

# Siderise Internal Values

In 2023, Siderise reintroduced five core values—Customer First, Safety Matters, Integrity, Respect, and Strive for Betterment—working with SLG Agency to embed them into company culture. SLG’s approach used visuals, behaviour examples, a film, branded giveaways, and monthly spotlights to reinforce the values.

This rollout led to safety upgrades, product approvals, and new employee benefits like private healthcare. The impact was clear: Siderise was named in The Sunday Times Best Places to Work 2024, with a 99.1% retention rate, workforce growth, and low absenteeism, cementing its values-driven transformation.

**99.1%**

staff retention  
post-launch.

**41%**

lower risk of poor  
employee wellbeing  
compared to  
industry average  
(7% vs 41%).

**225**

headcount, up from  
184, from April 2023  
to April 2024.

**2.3%**

average absence  
rate over the  
past year.

