

4 June 2026

### **Balfour Beatty delivers a life-saving initiative in the workplace**

Balfour Beatty PLC is supporting NHS England's important men's health message "Blood in your pee? Contact your GP practice" by installing P-Wave's branded urinal screens in thousands of washrooms nationwide.

"We launched the fifth version of our Slant6 urinal mats in 2019, and from the start we discussed how they could be used for something positive," says Mark Wintle, P-Wave brand manager at Robert Scott. "The biodegradable screens improve splash prevention and represent a major step forward in urinal deodorising technology, delivering more fragrance than any other 30-day screen while using less plastic.

"The screens were a strong commercial success, so we were delighted when, at the end of 2023, NHS England launched an awareness campaign encouraging men to contact their GP if they notice blood in their urine. As part of a wider early diagnosis initiative, they chose to collaborate with P-Wave by placing a clear call to action directly on Slant6 urinal screens in pubs, shops and public venues.

"Our partnership with NHS England is unique and has gained real momentum, with many large organisations supporting the initiative. More than 1.7 million screens have now been installed, backed by partners including Sodexo, Freedom Leisure, Mitchells & Butlers, Manchester United, conference venues such as The Brighton Centre, and numerous other smaller businesses. The more men see the message, the more effective it becomes."

## **Delivering a potentially life-saving message**

One strong advocate for the campaign is Abigail Plumley, Occupational Health Specialist at Balfour Beatty.

“My husband was 31 when he was diagnosed with bladder cancer,” she says. “He called me during a night out to say he was passing blood clots in his urine. It only happened once, and he thought it might be due to drinking. But I feared the worst and urged him to see his GP. He was referred immediately, and tests revealed a tumour. After surgery, it was confirmed as bladder cancer, but it was successfully treated – all from that single symptom.

“Later, I saw P-Wave’s messaging on LinkedIn and immediately thought we needed it across our sites. Without that push, my husband might not have sought help. A simple message can make all the difference.”

Balfour Beatty adopted the screens across its locations. “We have a ‘my contribution’ portal where employees can suggest ideas, and that’s where this started,” explains James Vizard, Senior Mobilisation Partner. “We place ‘zero harm’ at the heart of our business, which includes physical and mental health, not just workplace safety.

“Working with P-Wave to deliver a potentially life-saving message is a simple, cost-neutral step. If we improve even one life, it’s worthwhile.”

## **At least one ultimate success**

“Initially, we wanted to know if it was working, if people were going to the doctors to get checked. But we quickly realised that for P-Wave, this isn’t about data. It’s not even about us,” says Mark Wintle. “Sometimes metrics are irrelevant. I mean, how do you really measure a conversation that finally happens or a worry that turns into a doctor’s visit? You can’t. And we have seen at least one ultimate success in Berry Mulder’s story.

Cancer survivor Berry Mulder credits the campaign with saving his life after seeing the message on a P-Wave screen in a Marks & Spencer store in Bristol. Prompted to seek medical advice, he was diagnosed with testicular cancer and successfully treated. Now more than a year cancer-free, he later wrote to P-Wave: “I’d like to thank you and the NHS from the bottom of my heart – because you probably saved my life.”

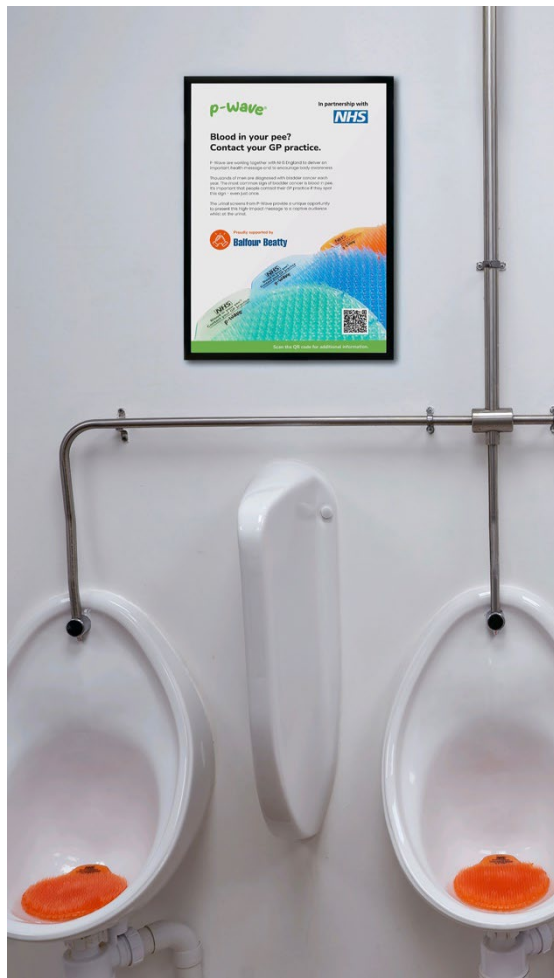
The campaign has since expanded into sports stadiums and large venues, placing messaging on urinal trough screens and reaching even wider audiences. Through its collaboration with NHS England, P-Wave continues to transform everyday washrooms into spaces that promote wellbeing, raise awareness, and, in some cases, save lives.

See a video here: <https://www.youtube.com/watch?v=vLK85GeWIBs>

<https://www.p-wave.co.uk/pages/nhs-partnership>



*Abigail Plumley, Occupational Health Specialist at Balfour Beatty PLC, talking to Mark Wintle, P-Wave brand manager at Robert Scott, about the importance of the NHS men's health message delivered via urinal mats.*



*Balfour Beatty PLC supports P-Wave lifesaving NHS initiative.*



*P-Wave's Slant6 urinal mats carry the NHS message: "Blood in your pee? Contact your GP practice."*

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### **About P-Wave**

Founded in 2009, P-Wave® is a leading supplier of urinal screens and air fresheners which are designed to enhance the user experience and improve overall hygiene standards. P-Wave became a brand of Robert Scott in September 2024.

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