



Support for life

## “Ben’s support is vital to the UK automotive industry” says TrustFord

# TrustFord

TrustFord has worked in partnership with Ben for a number of years. Ben has been offering holistic health and wellbeing advice and support to TrustFord’s colleagues nationally.

Ben is working with TrustFord to deliver a programme of mental health awareness training at all of its 64 dealerships before the end of December 2016. This will see Ben deliver training to around 1,551 employees over a three month period.

Wholly owned by Ford Motor Company and operating as an independent dealer group with its own board of directors and operating strategies, TrustFord is part of the Ford Retail Group which also owns and operates TrustFirstParts.

Accredited as one of the Sunday Times Top 25 Companies to work for, TrustFord operates a network of 65 dealership sites throughout the UK and Channel Islands.

“We have been proud supporters of Ben over the years. Whether financially, through wellbeing advice or just as a safe 'place' to go to in confidence, their work is vital to our sector.

“For our colleagues to know that they aren’t alone and they can speak about their personal worries at times of crisis without explaining the backdrop to our industry is unique. In TrustFord one of our driving principles is 'care' and our confidence in the help and professionalism that Ben offers complements the support being given to our colleagues at every level.”

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Sharon Ashcroft, Human Resources Director  
at TrustFord

[www.ben.org.uk](http://www.ben.org.uk)

Free, confidential helpline 08081 311 333

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Ben - Motor and Allied Trades Benevolent Fund.  
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