Safecall

A Law Debenture company

Whistleblowing Benchmark Report 2026

“Speaking up takes confidence, and people want to feel genuinely heard. An AI agent can’t replicate the empathy and reassurance that a real human can provide. That human connection is still essential to the speak up process.”

Kate Chandley, Ethics & Integrity Lead, Hays

Table of contents

"We put a lot of work into promoting our whistleblowing programme – it's not something we launch and leave. It needs constant visibility."

Leanne Kopaczel, Ethics & Compliance Manager, DPD UK

Executive summary: three themes shaping speak-up

This is the seventh year of the Safecall Benchmark Report. Across that period, the share of reports within the four headline categories — HR, Dishonest Behaviour, General, and Health & Safety — has remained broadly consistent, despite fluctuations driven by external events such as the rise in health and safety reporting during Covid. HR has consistently accounted for the largest proportion of reports throughout.

Three interconnected themes run through this year's data, and together they have significant implications for how organisations design, communicate, and manage their speak-up arrangements.

The first is the continued shift towards digital, anonymous reporting. Web-based submissions now account for 71% of all reports - up from 30% in 2019 - and 56% of all reports are now submitted anonymously. These two trends are closely linked. Digital channels make it easier to report without identifying oneself, and that ease of access is likely contributing to rising engagement overall. In a broader social context where people are increasingly comfortable with digital interaction and increasingly cautious about personal exposure, this pattern is not surprising. But it has real consequences for organisations receiving those reports.

In 2019, 56% of reports came via the phone line. In 2025 they had dropped to 23%. This statistic, however doesn't signify a reduction in the importance of the phone line, as our second theme will show. The statistics highlight the enduring value of human contact for the most serious concerns. Despite the dominance of digital channels overall, the data shows clearly that when people are dealing with something deeply personal - victimisation, harassment, bullying - they are significantly more likely to reach for the phone. More than half of all victimisation reports are made via phone, well above the 23% average across all categories. This is not a legacy behaviour slowly dying out. It reflects something fundamental about how people process and communicate experiences that feel threatening or emotionally charged.

Joanna Lewis
Managing Director at Safecall,
a Law Debenture company

The third theme is the tension between anonymity and investigative quality. Anonymous reports are harder to investigate, harder to resolve, and less likely to result in meaningful outcomes for the people who raised them. The organisations in this report that handle concerns most effectively are those that have found ways to build trust with reporters - through skilled phone handlers, well-designed web intake processes, and two-way communication tools - so that more information surfaces over time, even where initial contact is anonymous. Anonymity is not inherently a problem; how organisations respond to it is what determines whether it becomes one.

These three themes frame the findings that follow.

Headline stats

Reports per headcount reach record levels

2020	2021	2022	2023	2024	2025
1/520	1/450	1/420	1/380	1/370	1/365

Reporting has reached record levels in 2025, continuing a consistent upward trend over the past six years - a shift that may reflect growing confidence in speak up mechanisms, changes in organisational risk, or broader cultural and media influences.

Reports of interpersonal misconduct are rising, as overall safety reporting declines

The data, drawn from 1,200 clients since 2020, shows a notable rise in reports of fraud, harassment and bullying, set against a decline in general safety and policy reporting. Whether this reflects a genuine increase in misconduct or greater employee willingness to come forward through third-party channels remains an open question. Organisations are encouraged to look beyond the numbers and examine the quality and outcomes of their investigations.

As reporting channels evolve, organisations risk receiving more reports they are unable to act on

Since releasing our first Benchmark Report, anonymous reporting has risen by 9% and now accounts for 56% of all submissions across our 1,200-client network. Over the same period, the proportion of reports submitted via online portal has grown significantly - from 30% to 71% today. While this shift reflects greater accessibility and willingness to report, it presents a practical challenge for organisations: anonymous, digitally-submitted reports can lack the detail needed to support a meaningful investigation. Organisations should therefore consider how their reporting systems and intake processes are designed to capture sufficient information, even where the reporter chooses to remain anonymous.

Issue trends & category shifts

With the headline trends established, the next section explores how these concerns are distributed across key risk categories

The evolving whistleblowing landscape

Governance and compliance continue to remain high on corporate agendas worldwide. Driven by shifting legislation, economic pressures and rising public scrutiny, organisations face increasing expectations to demonstrate good practice. The whistleblowing market is expanding[1], and is expected to reach $2.9 billion by 2032, up from $1.2 billion in 2023 (CAGR 10.2%). 2025 also saw further legislation introduced globally.

In the UK alone, changes to The Economic Crime & Corporate Transparency Act (ECCTA), The Worker Protection Act, and The Employment Rights Act have:

- Strengthened employee rights
- Increased scrutiny on employer mechanisms for raising concerns
- Heightened expectations on response management
- Increased penalties for poor handling

A strengthened government reward scheme now provides financial incentives for individuals who report credible tax-fraud information - following long-standing US models.

What this means for organisations

Beyond legislation, employers are increasingly focused on workplace culture as a differentiator in attracting and retaining talent. Public awareness and media scrutiny continue to shape expectations around acceptable conduct.

Safecall had another strong year of growth in 2025, with our client base growing by more than 10%. A significant proportion of these were organisations investing in third-party speak-up support for the first time - driven by increasing legislative demands, growing scrutiny from regulators and investors, and a recognition that employees expect more from the organisations they work for. Independent whistleblowing provision is increasingly seen as essential, not optional, and a meaningful part of building a workplace culture that people trust.

“The regulatory environment around whistleblowing is becoming more demanding. Organisations should be preparing now - not only from a compliance perspective, but culturally - to ensure their reporting frameworks can withstand the higher expectations ahead.”

