

# STRATEGY ON SUICIDE CONFERENCE 2026

Support, Prevention, and Collaboration — Because *Every* Life Matters

## Delegate Information Pack



In Partnership with

BATON  
OF  
HOPE

SAMARITANS

24th March 2026  
De Vere Grand Connaught Rooms,  
61-65 Great Queen St, London WC2B 5DA

# STRATEGY ON SUICIDE 2026

In Partnership with



**SAMARITANS**

24th March 2026

Registration: 08.40 - 09.40

Day Programme: 09.40 - 17.00

Networking Drinks Reception: 17.00 - 19.00

De Vere Grand Connaught Rooms,  
61-65 Great Queen St, London WC2B 5DA

## Nearest stations

 Holborn  
 3 Mins

 Covent Garden  
 6 Mins

 Charing Cross  
 15 Mins



# Welcome to the Strategy on Suicide Conference 2026



The Strategy on Suicide Conference, alongside Collaboration Network's wider suicide prevention programme operating throughout 2026, has a clear objective: to build greater awareness, education, and action that can help to save lives, that would otherwise, be lost to suicide.

The catalyst for this occurred in May 2025. Having always been very transparent about my own mental health struggles in the past, and being passionate about the topic, the issue of suicide impacted me directly when a close member of my family attempted to take their own life. Not once, but three times. It was then that I knew the time had come for Collaboration Network to step up to confront the challenge faced by society on the issue of suicide and self-harm. To break the stigma, to share the resources available, and to help educate and equip people with the skills to save lives. In short – it was time to build a collaboration to create a **strategy on suicide**.

I would like to thank you for being part of this initiative and for joining us on the day for the Strategy on Suicide Conference. It is only through a united front that we can help to truly bring about the change that is required.

*This event could not happen without the support of people such as yourself.*

In particular, I would like to thank the fantastic **Advisory Panel** that have supported me on the journey to see this event realised: Anastasia Vinnikova, Geoff McDonald, Ben Wilson, Sam Gale, and Rosie Ellis. Thank you for your time, your guidance, and your empathy.

I would also like to acknowledge and thank the speakers and workshop trainers who have volunteered their time to be with us on the day. Their expertise and inspiration, shared with us all, can help make a difference.

The change that is needed won't come overnight, it will be a journey - one that I hope you will join us on, both now and in the future - as we look to bring about meaningful and lasting change.

Given the subject matter, I would not expect the SOS conference to be a day that is easy to 'enjoy'. But I do hope that it helps educate and arm you with new skills, new connections, and a passion to be part of this collaboration.

Thank you for being part of the Strategy on Suicide. **Together, we can go further.**

## **Will Archer**

Managing Director,  
Collaboration Network



# Main Room Agenda: Cornwall Suite

**08.40 Arrivals & Registration - Morning Networking**

Tea / Coffee / Pastries for Delegates

**09.40 Welcome Address**

Will Archer, Managing Director, Collaboration Network

& Morning Host: Anastasia Vinnikova, Suicide Prevention and Project Officer, Corporation of London

**09.50 Keynote: Suicide Prevention - Addressing Stigma: A Critical Success Factor**

Geoff McDonald, Former Global VP HR Unilever; Director Geoff McDonald Consulting Ltd

**10.20 Keynote: From Isolation to Integration: Transforming the Systemic Response to Suicide Bereavement**

Amelia Wrighton, Co-Founder & CEO of Suicide&Co

**10.50 Fireside Discussion: BS30480 - A World-First Standard for Suicide and the Workplace**

Featuring Lachean Humphreys - BSI, Marcus Long - IIOA, & Paul Vittles - Towards Zero Suicide

**11.20 Morning Refreshment & Networking Break in Exhibitor Area**

Tea / Coffee

**12.00 Keynote: The True Cost of Poor Mental Health & Suicide in the Workplace**

Ben Wilson, Clinical Director, Baton of Hope

**12.30 Fireside Conversation: Suicide Support for Men - From the Terrace to Communities**

Featuring Will Vaulks, Oxford United Football Club Senior Player, Ben Wilson, Clinical Director, Baton of Hope

