stigma, and promote access to support and resources that help individuals and businesses better understand mental health.

2 Leadership and Resilience

Strong leadership shapes culture.

The Charter will promote resilient leadership across businesses of all sizes, helping organisations build environments where people feel valued, supported, informed, and empowered.

3 Connecting with Others

The logistics and transport sectors can sometimes be isolating professions.

Creating stronger connections between individuals, businesses, and communities can improve morale, wellbeing, collaboration, and inclusion across the industry.

4 Exercise and Physical Activity

Physical wellbeing plays a major role in long-term health and performance.

The Charter will encourage practical approaches that support healthier lifestyles and improved physical activity across the workforce.

5 Food and Nutrition

Access to healthy food choices remains a challenge for many people working across logistics and transport.

The Charter will help raise awareness of nutrition and encourage conversations around healthier options, facilities, and support.

6 Learning and Development

Personal growth and continuous learning are key to building confidence, engagement, and resilience.

The Charter will support learning opportunities that help individuals develop both professionally and personally.

A Long-Term Commitment

The RHA recognises that meaningful change takes time.

The Wellbeing Charter is therefore intended as a ten-year commitment focused on delivering sustained improvement through collaboration and engagement.

Its ambition to create "One Million Moments of Improvement" reflects the belief that small positive actions, repeated consistently across the industry, can create significant long-term impact.

This could include:

- **Better workplace conversations**
- **Health awareness initiatives**
- **Improved facilities**
- **Mentoring opportunities**
- **Access to support services**
- **Community engagement**
- **Leadership training**
- **Skills and development programmes**
- **Increased understanding of wellbeing challenges**

Every improvement matters.

Why This Matters to the Industry

The future success of the logistics and passenger transport sectors depends on people.

An industry that supports wellbeing is more likely to:

- **Attract future talent**
- **Strengthen safety and compliance**
- **Retain experienced professionals**
- **Build stronger businesses and communities**
- **Improve operational resilience**
- **Enhance public perception of the sector**

The RHA believes wellbeing should become part of the sector's wider strategic conversation alongside skills, infrastructure, facilities, environment, trade, and regulation.

Supporting people ultimately supports productivity, economic growth, and community resilience.

Conclusion

The RHA's Wellbeing Charter represents a commitment to the people at the heart of the industries it represents.

It recognises that trucks, coaches, and vans may keep the country moving – but it is people who make that possible.

By focusing on wellbeing, resilience, connection, leadership, health, and development, the Charter aims to help create a stronger and more sustainable future for the logistics and commercial vehicle sectors across the UK.

The RHA believes that by working together with members, stakeholders, policymakers, and communities, the industry can create lasting positive change for current and future generations.

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