Nick Marshall, Partner, Linklaters LLP

[1] *Source: Global Whistleblowing Software Market Report, Dataintelo*

Risk hotspots & emerging issues

HR concerns remain high, with notable increases

HR-related issues – including unfair treatment, bullying, harassment and discrimination - continue to represent the largest category of reports. Bullying and harassment reports have increased meaningfully over the last five years (8% and 6% respectively), underscoring the need for clear, consistently understood behavioural standards.

Dishonest behaviour remains significant

Dishonest behaviour - including fraud, theft, integrity breaches and bribery - continues to represent a substantial portion of reports. Integrity concerns account for 53% of this category. Fraud-related matters have risen 11% year on year, with associated financial and operational risk implications.

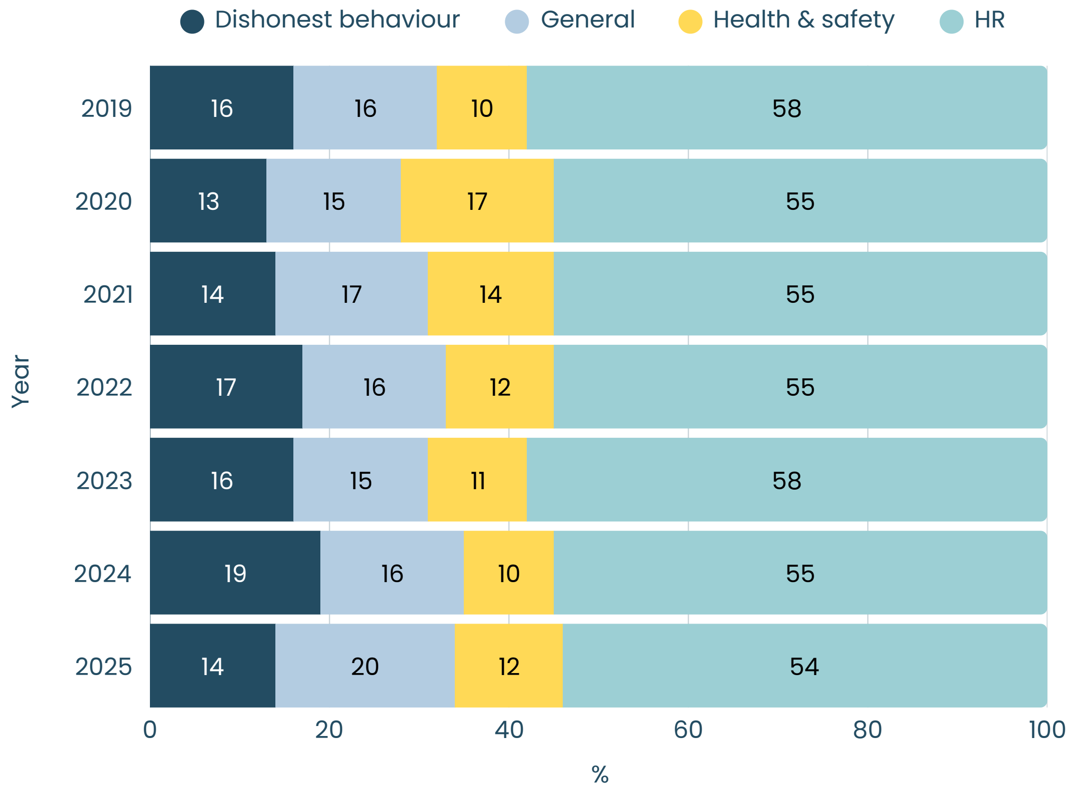
Substance abuse rising in several settings

Substance misuse remains high in several sectors - emergency services (67% of Health & Safety reports), airports/airlines (55%), utilities (54%) and sport (50%) - often requiring immediate escalation.

"We see a high volume of concerns raised across the organisation, but a significant number of them are grievances rather than statutory whistleblowing. That's quite typical, and highlights where our communication needs to improve. We are working on improving awareness of what Safecall is there for, and what should be reported internally. The most important thing, though, is that colleagues have safe routes to speak up, especially if they don't feel comfortable going to a line or store manager - and that's something we know we need to continue working on."

Natasha Williamson, People Relations Manager, Poundland

Chart 1: Report classification over time



> "We receive a high volume of HR-related reports, even after removing grievances. These cases can be harder to investigate, and substantiation rates tend to be lower, which is why quality of information is so important."

Debbie King, Head of Whistleblowing, Royal Mail

Chart 2: Reports by subclassification

	Report subclassification	Proportion of category in 2025	Change since 2024	Change since 2020
Dishonest behaviour	Bribery	2%	+1%	No change
	Corruption	5%	-4%	-4%
	Fraud	25%	+11%	+4%
	Integrity	53%	-11%	+3%
	Money laundering	<1%	No change	No change
	Theft	14%	+2%	-4%
General	Corporate governance	5%	+2%	+5%
	Data protection	9%	-4%	+4%
	Environmental	2%	-2%	+2%
	Failure to act on previous report	1%	No change	No change
	Policy adherence	24%	No change	-9%
	Regulatory compliance	8%	+3%	+6%
	Reputation	48%	-2%	-9%
	Safeguarding	3%	+3%	+3%
H&S	General safety	74%	-3%	-14%
	Product contamination	4%	+3%	+4%
	Substance abuse	22%	No change	+10%
HR	Bullying	21%	+4%	+8%
	Discrimination	8%	No change	+5%
	Harassment	10%	+4%	+6%
	Modern slavery	<1%	No change	No change
	Racism	2%	No change	-1%
	Unfair treatment	57%	-9%	-19%
	Victimisation	1%	No change	No change

> “Fraud reporting has been fairly steady for us. Our colleagues are generally very comfortable raising issues in this area, and I think that aligns closely with our organisational value of ‘protect the pound’. It’s an issue people recognise quickly and understand the importance of addressing.”