**13.00 Lunch Break & Networking in Exhibitor Area**

**14.00 Return with Afternoon Host, Geoff McDonald**

**14.05 Case Study: Understanding Suicide Prevention through Culture & Community**

Anastasia Vinnikova, Suicide Prevention and Project Officer, Corporation of London

**14.35 Case Study: Creating Safe Spaces: A Conversation on Suicide and Debt Advice**

Featuring Money Wellness & Lived Experience Consumer Voices

**15.10 Afternoon Refreshment Break & Networking in Exhibitor Area**

**15.50 Case Study: The Samaritans & Network Rail - The Rail Industry Suicide Prevention Programme**

Dave Brown, Head of Rail Programme, The Samaritans

**16.20 Fireside Conversation: Leading Without Certainty: What Suicide Prevention Demands of Leaders Today**

Featuring Harry Corin, Elevo & Prof. Ann John, Director of the National Centre for Suicide Prevention and Self-harm Research

**16.50 Closing Remarks:**

With Will Archer, Ben Wilson, Anastasia Vinnikova, & Geoff McDonald

**17.00 Networking Drinks Reception**

**19.00 Close of Day**

## Workshop Agenda: Penthouse

Workshops will take place in the Penthouse, which is accessible by lift or stairs. Members of the Collaboration Network Team will be available throughout the day to assist delegates in accessing the room.

- 12.00 Workshop: Implementing a Suicide First Aid Approach - What Meaningful Suicide Prevention Looks Like**  
Delivered by Jamie Compton-Rea, The National Centre for Suicide Prevention & Training
- 12.30 Workshop: How to Listen & Provide Support During a Conversation Mentioning Suicide**  
Delivered by The Samaritans
- 14.00 Workshop: SP-ARK Suicide Prevention Awareness, Resource, Knowledge**  
*An introduction to PAPYRUS and suicide prevention*  
Delivered by Ho Yen Tsang, Papyrus
- 14.30 Workshop: Suicide Prevention in Workplaces:**  
**What Organisations can do to Create Mentally Healthy and Suicide-Safer Environments**  
Delivered by Junah Suicide Prevention Training

## Exhibitors & Hospitality: Crown Suite

The Strategy on Suicide Conference will feature a range of exhibitors from specialist support services. Delegates will have the opportunity to meet with them and discuss their own objectives in relation to suicide prevention.

Exhibitors will be located in the Crown Suite, where networking will take place during the hospitality breaks. These breaks include arrival tea, coffee and pastries, as well as mid-morning and afternoon refreshments, and a hot buffet lunch.



[Baton of Hope](#)



[BSI](#)



[PAPYRUS](#)



[Samaritans](#)



[Suicide & Co](#)

# Important Information

## **Accessibility**

We are committed to ensuring that the Strategy on Suicide Conference is an inclusive and welcoming space, enabling everyone to navigate the venue safely and feel comfortable throughout the day. De Vere Grand Connaught Rooms has provided a comprehensive Accessibility Guide. [Please download](#) and review this document to support any specific accessibility requirements you may have.

