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Credit: Colin Miller Photography

Caption: Global expert building pathologist Professor Michael Parrett and public health innovator Lisa Malyon launch [BetterBritain.org](https://www.betterbritain.org) to protect households

BetterBritain Launches a National Movement to Put Public Health at the Heart of Britain's Homes

A new national movement has launched with a bold ambition to improve public health by transforming the quality, safety and accountability of the environments people live in every day.

[BetterBritain](https://www.betterbritain.org) has officially launched today as a public health-led movement bringing together tradespeople, educators, manufacturers, campaigners and households under one shared mission: creating healthier homes and stronger communities across Great Britain.

Chaired by Professor Michael Parrett and founded by Lisa Malyon, the movement has been created in response to growing concerns around poor housing conditions, fragmented industries, weak accountability and the increasing impact unhealthy homes are having on people's health and wellbeing.

Lisa Malyon, a mum of three from Surrey, bought a home that hospitalised her and her daughter because of multiple systemic failures. Lisa, the daughter of a builder and a nurse, has gathered the leading experts across Great Britain to fix the broken system and protect public health. She comments:

“A simple defect such as a broken gutter or a lack of ventilation can quickly spiral into wide-ranging physical, neurological and psychological health impacts. Our own home’s excess moisture, damp and mould was slowly killing us, and over five years of being heavily reliant on the NHS we were never asked about our living environment.”

“Britain’s economy is increasingly being weakened by preventable ill health linked to poor housing and unhealthy indoor environments, with rising NHS pressures, long-term sickness, reduced productivity, educational disruption and housing-related health inequalities carrying major economic consequences for households, employers and public services alike.”

Unlike traditional trade organisations or directories, BetterBritain is a systems-change movement focused on rebuilding trust, collaboration and accountability across the built environment sector.

As part of its national rollout, BetterBritain will launch several interconnected initiatives designed to improve standards and reconnect industries around healthier outcomes.

These include:

Better Britain Communities

Free-to-access online communities where tradespeople can come together and interact with other trades. Ask questions, share photos and videos to get advice, or seek guidance around solutions that have worked for others.

Better Britain Boot Camps

National training and competency programmes designed to help professionals better understand the relationship between buildings and health – building pathology boot camps will be made available to every trade to ensure they understand their role in keeping a home’s balance healthy.

Better Britain Buddies

A mentoring and shadowing initiative allowing experienced professionals to support newer entrants through practical, real-world learning.

Better Britain Services

A searchable directory of healthy-home-focused professionals, centred on competency, accountability and public health awareness.

Better Britain ID

A national quality assurance system featuring scannable tradesperson identification cards designed to be scanned by the household upon arrival. This will improve transparency, traceability, accountability and consumer confidence, while giving each home a digital service history record.

Better Britain Accreditation

The movement also plans to work with brands and manufacturers whose products and services contribute positively to healthier indoor environments and stronger public health outcomes.

At the centre of the initiative is a wider cultural shift away from siloed working and toward multidisciplinary collaboration, continual learning and prevention-led thinking.

Professor Michael Parrett comments on the launch:

“As a nation, we have been making avoidable mistakes in the way we build, maintain and retrofit our homes, and that often comes down to a lack of knowledge or, sadly in some cases, a lack of care and empathy for the people living inside them.

“Budgets are squeezed, corners are cut and poor workmanship becomes normalised, but the true cost of getting it wrong is ultimately carried by society through ill health, rising NHS pressures, lost productivity and preventable human suffering.

“Current building regulations were never fundamentally designed to deliver healthy homes. They were created to establish minimum technical compliance standards around issues such as structure, fire safety, energy performance and basic habitability. The problem is that a home can technically comply with regulations while still contributing to damp, mould, overheating, poor ventilation, indoor air pollution and wider health impacts that affect millions of people across Great Britain. The same can be said of Energy Performance Ratings - I see damp, under-ventilated homes with B or C ratings.

“We need to move beyond a culture of minimum compliance and start designing, building and maintaining homes around long-term human health outcomes. We need to move away from commercially-driven diagnosis and equip built environment professions to take the lead on being able to both design out risk and be capable of investigating the true cause of dampness and mould and not just the mere identification of the symptoms.

“The requirement is for a new tier of building pathologists, aligning the built environment professions to work in the same way as the medical profession does - take the hypocritical oath to do the best they can for public health.

Better Britain is a fresh approach that helps reduce being risk averse by taking a collective interdisciplinary approach to problem solving - much needs to change!”

BetterBritain’s guiding principles include:

- Public health first
- Collaboration over competition
- Prevention rather than cure
- Better accountability
- Better consumer protection
- Removing silos between trades for holistic healthier outcomes
- Long-term outcomes over short-term fixes

Lisa continues: *“The existing online trade directories have very low entry requirements and tradespeople are rated by the consumer, who doesn’t have a clue if the work has been carried out to a compliant standard.*

“Our approach is to give households access to peer-reviewed, competent tradespeople who have their Better Britain ID scanned by the customer when they arrive, and all works are logged in the property’s service report. The property and the people within are protected that way.”

-ENDS-

Further information can be found at BetterBritain.org – please contact Lisa@indoorairaware.co.uk to arrange interviews or request more information.