Natasha Williamson, People Relations Manager, Poundland

The phone line remains a vital tool

Employees tend to choose their reporting channel based on the nature of their concern, and the data makes a compelling case for why organisations should not overlook the phone. While overall phone usage has declined as digital channels have grown, it remains the preferred route for the most sensitive and emotionally charged concerns. HR cases are reported by phone at 27%, above the 23% overall average, and victimisation stands out at 52% - with harassment, discrimination, bullying and racism all above the HR category average. These are precisely the cases where human-led conversation is not just preferred, but arguably essential to capturing the full picture.

By contrast, more procedural or compliance-related matters - corporate governance, regulatory compliance and bribery - tend to surface through the online portal, where an anonymous, structured format suits the nature of the concern.

The channel mix, therefore, is not simply a matter of preference - it is a reflection of the complexity and sensitivity of what is being reported. A reporting programme built on digital channels alone may capture volume, but risks under-serving the employees who face the most serious forms of misconduct. Victimisation, harassment and discrimination are not form-filling exercises - they are experiences that often require human conversation to be reported fully and accurately. As channel preferences continue to evolve, the most effective speak-up programmes will be those that offer genuine choice, ensuring that no employee is left without a route to report that works for them.

Chart 3: Top misconduct types reported via phone

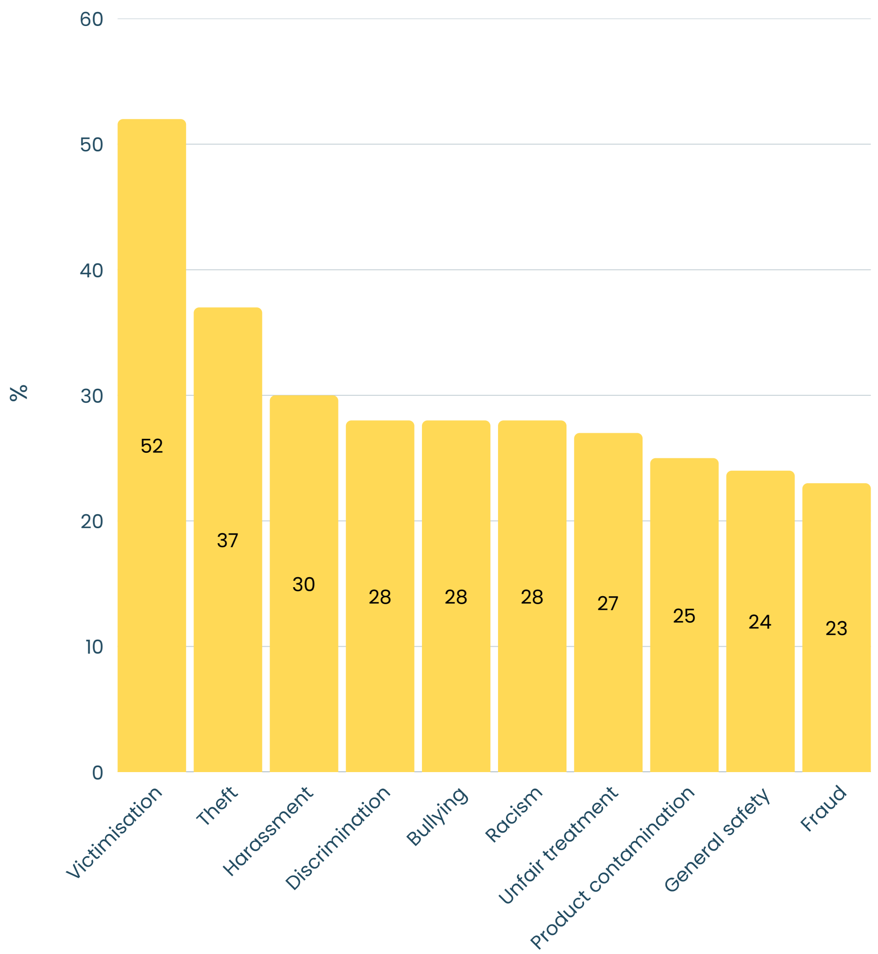
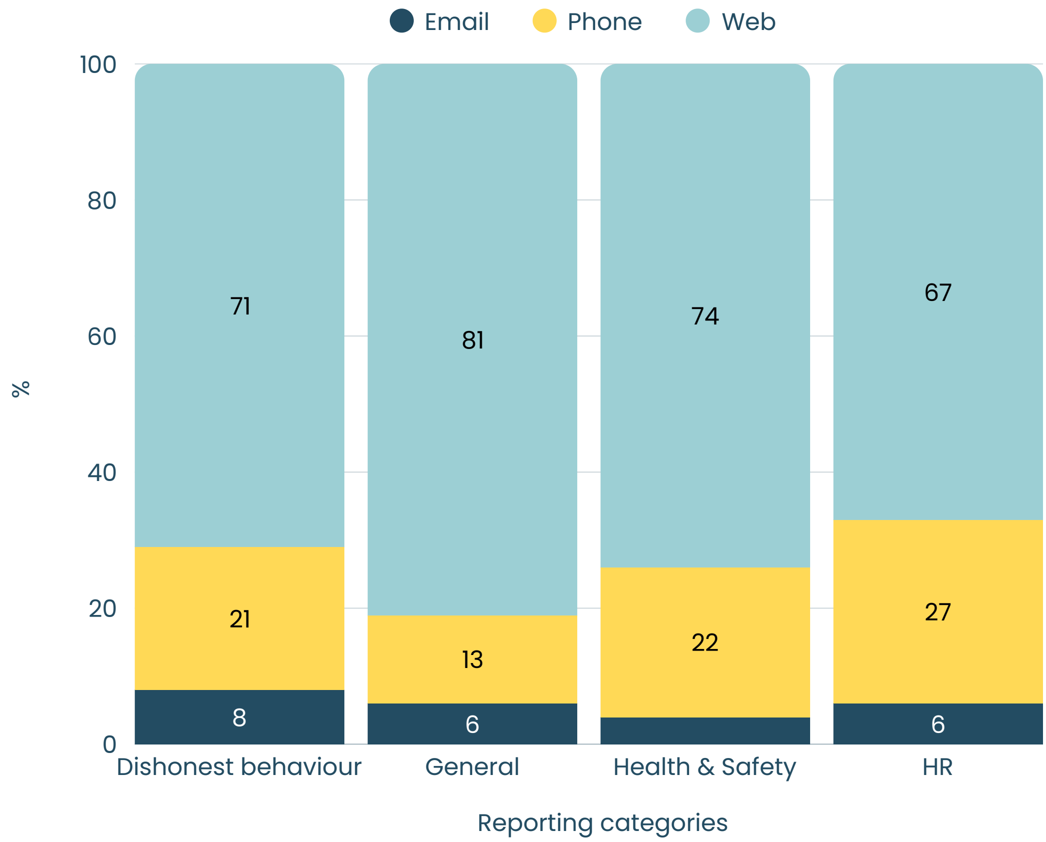