## **Dietary Requirements**

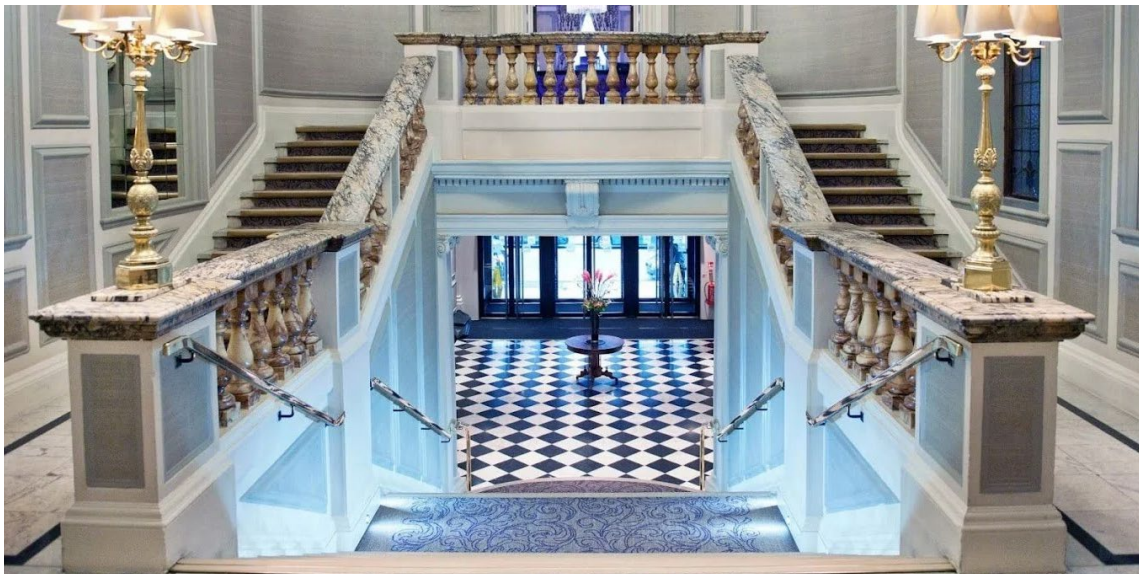
If you have any allergies or specific dietary requirements, please inform us at your earliest convenience so that the catering team can accommodate your needs.

## **Safe Space for Delegates & Support on the Day**

We recognise that discussions throughout the conference may be intense and emotionally triggering, particularly for those personally affected by suicide. A Quiet space will be available in the Hospitality Suite on the Ground Floor if you need to step away. Individuals trained in Mental Health First Aid and Suicide First Aid will be present should you require support. Please speak to a member of the Collaboration Network team if you need assistance.

## **Resources & Guidance**

A range of suicide prevention and education resources from leading charities can be accessed on [page 14](#).



## The S.O.S Advisory Panel

The Strategy on Suicide Conference represents a powerful collaboration between individuals and organisations committed to driving tangible, meaningful change in suicide prevention awareness and education.

We extend our sincere gratitude to our expert advisory panel, whose insight, guidance, and dedication have been instrumental in shaping this event. Without their contribution, this conference would not have been possible.



**Anastasia Vinnikova**

Suicide Prevention & Project Officer  
City of London



**Ben Wilson**

Clinical Director,  
Baton of Hope



**Geoff McDonald**

Former Global VP HR Unilever; Director  
Geoff McDonald Consulting Ltd



**Sam Gale**

Senior Business Manager  
Samaritans



**Rosie Ellis**

Executive Lead,  
National Suicide Prevention Alliance

# Your Speakers



**Anastasia Vinnikova**

**CO-HOST**

Suicide Prevention & Project Officer  
City of London

Anastasia Vinnikova is an award-winning speaker, writer and mental health advocate. Driven by her own lived experience of mental illness, she is currently the Suicide Prevention Officer at the City of London Corporation. Anastasia previously led the wellbeing agenda at the Bank of England, and spent 2 years on the Commission for Equality in Mental Health with the Centre for Mental Health. Currently, Anastasia sits on the Samaritans External Engagement and Research Committee, as well as acting as a Lived Experience Advisor on their Online Excellence Programme.



**Geoff McDonald**

**CO-HOST**

Former Global VP HR Unilever; Director  
Geoff McDonald Consulting Ltd

Geoff McDonald is a global voice for change, a sought-after speaker and strategic advisor who has dedicated part of his career to transforming the way organisations think about purpose and wellbeing. With a remarkable 25-year career at Unilever, working under the leadership of Paul Polman, Geoff McDonald brings deep, lived experience in embedding purpose at the heart of business strategy and addressing the taboo of mental health in corporate life.

