



8
Years
ANNIVERSARY

CELEBRATING 8 YEARS

In 2016, when we began trading, we were a small team of people working with finite resources, but we were highly optimistic and of course passionate.

Starting out as Occupational Hygiene specialists, Safety First Group was founded by Ash Samms and Will Dooley, experts in the Occupational Hygiene industry for over 10 years, with a purpose to provide quality service at an affordable price.

After 8 years we are very proud to see our company grow to become a leading business within the health and safety arena. Over the years we've built ongoing relationships with some of the UK's and globally recognised companies, allowing us to continue to innovate and grow within this sector.

We now have a full spectrum of Legionella Control services for any industry type, along with Health & Safety compliance solutions including Competent Persons support, DSEAR, Fire, Mental Health, Training and more.

As we celebrate our 8th anniversary, it is important to remind ourselves why we do what we do. We place our customers at the heart of everything we do. Building ongoing partnerships through the way we work, deliver and by living our values every day, is a key driver for our business.

THANK YOU

To our Customers and Colleagues: We are so appreciative and honoured to work with the calibre of customers we have. Thank you for your belief in us and our abilities to help you achieve your Health & Safety goals and creating safe working environments for your employees and indeed yourselves.

Our team is continuously enriched by the people that we've met and worked with, allowing us to grow and learn individually, and, as a company. Thank you for your continued business and great relationships. We are proud to have you with us on the journey.

To Our Team: To be part of a growing business year on year requires having incredible people in our organisation. We are so grateful for the opportunity to work every day with such a group of talented, passionate and knowledgeable people. You have proved in all these years why you are the best in the Health & Safety field. Thank you for choosing to be part of the Safety First journey so far!

To our Partners: Thank you to our partners we collaborate with to deliver quality and reliable services and solutions that makes a positive and safe working environment for our customers' businesses. You are part of our team and we are proud to work with you.

It is rightly said that it doesn't matter what the journey, but what matters the most is whom you have beside you all the way. We are honoured and humbled for your continued work with us and we look forward to celebrating our next milestone together.

HIRE & ANALYTICS

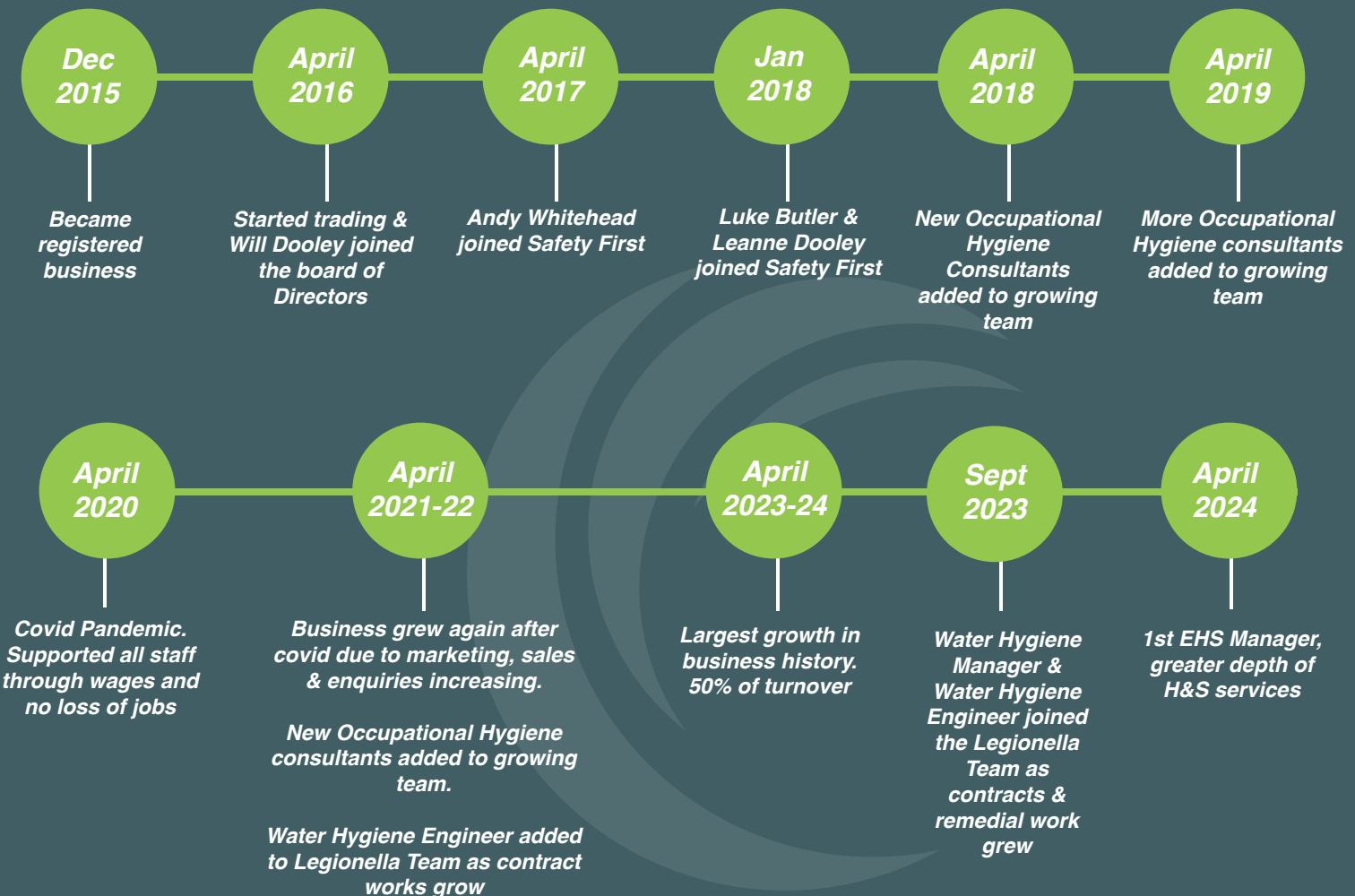
Fast forward a few years, we started to see an increase in enquiries for equipment hire. To service those clients who needed to carry out workplace analysis on a regular basis, we launched the Hire & Analytics portfolio. By making a selection of equipment available for hire, we are able to offer a complete portfolio of products and solutions that saves time and resources when trying to locate separate suppliers for different areas of need. Having access to industry leading analysis equipment, enables us to hire out our equipment on a short or long term basis.