Chart 4: Channel use by issue type



"Speaking up doesn't have to be about big or dramatic issues. We want to hear about the everyday behaviours so we can nip things in the bud early. If employees trust us with the small stuff, their confidence grows and they're then far more likely to come forward when something more serious happens."

Kate Chandley, Ethics & Integrity Lead, Hays

Reporting behaviours

Having examined what employees are speaking up about, the next step is to understand how reporting behaviour varies across organisations, industries and regions.

Reporting levels & organisational readiness

Reports per headcount have risen for the fifth consecutive year, now averaging 1 per 365 employees - with some organisations and sectors experiencing significantly higher levels. Higher external reporting may indicate greater trust in independent channels, but volume alone does not reflect the true health of a speak-up system. Total reporting - internal and external - should be considered to identify hotspots and capability gaps.

Most concerns are raised internally first: 50% to line managers and 31% to HR[2]. Yet only 21% of line managers have received formal training on how to respond to concerns - of those, just 19% received in-person training. Studies have also shown that trust in third-party reporting channels remains strong, with 62% of employees saying they would trust an independent whistleblowing service, where available, more than an in-house team.

Between July and September 2025, employment tribunal claims rose 33%, with 23.7% relating to unfair dismissal[3].

The tribunal data is a reminder that unresolved concerns have consequences. Where concerns are not recognised, handled well, or escalated appropriately, the costs - human and legal - can be significant. Organisations should ensure that anyone likely to receive a concern, whether a line manager, HR professional or internal investigator, has the training and confidence to respond effectively. Where internal capability, capacity or independence is in question, the case for external support is clear.

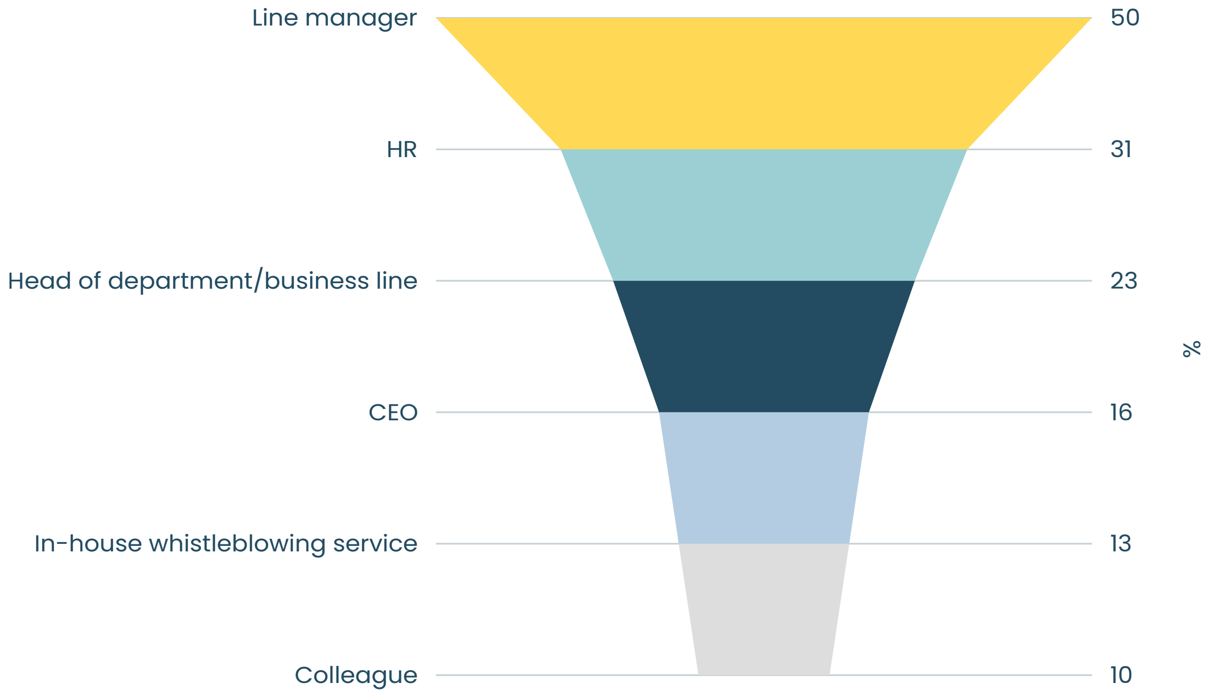
"We've learned that the whole system has to be strong - particularly frontline managers. People don't announce, 'I'm making a whistleblowing disclosure.' They mention something in conversation, and if a manager doesn't recognise its importance, serious issues can be missed. Strengthening that capability has become a priority for us."