Geoff has spoken at world-renowned institutions like Oxford and Cambridge, addressed leaders from across continents, and even engaged with Pope Francis on creating a more inclusive economy. His mission is bold and urgent: to help businesses unlock performance through purpose and make mental health a board-level priority. A tireless campaigner and co-founder of the charity Minds@Work, Geoff has been at the forefront of breaking the stigma around mental health—from No 10 Downing Street to the BBC, from the Royal Foundation to the world's biggest boardrooms.



**Amelia Wrighton**

Co-Founder & CEO,  
Suicide&Co

Amelia Wrighton is the Co-Founder and CEO of Suicide&Co, a UK-based charity dedicated to supporting individuals bereaved by suicide. Amelia's commitment to mental health stems from losing her mother to suicide when she was 19 years old and in her first year of university. This life-changing experience fostered a deep resilience that eventually led her to meet co-founder Emma Morrisroe. Realising they shared similar stories of bereavement, they founded Suicide&Co in July 2020 to fill gaps in support for those left behind.

# Your Speakers



**Lachean Humphreys**

Lead Standards Development Manager,  
BSI

Lachean Humphreys is Lead Standards Development Manager at the British Standards Institution (BSI). She coordinates national and international experts to develop standards related to health and safety at work, including mental health, working from home, menopause and menstrual health, health and safety risks arising from climate change, and most recently, suicide and the workplace.



**Paul Vittles**

Transformational Change Consultant &  
Sustainable Success Coach,  
The Vittles Organisation

Paul Vittles is a research fellow, consultant, coach and counsellor who specialises in suicide prevention initiatives, drawing from his professional expertise and personal lived experience. Paul was involved at each stage of the development of BS30480, including being one of the authors and editors on the BSI Drafting Panel.

Paul's pioneering work includes developing the Indicators of a Thriving Workplace survey for SuperFriend in Australia; facilitating the engagement process for establishing the National Suicide Prevention Research Fund in Australia; being a co-founder of the Baton of Hope UK; being co-author of the action research report 'Moving Towards a Zero Suicide Society'; and organising the 2024 Zero Suicide Society JoinTheDots Tour from the Humber to the Mersey.



**Marcus Long**

Chief Executive,  
IIOA

Marcus was the instigator of the BSI Suicide Awareness standard published on 4 November 2025. Marcus' inspiration for the standard came from a mixture of deeply personal place and his professional life. Marcus' 21 year old son Adam took his life in 2020 and the desire to find positive from this horrific situation led to the idea of a standard. With 20 years of working in standards and assurance and a clear understanding of one of the fundamentals of standards to make things better.

Marcus is Chief Executive of Independent International Organisation for Assurance (IIOA), a trade association of leading global assurance bodies, who help organisations better themselves through compliance, supply chain management and a whole range of other services

# Your Speakers



**Ben Wilson**  
Clinical Director,  
Baton of Hope

Ben Wilson has been a senior healthcare leader and mental-health specialist with extensive national and global experience in wellbeing, clinical governance, and transformational education. Ben has previously served as National Clinical Education Manager, National Clinical Governance Lead and suicide prevention lead in the NHS, contributing to government-led steering groups and overseeing major national transformation projects. A qualified teacher, counsellor, and HCPC-registered clinician, Ben holds advanced training in resilience, bereavement counselling, DBT, PTSD, emergency preparedness, and behavioural health from institutions such as Harvard, Stanford, and the University of Washington.

A Senior Fellow of the Royal Society for Public Health and recipient of multiple national awards for his mental health work, he is recognised for compassionate leadership and his commitment to improving mental health and wellbeing at scale.



**Will Vaulks**  
Professional Footballer,  
Oxford United FC

Will Vaulks is a professional footballer for Oxford United Football Club and the Wales national football team, with Championship experience including spells at Sheffield Wednesday F.C. and Cardiff City F.C..

Personally affected by suicide, Will speaks openly about mental health and the pressures of professional sport, using his platform to challenge stigma and encourage others to seek support. He is an ambassador for Baton of Hope UK.

In November 2025, he received the FIFPRO Player Voice Award in Lisbon, recognising his outstanding contribution to mental health awareness and suicide prevention to promote the "Can We Talk?" campaign.



