

# Ardent

## Stakeholder Wellbeing Assistance Programme

Wellbeing at the heart of change





# What Is SWAP?

Stakeholder Wellbeing Assistance Programme (SWAP) is a bespoke, holistic solution developed by Ardent to put wellbeing centre-stage in your stakeholder engagement. It is designed for large-scale regeneration, infrastructure and housing projects where communities face change and uncertainty.

## Simple & Caring Access

A secure, GDPR-compliant platform enables stakeholders to self-assess their needs, access support, and maintain confidentiality and dignity throughout the process.

## Adaptive Design & Support

SWAP flexes to fit your project's scale, context and community. It combines tailored implementation with tiered wellbeing support to ensure the right level of care and structure for every stakeholder, from broad workshops to specialised clinical therapy.

## Community-Focused Training

Project teams, engagement professionals and land-owner advisors receive training to understand mental health impacts, engage sensitively and embed wellbeing into conversations. This builds confidence and empathy, helping participants foster supportive relationships.

## Reporting & Monitoring

Meaningful KPIs track engagement, workshop delivery, feedback and wellbeing outcomes, enabling you to measure both social value and project performance.

# Why It Matters

Major infrastructure and regeneration projects bring opportunity. But they also bring disruption: changed routines, uncertainty, relocation, compulsory purchase, new neighbourhoods and displaced lives.

Behind the delivery programme are real people, and the facts are stark. The Compulsory Purchase Association (CPA) reports that those affected by compulsory acquisition face significant stress and anxiety\*, and there have even been instances where the threat of compulsory purchase has been identified as a contributing factor in cases where people have died by suicide. Meanwhile, the broader built-environment sector continues to record alarmingly high rates of poor mental health with 27% of workers reporting suicidal thoughts in the last year^.

For those delivering change, these aren't just human issues, they are project issues. Under-appreciated wellbeing impacts can ripple out into community mistrust, stakeholder resistance, delay, cost escalation, reputational damage.

\* The Compulsory Purchase Association- [Mental Health Report 2025](#)

^ Construction Management- [Mental Health in Construction](#)

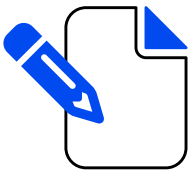
## How It Works

Delivered by Ardent in partnership with Vita, with all training, support and counselling provided by Vita's qualified mental-health professionals. [Find out more](#) about Vita.



### 01. Assess

At project inception we map your stakeholder and community profile, identify potential wellbeing hotspots (e.g., CPO, relocation, unfamiliar neighbourhoods) and design the SWAP pathway accordingly.



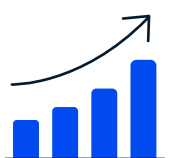
### 02. Engage & Train

We deliver training to project teams, site staff and advisors so wellbeing is embedded from day one, covering mental health awareness, sensitive engagement, and practical strategies to support stakeholders.



### 03. Support & Monitor

The community gains access to the SWAP platform, self-assesses, receives tailored support, and joins workshops. We monitor engagement, feedback and outcomes.



### 04. Report & Refine

We provide regular dashboards and commentary, enabling continuous improvement and ensuring the programme remains aligned with project milestones and community needs.

# When You Should Act


- Before the first ground is broken, when communities are still forming perceptions.
- During periods of highest change: pre-relocation, during construction, until the new community is settled.
- When your project involves compulsory acquisition, major demolition, or relocation (the highest stress-zones).
- When social value / ESG / sustainability metrics are part of your business case or lender/ funder appetite.


SWAP adapts to projects large and small, offering flexible delivery models and clear, upfront pricing.

**Speak to us today to see how affordable, best-practice wellbeing support can work for your stakeholders.**

## Contact Us

For general information about Ardent please contact our head office.

 +44 (0) 20 3693 2500

 [info@ardent-management.com](mailto:info@ardent-management.com)

 [@Ardent](#)

If you have a specific enquiry you can reach out to one of our experts.

### Jon Stott

Group Managing Director

+44 (0)7725 553 866

[JonStott@ardent-management.com](mailto:JonStott@ardent-management.com)

### Tom Hacker

Head of Stakeholder Engagement & Communications

+44 (0)7523 678 318

[TomHacker@ardent-management.com](mailto:TomHacker@ardent-management.com)