Debbie King, Head of Whistleblowing, Royal Mail

Dive deeper into the data: www.safecall.co.uk/benchmarkhub

[2] Source: *The Employee Voice, Safecall;* [3] *Source: Tribunal Statistics Quarterly: July to September 2025, Ministry of Justice)*

Chart 5: Percentage of employees who would use each route (multi-select question)



"Around 20% of our reports come via Safecall, with the rest raised internally. That split tells us that colleagues largely know how to use our internal routes, but it also shows that confidence isn't as strong in some areas as we'd like it to be. The data helps us pinpoint where communication may be breaking down at store level, and once we can see that clearly, we're able to intervene and address it."

Natasha Williamson, People Relations Manager, Poundland

How industry, geography & company size affect reporting

Workforce type

Sector is one of the strongest indicators of reporting behaviour, both in terms of volume and the nature of concerns raised. Operationally intensive sectors such as retail and construction tend to generate higher overall reporting volumes, with HR and people-related concerns - grievances, working conditions, colleague relationships - dominating the picture.

In contrast, professional services sectors such as legal and financial services typically see lower report volumes, but the concerns raised tend to be of a different character entirely. Fraud, regulatory breaches and governance failures feature more prominently, reflecting both the nature of the work and the higher-stakes environment in which employees operate.

This distinction matters for how organisations interpret their own data. A lower report volume is not necessarily a sign of a healthy speak-up culture - it may simply reflect sector norms. Equally, a high volume of HR reports is not cause for alarm if it is consistent with industry benchmarks. Context is everything, which is why sector-level comparison is one of the most valuable tools this report can offer. Client feedback indicates this picture may continue to evolve, with generational changes in the workforce increasingly shaping how employees choose to raise concerns, particularly through digital channels.

Company size

Organisational size also has a measurable influence on both what gets reported and how.

HR-related concerns grow steadily as headcount increases - accounting for around a third of all reports (32%) in the smallest organisations, rising to nearly half (48%) in those with 500–1,499 employees, and exceeding 60% in organisations with 10,000–19,999 employees. One possible explanation is that smaller organisations rely more heavily on informal resolution - where management is more visible and HR resource more limited, concerns may never reach a formal reporting channel. As organisations scale, those informal routes may become less accessible, making structured whistleblowing programmes an increasingly important safety valve.

Phone usage tells the same story from a different angle. Smaller organisations record single-digit phone reporting rates, climbing to over a quarter of reports in organisations with 20,000–49,999 employees and 28% in those with 50,000 or more. This pattern likely reflects the growing proportion of HR and people-related concerns in larger organisations - as we have seen, these are precisely the cases where reporters are most likely to seek the reassurance of a human conversation rather than submit a form. The two trends are, in this sense, connected: as organisational complexity and HR reporting grow, so does the case for maintaining a two-way dialogue.

Chart 6: Phone use by company size

0-249 employee	9%
250-499 employees	13%
500-1,499 employees	18%
1,500-4,999 employees	17%
5,000-9,999 employees	20%
10,000-19,999 employees	22%
20,000-49,999 employees	27%
50,000+ employees	28%

Chart 7: Reports per employee by industry

Ordered highest to lowest. Note that figures show external reporting engagement, not misconduct

Airports & airlines	1/125
Education	1/150
Care & support	1/200
Emergency services	1/250
Facilities management	1/280
Nuclear	1/300
Retail	1/350
Healthcare	1/350
Leisure	1/350
Logistics	1/350
Non-profit	1/375
Food processing & wholesale	1/380
Engineering	1/400
Oil & gas	1/450
Sport	1/450
Construction	1/500
Mining	1/500
Support services	1/500
Banking & finance	1/600
Manufacturing	1/600
Utilities	1/600
Local government	1/750
Professional services	1/750
Private equity	1/825
Housing association	1/900
Legal services	1/900
Pharmaceuticals	1/1000
Technology	1/1000

1/365

Average (all industry sectors)

1/343

Average (blue-collar industry sectors)

1/453

Average (white-collar industry sectors)

"We regularly see spikes in reporting following major media stories. External events make people reflect on issues in their own workplace."