**Rebecca Lamb**  
External Relations Manager,  
Money Wellness

Rebecca is External Relations Manager at Money Wellness where she works to ensure the voices and experiences of people in financial difficulty are heard and understood. With over 15 years' experience in the debt advice sector, she has supported initiatives that improve how organisations respond to customers facing debt, vulnerability and crisis.

Rebecca works closely with partners and internal customer experience teams to bring real customer insight into conversations about policy, practice and communications. She is passionate about ensuring that the lived experience of people in debt helps shape better, more compassionate approaches.

# Your Speakers



**Dave Brown**

Head of Rail Programme,  
Samaritans

Dave Brown is Head of Rail Programme at Samaritans and has worked in the programme since 2020. He leads the charity's national partnership with the rail industry to prevent suicide and reduce harm across the network. Alongside his professional role, Dave has been a Samaritans listening volunteer for over 11 years. Prior to joining Samaritans' rail team, he worked in young people's suicide prevention and continues to champion evidence-led, compassionate approaches that help people and organisations respond safely and effectively when someone may be struggling.



**Harry Corin**

Founder,  
Elevo

Harry is the founder of Elevo, global workplace wellbeing specialists, and the host of *Question the Default* – a podcast focused on mental health and suicide prevention. He has worked with organisations including Mars, Heineken and McDonald's, is an Ambassador for leading suicide prevention charity Campaign Against Living Miserably, and has interviewed some of the top voices in suicide prevention.

After losing his dad to suicide at the age of 12, Harry has spent his life using his own story to challenge stigma, open difficult conversations, and drive meaningful change. That lived experience now underpins his work with organisations looking to move beyond policies and towards cultures where people genuinely feel safe to speak.



**Professor Ann John**

Clinical Professor of  
Public Health and Psychiatry,  
Swansea University Medicine,  
Health and Life Science

Ann holds a personal chair in Public Health and Psychiatry. She is a clinical epidemiologist with a background in public health and general practice. Her research focuses on suicide and self-harm prevention and children and young peoples' mental health. She is PI and Co-Director of DATAMIND, the MRC funded HDRUK Mental Health Data Hub.

Ann leads a research programme with a focus on mental health data science including the MQ funded Adolescent Mental Health Data Platform, the Suicide Information Database-Cymru, the National Centre for Mental Health and the Wolfson Centre for Young People's Mental Health. She is passionate about the translation of research into policy and practice. She chairs the National Advisory Group on suicide and self-harm prevention to Welsh Government. Ann has advised on a number of media storylines including *Coronation Street* and *This is Going to Hurt*. Ann is a trustee of the Samaritans and a Fellow of the Faculty of Public Health and Learned Society of Wales. Ann has led and been involved in the development of several government and NHS-commissioned reports, policy documents and community resources.

# Your Speakers



**Jamie Compton Rea**

Chief Operations Officer,  
National Centre for Suicide Prevention  
Education & Training

Jamie Compton-Rea is Chief Operating Officer of the National Centre for Suicide Prevention Education and Training (NCSPET CIC), an integrative therapist, and a suicide prevention consultant.

With a professional background in addictions, he brings extensive frontline experience to his work in suicide intervention and prevention strategy. Jamie served on the drafting panel for BS 30480, contributing to the development of the British Standard for suicide prevention training. His work focuses on embedding structured, evidence-informed, and ethically robust intervention frameworks aligned with UK national priorities and quality governance principles.

Beyond training delivery, Jamie provides consultancy to organisations seeking to implement meaningful, standards-driven suicide prevention approaches – moving beyond awareness towards measurable competence, safer practice, and systemic impact.



**Hannah Buckland**

Director,  
Junah

Hannah is an experienced mental health and suicide prevention trainer having delivered training across many organisations including the NHS, government, education settings and businesses large and small.

Hannah is passionate about creating kinder and happier workplaces and communities where people feel supported and heard. She is particularly passionate about the language we use and how we create connection.

Hannah's training style is professional, calm and compassionate, giving people the skills and confidence to learn how they can recognise signs of distress and how they can support themselves and others whilst challenging stigma and promoting empathy.