PPE

The increase in demand for Personal Protective Equipment (PPE), particularly during the Coronavirus pandemic doubled almost overnight. Our close connections with Protective Equipment and cleaning product suppliers has allowed us to offer a growing collection of PPE and cleaning products for sale online. We've continued expanding our online offering to cover other areas of products and equipment, so checkout our online shop for all your personal protection equipment needs.

Our ethos is to provide a first class service to our customer base, allowing them the peace of mind that all aspects of their compliance responsibilities are taken care of and up to date.

Ash, Will, Andy & Luke





A FEW WORDS FROM THE FOUNDER & MD AT SAFETY FIRST



WILL DOOLEY, MD

William Dooley, “When Ash came to me with his idea of Safety First Group, he knew I’d be interested in working with him. Ash is a phenomenal business developer, entrepreneur and smart accountant all wrapped up into one person. So, it was a no brainer to build the company together. Adding Andy and Luke to this mould was the final pieces of a puzzle we’d tried to solve early on.

Now, 8 years on I pinch myself every day. The people we have, the clients we work for, the quality of product and service is something to be immensely proud of. As we embark on another 8 years and more, I’m filled with excitement and energy because we have a fantastic infrastructure, amazing people and all the tools necessary to double, or triple, our size in far less than 8 years. I’m honoured to be part of this organisation!”



ASH SAMMS, CEO

“As the founder and CEO of Safety First Group Ltd, I am deeply honoured and humbled by the journey we’ve embarked upon over the last 8 years. Through both triumphs and challenges, I consider myself truly blessed to be a part of such an incredible team.

I extend my appreciation to William Dooley, whose belief in our vision has been unwavering. William, our managing director and majority shareholder, possesses not only a remarkable technical acumen and sales expertise, but also a gift for fostering enduring client relationships. Together with shareholders Andrew Whitehead (Ops Director) and Luke Butler (Sales Director), whom I affectionately refer to as my brothers, we’ve seen Safety First Group flourish over the past 8 years. Thank you all for your dedication and support!

Eight years on, our reach extends from SMEs to some of the world’s largest blue-chip corporations, spanning industries both domestic and international. This remarkable journey stands as a testament to the tireless efforts of our entire team and the trust bestowed upon us by our clients.

Our success is rooted in unwavering principles of morality, integrity, and ethics. We’ve built Safety First Group upon these foundational values, never compromising on our standards. And when mistakes are made, we take ownership and make them right.

Looking ahead, I recently convened with our shareholders to chart our course for 2024 and beyond. Our vision entails an ambitious growth strategy over the next two years, already underway with the addition of five new team members since the year’s outset. We’re expanding across all departments, fostering a culture that prioritises the training and development of our staff, and nurturing an infrastructure that’s as robust as it is dynamic.”

“The future brims with promise, but it’s essential we remain grounded in the principles that have brought us this far. Whether in times of prosperity or adversity, let us never waver in our commitment to excellence. Here’s to the journey ahead, guided by humility, respect, and an unwavering dedication to success.”