Leanne Kopaczel, Ethics & Compliance Manager, DPD UK

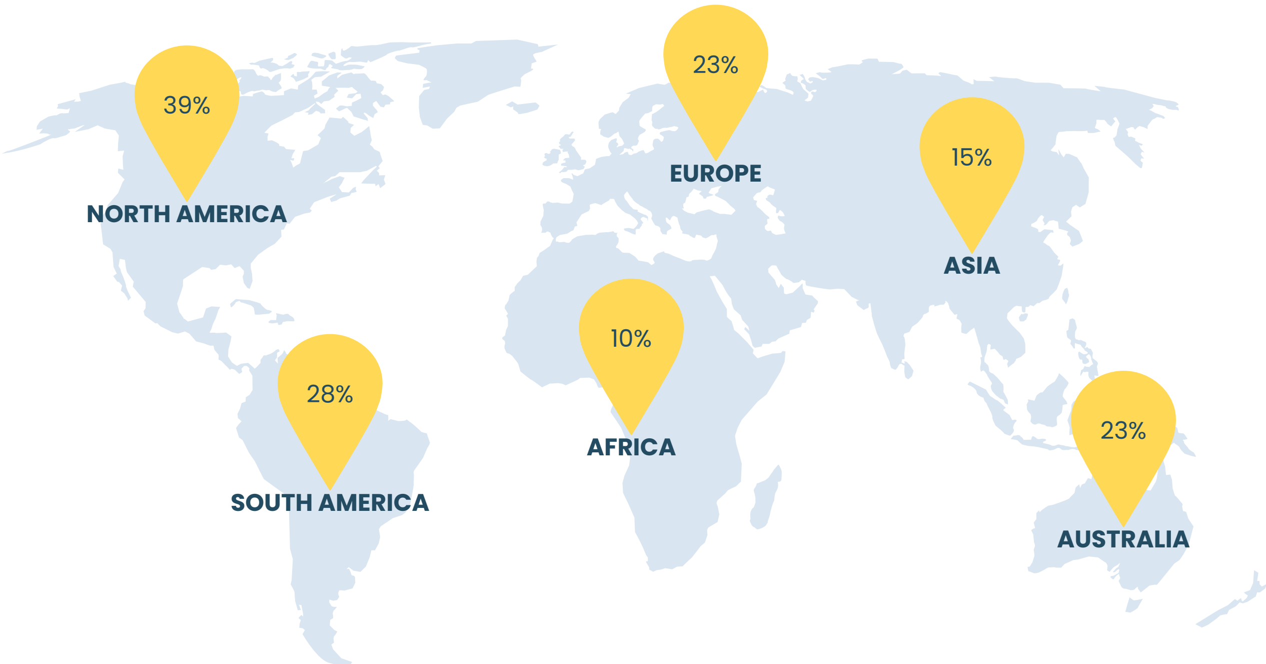
Geographical differences

Reporting behaviour varies considerably by region, and the data reveals some striking contrasts. While cultural norms, workforce demographics, local legislation and attitudes toward anonymity all play a role, two regions stand out as particularly illustrative of the broader pattern.

North America records the highest proportion of phone reporting at 39%, compared to just 15% in Asia - a difference that is unlikely to be coincidental. In North America, whistleblowing legislation is well established and speak-up programmes have been embedded in corporate culture for longer than in many other regions. This maturity may have normalised the phone as a reporting tool in a way that has not yet occurred elsewhere. Notably, this pattern appears to extend across English-speaking regions more broadly, suggesting that language, legislative heritage and reporting culture may be mutually reinforcing factors.

In Asia, the preference for digital channels may reflect a combination of influences. Younger, more digitally native workforces are likely a contributing factor, but client feedback also points to a cultural dimension - in environments where respect for hierarchy is deeply embedded, the relative distance and anonymity of an online channel may feel more appropriate than a spoken conversation. As with all regional observations in this report, these are patterns suggested by the data rather than definitive conclusions - and organisations operating across multiple geographies should consider how these dynamics may shape reporting behaviour within their own programmes.

Chart 8: Phone use by region



What this means for leaders

Understanding reporting variations is essential for interpreting your own data in context. The patterns in this section - across sectors, geographies and organisational sizes - are not just interesting benchmarks. They are a prompt to ask whether your current reporting mix reflects the genuine needs of your workforce, or simply the defaults you have put in place.

Organisations should benchmark themselves against the right peer group. A lower report volume is not necessarily a sign of a healthy speak-up culture if it simply reflects sector norms - and equally, a high volume of HR reports is not cause for alarm if it is consistent with your industry profile. The global average is a useful reference point, but sector and size comparisons will always tell a more meaningful story.

Channel visibility also needs to reflect workforce realities. A dispersed, multilingual or operationally intensive workforce will have different needs to a professional services firm, and the way reporting channels are promoted should reflect that. The data suggests that organisations which tailor their approach - rather than applying a single standard across all employee groups - are better placed to capture the full picture of what is happening in their business.

"As healthspans improve and people choose to work longer, the workforce is more generationally diverse than at any point in history. Forward-thinking organisations recognise that different generations have genuinely different preferences for how they interact with technology - and they design accordingly. Offering real choice in reporting channels isn't just good practice; it's how you ensure every voice is actually heard."

Trish Houston, Chief Operating Officer, The Law Debenture Group

"We have a very young sales team and our research shows that around 95% of them prefer online reporting. More senior colleagues still gravitate towards the phone. It's a clear generational divide we can't ignore."