# Your Speakers



**Rachel Evans**

Commercial Learning  
& Development Manager,  
Samaritans

Rachel Evans is a Learning and Development Manager at Samaritans. She leads the design and development of learning for Samaritans Training and Engagement Programmes (STEP), including our suicide prevention courses. Rachel has previously been both a Samaritans listening and support volunteer. Alongside her role at Samaritans, Rachel is in her final year of studies, for a MA Art Psychotherapy, at the University of South Wales, currently on placement at a supported recovery mental health ward for men.



**Ho Yen Tsang**

Suicide Prevention Officer,  
PAPYRUS Prevention of Young Suicide

Ho Yen Tsang is Suicide Prevention Lead (North West, South West and North Central London) at PAPYRUS Prevention of Young Suicide, leading workforce development and strategic engagement across 16 London boroughs.

With a professional background in psychology and a specialist focus on suicide prevention, he works at a systems level to strengthen local authority, education and cross-sector responses to suicide risk among children and young people. Suicide is the biggest killer of under 35s in the UK, and his work focuses on embedding prevention across whole systems - moving beyond awareness towards sustainable, suicide-safer communities.

An accredited ASIST trainer, he delivers suicide awareness, prevention and intervention programmes across statutory, corporate and community sectors. He has facilitated over 100 training sessions, reaching more than 2,000 professionals and supporting organisations including the NHS, Macfarlanes, Wates Group, West Bromwich Albion and Allianz. He is currently funded by Ealing Council to support school staff and parents/carers in building confidence around suicide prevention and fostering hope for children and young people.

Alongside delivery, he works with organisations to strengthen safeguarding frameworks and implement practical, evidence-informed approaches that contribute to suicide-safer communities. He was drawn to the field through a personal commitment to supporting young people from East Asian backgrounds experiencing trauma, and is particularly motivated to strengthen culturally responsive support for Hong Kongers navigating migration-related challenges in the UK.

# Resources & Guidance

If you or someone you know is experiencing thoughts of suicide or self-harm, there are a range of organisations available to offer support.

Whether you are facing a crisis or looking for proactive guidance, the organisations listed below provide resources, advice and practical steps to help you safeguard yourself or someone else.

Click below to access:

[Baton of Hope](#)

[The National Centre for Suicide  
Prevention Education & Training](#)

[Papyrus - Prevention of Young Suicide](#)

[Samaritans](#)

[Suicide & Co](#)

