

Most Inspiring Employee of the Year

Winner

James Martin, Enterprise Rent-A-Car

This category recognises an employee who has inspired their workplace by breaking down the stigma around mental health, and growing awareness of how positive mental health can help colleagues develop

European Bid Manager James Martin is based at Enterprise Rent-A-Car's European HQ and has worked for the company since 1996. As one of its first UK employees, James helped Enterprise become one of the leading mobility providers in the UK. He is an influential member of the management team, combining work duties with significant contributions to the company's philanthropy efforts.

Having led the company to sign Time to Change's Employer Pledge, he chairs the company's National Mental Health Committee, is a trained Mental Health First Aider, and founded the employee support network Thrive. He also an active member of the Wellness Committee at the European HQ, acting as chair of the Mental Health strand. Collaboration and innovation have been essential factors for James in delivering strategies. He has formed a diverse and representative committee to work around problems, wholly understanding the necessity of a strong network to ensure a campaign remains sustainable.

James leads through personal experience. He has openly discussed living with depression and anxiety for 25 years, his suicide plan, and his recovery after a breakdown. His story has inspired so many people and played a crucial role in helping



James Martin leads through personal experience

to eradicate stigma and recruit champions and allies.

Using his strong business judgement, excellent leadership skills and ability to communicate with all levels, James has made an incredible contribution to the business in setting up and driving Enterprise's mental health strategy. This has had an instant impact for today's employees and laid strong foundations

Highly Commended

Presented by:



for the future. His personal experience of mental illness and willingness to share his story to inspire and educate others have been invaluable in building understanding and enacting change in the business.

James' selfless bravery in telling his story and his determination in setting up Enterprise's Mental Health Strategy have already benefited so many employees, and they will continue to do so for many years to come.

Achievements

Enterprise cites James as being an incredible force for change in banishing mental health stigma. James campaigned throughout the UK and Ireland, putting together the principles of the Time to Change Pledge and ensuring every regional director signed their own copy.

As well as its employee support network Thrive and National Mental Health Committee, Enterprise now also offers line manager training, a wellness passport, 'lunch and learn' events with guest speakers, events on mental health days including breakfast delivered to employee hub areas, and discussions around mental health awareness.

James's work is often at ground level. For one month last year, he ran 6km each day, asking people to join him and talk about mental health as they ran. He has also personally delivered breakfast to employees, co-hosted lunch events and made campaigns fun and informative. ■

Judges' comments

■ This is a wonderful example of what one person can set in motion when they are passionate about achieving change. James has done some incredible work and got the message out about mental health not only in the UK but also into Europe. This level of engagement is what is required to bring about lasting change and make workplaces positive for mental health now and in the future

■ James has shared his own story to inspire others to open up. He has shown how important the organisation considers Mental Health Wellbeing by influencing the Senior Management to sign the Time To Change Employer Pledge in front of the workforce. James has set up a new framework and is currently driving it forward throughout Europe

→ Rhianwen Condon
**Oldbury Viaduct Major
Renewal Scheme**

Shortlisted

→ Christine Meakin
Barclays

→ Mari Thorman
HSBC