Natalie Jacques, Risk & Assurance, S Three

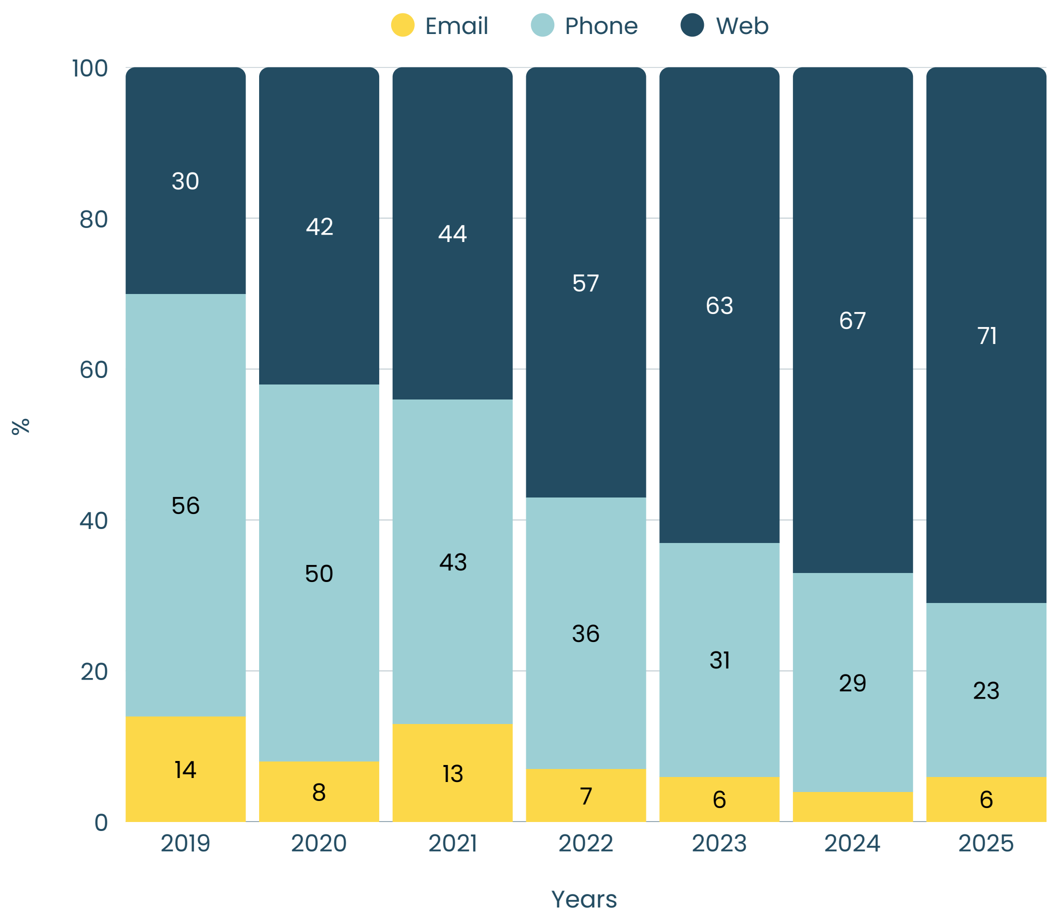
Reporting preferences

Alongside what is being reported and where, it is equally important to understand the routes people choose when raising concern

Digital reporting channels dominate, but phone remains critical

Digital reporting now dominates speak-up activity, with web usage rising sharply over the last five years. The online portal – which has become the primary route for most industries and geographies - provides flexible and consistent access, while phone intake remains critical for complex or emotional concerns.

Chart 9: Channel mix over time



"We always encourage our people to use the hotline because the quality of the information is so much better. That said, some colleagues feel more anonymous on the web, so it's vital we offer both options - choice really matters."

Debbie King, Head of Whistleblowing, Royal Mail

Human & digital channels working together

Digital access has reshaped how people raise concerns, with the online portal offering consistency and ease of use across dispersed workforces. In contrast, the phone line provides the human connection many individuals value when an issue feels personal or emotionally charged. Speaking to a trained call handler allows reporters to build confidence, clarify their thoughts and share details they may not feel able to submit online. Strong programmes make both channels clearly visible and use them in complementary ways.

Although the web generates the majority of reports overall, the phone line continues to play a critical role in sensitive or complex matters. Real-time dialogue helps reporters provide richer, more complete context and results in higher rates of named reporting.

Meanwhile, email has declined significantly due to limitations around confidentiality and completeness, though it remains more common in specific sectors such as mining, local government and non-profit organisations.

> "Our phone number is displayed very prominently across our stores and platforms, which is likely one of the reasons we see higher phone reporting rates compared with these averages. But it's also about human comfort. We have a diverse workforce with a wide range of literacy and language needs, and speaking to a real person can make a huge difference. People want to feel heard, and that's something a phone call provides in a way a web form can't always replicate."

Natasha Williamson, People Relations Manager, Poundland

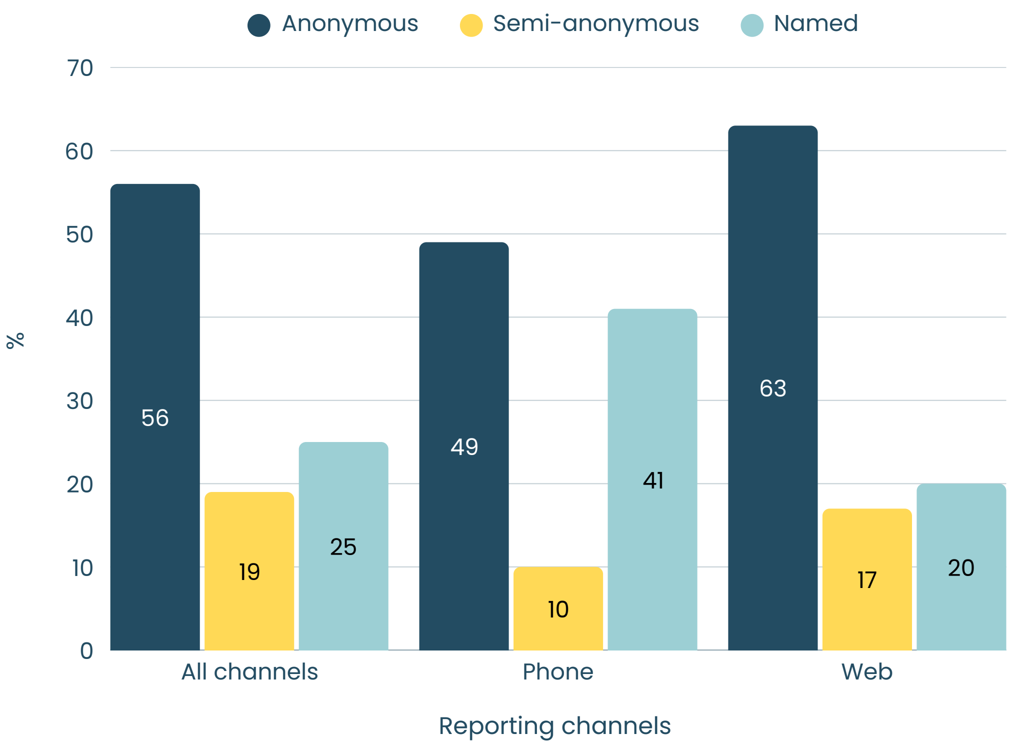
How each reporting channel is used

Anonymous reporting accounts for 56% of all cases, but the split varies by reporting channel.

Phone reports are twice as likely to be named - 41% compared with 20% for online channels.

These figures highlight clear differences in the level of identifiable information received through each route.

Chart 10: Anonymous vs. semi-anonymous vs. named by reporting channel



"When someone chooses even the semi-anonymous route, the quality of the investigation completely changes. We can ask questions, close gaps, & give meaningful updates. It's hugely beneficial, & we'd like to see more people using it."