# BATON OF HOPE

## THE WORKPLACE PLEDGE

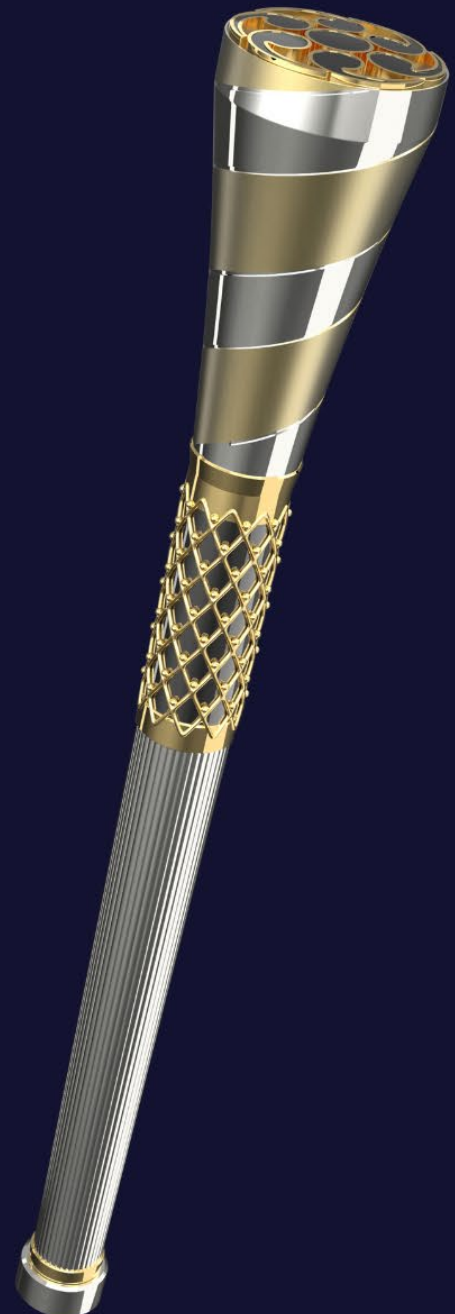
TOGETHER, WE STAND UP TO SUICIDE

The Workplace Pledge is an initiative created by The Baton of Hope that has been created for employers nationwide to pledge their support and sign, committing to ensuring their workplaces are psychologically safe for their employees to work in.

The Baton of Hope team has spent over two years developing our resources and training to deliver a kite mark in best practice amongst a sea of unregulated providers. Underpinned by established clinical models with input from clinicians, educators and subject matter experts with lived experience.

**MAKE THE PLEDGE**

**CLICK HERE**



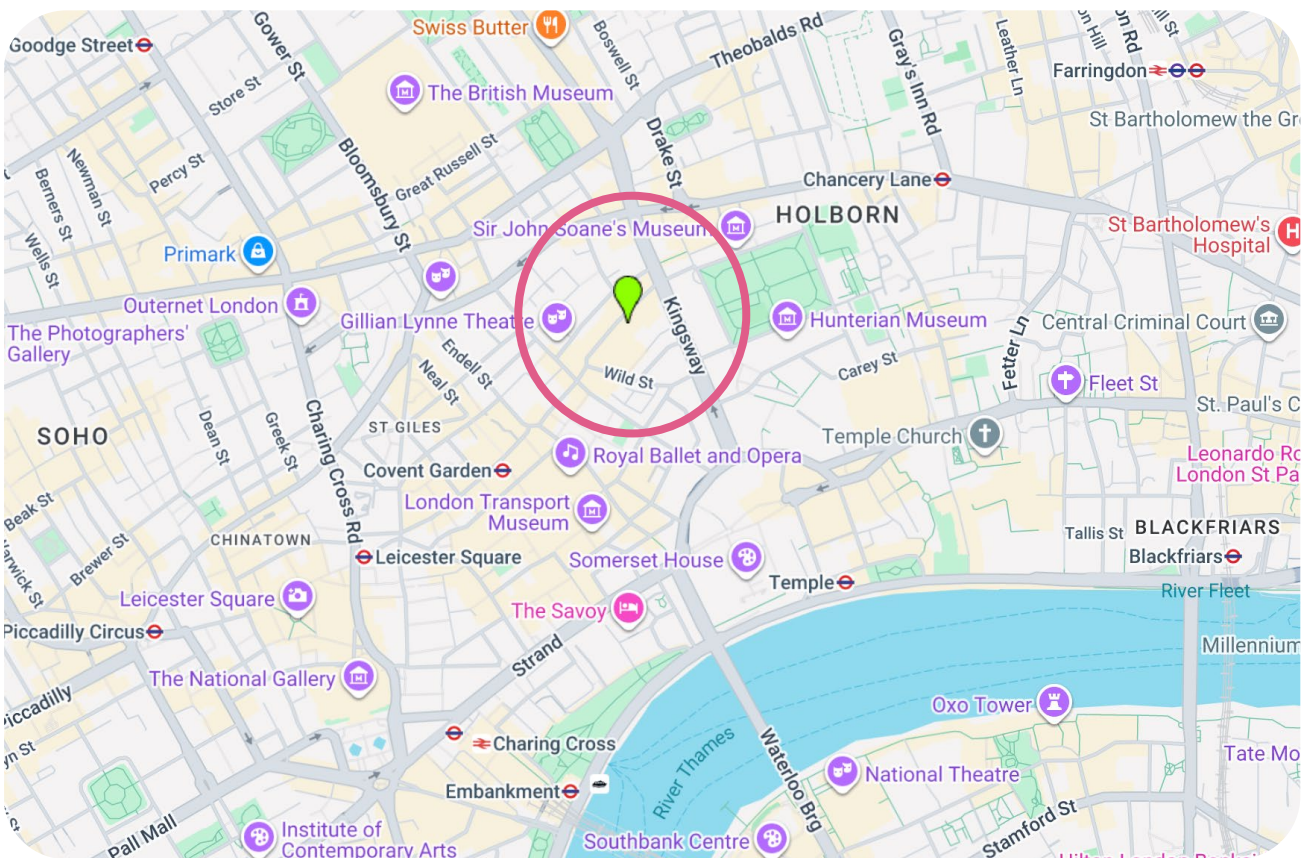
[www.thebatonofhope.org](http://www.thebatonofhope.org)

## Dress Code at the Conference

The dress code for the Strategy on Suicide Conference is simple - whatever you feel comfortable in. Whether you would like to wear formal business attire or attend dressed in smart/casual wear, our priority is that you feel comfortable.

## The Venue

De Vere Grand Connaught Rooms,  
61-65 Great Queen St,  
London WC2B 5DA



# The Grand Connaught Rooms

The Grand Connaught Rooms is a Grade II listed historic event and conference venue in the Covent Garden / Holborn area of central London. It's renowned for its grand architecture, ornate interiors, and long history as a cultural meeting place.

The building's origins date back to 1775, when it was part of the original Freemasons' Tavern, an important social and meeting place in London's history.

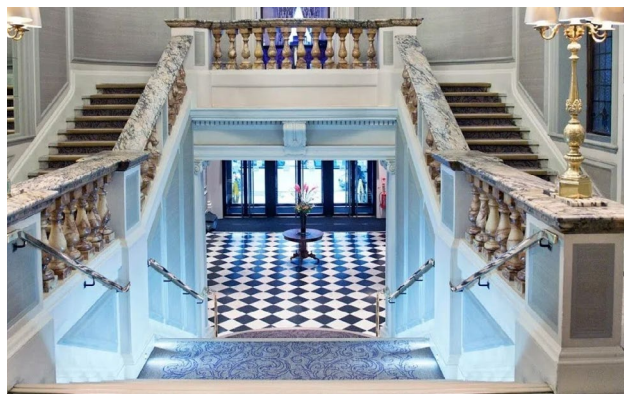
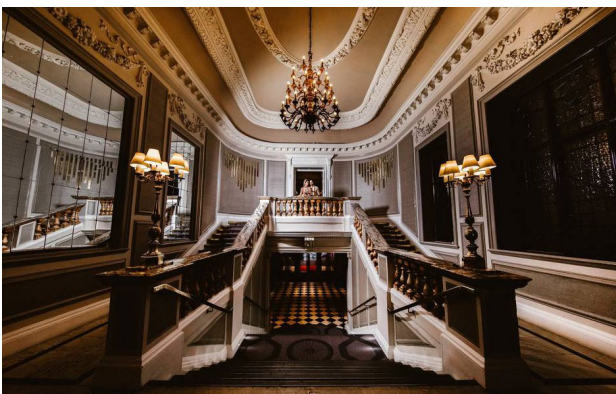
Over the centuries it was extended and remodeled. In 1909 it became a hotel and event venue, eventually evolving into the Grand Connaught Rooms we know today.

Historically significant events—including early meetings related to the founding of the Anti-Slavery Society and the Football Association—took place at the original tavern site.

Its elegant façade and richly decorated interior spaces reflect Georgian and Art-Deco styles.

Just a short walk from Covent Garden and Holborn tube stations, it's well connected via London's public transport: a short walk from Covent Garden (Piccadilly line) and Holborn (Central & Piccadilly lines).

Close to major train stations such as Kings Cross St Pancras, Euston and more.





# STRATEGY ON SUICIDE CONFERENCE 2026

In Partnership with

The logo for Samaritans, featuring the word 'SAMARITANS' in a white sans-serif font inside a solid green rectangular box.

**SAMARITANS**