Natalie Jacques, Risk & Assurance, S Three

"Every year we run a compliance questionnaire; we ask employees if they know about our whistleblowing system. If someone says no, it triggers a targeted communication to them or their whole department. It's a simple step but incredibly effective."

Leanne Kopaczel, Ethics & Compliance Manager, DPD UK

Emerging issue: AI-authored submissions

A number of clients have flagged an emerging pattern that warrants attention. There are growing indications that some employees are using external AI tools to help draft reports before submission - and while this may reflect a genuine desire to articulate concerns clearly, it introduces two risks that organisations should be aware of.

The first is privacy. Employees using public AI platforms may unknowingly paste sensitive or confidential information into tools that offer no data protection guarantees. The second is report integrity. AI-generated content can produce narratives that are polished and confident in tone but may not accurately reflect what the reporter intended to say, making it harder for investigators to properly assess the concern being raised.

These observations are drawn from client conversations rather than systematic data, but given the pace of AI adoption we believe it is important to name this risk early. Organisations may wish to consider adding guidance within their reporting portal reminding employees not to use third-party AI tools when submitting a report, and ensuring that those who triage reports are alert to AI-generated content and know how to seek clarification where needed.

"We're seeing more reports that have clearly been written using AI, and that's a concern. If people are drafting sensitive information in external AI tools, that data could end up in the public domain."

Debbie King, Head of Whistleblowing, Royal Mail

"It's interesting to see a growing number of web submissions written using AI, which can reinforce the reporter's perspective and isn't always aligned with the legal or factual standards we need to apply. It's a trend we're watching closely."

Natasha Williamson, People Relations Manager, Poundland

What this means for leaders

The data in this report points to a reporting landscape that is becoming more digital, more anonymous and more complex to navigate — and the organisations that manage it most effectively will be those that design their programmes around the needs of the reporter, not the convenience of the process.

High web submission volumes and rising anonymity rates present a real investigative challenge. When reports lack detail or offer no route back to the reporter, cases stall. The most effective programmes address this at the point of intake — using structured reporting forms that prompt for the information investigators will need, and maintaining two-way communication tools that allow reporters to provide additional context while preserving their anonymity and communicating in their preferred language.

The channel mix also deserves careful attention. As this report demonstrates, phone and web reporting are not interchangeable — they serve different reporters with different needs. Visibility of both channels is important, and the phone line in particular should not be allowed to quietly decline through lack of promotion. For workforces with language or literacy barriers, or for those raising the most sensitive personal concerns, it may be the only channel that works.

Finally, the emergence of AI-generated reporting is a reminder that the landscape continues to evolve in ways that are not always visible in the data. Leaders should ensure their programmes are kept under regular review — not just for what the numbers show, but for the emerging patterns that sit behind them.

"I really value the semi-anonymous option. It gives colleagues protection while still allowing us to follow up, and the ability to see whether someone has logged back into their case is incredibly helpful for investigations too."

Debbie King, Head of Whistleblowing, Royal Mail

Closing remarks

Taken together, these insights provide a clear picture of how speak-up systems are functioning across our client base and where leaders should focus their attention

Summary

Seven years of data tells a story that no single year could. When we produced our first Benchmark Report, the landscape looked very different - digital reporting accounted for just 30% of submissions, and while anonymity was already significant at 47%, the conversation around speak-up culture was still finding its place on the boardroom agenda.

What has remained constant throughout is the fundamental human need at the heart of every report: someone, somewhere, has seen or experienced something they believe is wrong, and they have chosen to speak up. That decision - often difficult, sometimes courageous - deserves a response that is worthy of the trust placed in it.

The data in this report shows that engagement with independent reporting is growing, that employees are making increasingly deliberate choices about how and where they raise concerns, and that the organisations handling this best are those that have invested in the full picture - the right channels, the right training, and the right culture.

As the landscape continues to evolve, our commitment remains the same: to provide the independence, expertise and human connection that gives people the confidence to speak up, and gives organisations the insight to act.

> “When people feel safe to speak up, organisations see the truth sooner. That’s what strengthens culture, protects colleagues, and enables better decisions every day.”

Joanna Lewis, Managing Director, Safecall

About this report

This report provides an annual overview of whistleblowing activity submitted via Safecall's external, independent reporting channels. It highlights trends in reporting behaviour, changes across issue categories, and variations by industry, geography and organisational size - with the aim of giving leaders clear, evidence-based insight into how employees engage with speak-up mechanisms and where emerging risks may be developing.

In 2025, Safecall recorded a 22% increase in reports submitted - a significant rise that reflects the continued and growing demand for independent reporting services. Safecall now supports around 1,200 organisations covering more than six million employees, providing a substantial and diverse dataset for analysis.

Data methodology

All findings are based on anonymised data from reports submitted between 1st January and 31st December 2025 across Safecall's secure external reporting platform and 24/7 phone line. Internal reporting channels used by client organisations are not included. To allow meaningful comparison across clients of different sizes, industries and geographies, percentages are used as the primary metric throughout, with absolute volumes included only where they add essential context. All data is fully anonymised in line with GDPR and recognised best-practice standards for data protection and confidentiality.

Further detail and extended breakdowns are available via our online companion dashboard

www.safecall.co.uk/benchmarkhub

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Independent reporting.
Clear insight.
Stronger culture.

Trusted by organisations committed to doing things the right way

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A trusted voice in global speak-up culture, Safecall's annual Benchmark Report provides leaders with clear, data-driven insight into reporting behaviour across industries, regions and workforce types.

Designed for C-suite, HR, risk and compliance professionals, it highlights where engagement is strongest, where risks are emerging, and what meaningful action looks like in modern organisations.

Speak up with confidence. Lead with clarity.