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HELA

Development of a HELA communications strategy

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Issue

1. To discuss and agree the development of a communications strategy for HELA for 2008.

Background

2. A paper 'Role of HELA' was presented at the HELA meeting on the 17th October 2007. This highlighted the need for 'new' HELA to be better publicised and to have a higher profile within LA and HSE communities – using its authority to ensure that both sides continue to recognise the importance of sustaining and strengthening the partnership. There were ideas on how the delivery of HELA's Terms of Reference (ToR) could be enhanced. The paper also asked whether ToRs 5 & 7, referred to in Annex 3 of this paper, needed to be revised and that it was a matter for the LGP/HSC. HELA requested that a communications strategy/plan be developed.

Recommendations

HELA is invited to:

3. Agree to the HELA communications strategy/plan for 2008 in Annex 3
4. Review the strategy/plan once recommendations from the partnership evaluation are published
5. Reintroduce the Partnership awards for 2008, and participate in judging the awards

Argument

6. HELA is a recognised brand within the partnership. It is therefore in an ideal position to use its links to influence policy decisions and provide a strategic viewpoint on issues affecting both policy and operational activities. **Do HELA think that their influence should also extend beyond the partnership sphere, to influence wider government policy that may have implications for the partnership, which would contribute to the delivery of ToR 4 (Annex 3)?**
7. A communications strategy for 2008 has been developed based on the methods HELA utilise to deliver each of its ToR and is outlined in a table in Annex 3.

HELA is asked to consider how they will discharge ToR 8 & 9?

8. The Partnership is to be evaluated during 2008. HELA should consider whether a review of their communications strategy/plan is needed, once the recommendations from the evaluation have been published. As the evaluation may reveal areas where communications or other interventions by HELA could be beneficial.
9. A LA/HSE partnership communications strategy is under development. This will link with the interim HSC/E communication strategy to be developed for 2008/09.

In addition

10. The Regional Partnership conferences held across the country in 2007 were successful. However, because these events had a local focus no Partnership awards were made. HSE and LACORS have received feedback which indicates that practitioners valued these awards. HELA is asked to consider if these awards should be reinstated and if HELA members would be prepared to devote time to judging the awards (in part using the HELA web community as a means of sharing information).

Action

HELA is invited to:

11. Agree to the HELA communications strategy/plan for 2008 in Annex 3
12. Consider whether a review is needed following the evaluation's recommendations
13. Decide whether to reintroduce the Partnership awards for 2008, and if so, to participate in judging the awards

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ANNEX 1

HELA

11th October 2006

Terms of Reference for HELA

Aim

To provide strategic oversight of the partnership between HSE and LAs, with a view to maximising its effectiveness in improving health and safety outcomes.

Terms of reference

- To recommend, endorse and champion health and safety enforcement priorities for LAs.
- To embed partnership working across HSE/LAs, LAs/LAs and between HSC and LGP.
- To oversee the provision of the support needed to sustain and develop the partnership, including comprehensive, appropriate and timely guidance to LAs.
- To provide authoritative advice to HSC and LGP on issues of importance to local government, local communities and best approaches to business, identify consequences of policy impact, and challenge responses.
- To ensure local government's contribution is seen as essential to HSC/E in terms of development of policy and its delivery, and challenge where it neglects local government positions; equally, to challenge local government where it is falling short of HSC's expectations.
- To work with HSE to develop sustainable and productive stakeholder links.
- To influence cross government issues so that they fully reflect local government's role and contribution e.g. Hampton implementation.
- To report on LA activities, priorities and concerns to HSC and LGP.
- To make best use of current local strategic partnerships and bring in experience of other enforcement regimes.

ANNEX 3

New = blue

Current position = black

HELA Terms of Reference	Key communication themes	Comments	Action/ Timescales
<p><u>1. To recommend, endorse and champion health and safety enforcement priorities for LAs.</u></p>	<ul style="list-style-type: none"> HELA discuss and agree the Fit3 portfolio each year and ensure that LA-initiated priorities are incorporated. HELA members champion and promote the portfolio to LA's. 	<p>HELA Task and Finish group on LAC 67/1 is established to review inspection/enforcement priorities and update them; this work will be informed by similar work by other Hampton Regulators (e.g. FSA) T&F Group - discussion document to go to county liaison groups</p>	<p>Champion Fit 3 portfolio - ongoing to April 2009 - when replacement available</p> <p>HELA T&F Group LAC67/1 to report back to HELA Oct 08</p>
<p><u>2. To embed partnership working across HSE/LAs, LAs/LAs and between HSC and LGP.</u></p>	<ul style="list-style-type: none"> To help embed partnership working across HSE/LAs and LA/LAs, HELA promote flexible warrants and ensure examples of best practice are shared via HELEX. HELA members positively influence the wide constituency, which they represent. They cascade key messages to and from local and regional LA and HSE staff about the partnership. Communication channels allow the free flow of information from the regions to the centre and visa versa. HELA members are more visible within the LA/HSE community, acting as ambassadors for the partnership in their 'day' jobs, to help embed the partnership locally. 	<p>The regional partnership events held in 2007 had a local focus, which meant there were no partnership awards. HELA could reinstate the awards regionally and/or nationally, entries could be via HELEX, HELA members could judge via the HELA web community and winners could be published on HELEX.</p> <p>HELA web community (which currently includes HELA members and LAU, it is to also include LACORS policy forum and Partnership Managers) could be used to discuss issues such as the development of the competency framework.</p> <p>HELA communications on HELEX and the HSE HELA website are out of</p>	<p>Examples of flexible warrant schemes to be promoted on HELEX – ongoing</p> <p>National Conference on 5 Nov 2008 Manchester – partnership awards ceremony</p> <p>Use of web community – ongoing</p> <p>Update/replace/withdraw these communication</p>

		<p>date:</p> <ul style="list-style-type: none"> -LAC48/2 was due for review in October 2005, it contained a MoU between HSE, LGA and COSLA. -The partnership statement of intent signed in 2004. -HSE HELA website needs updating, it had the 3rd highest 'hit' rate on the LA/HSE partnership website 	S
<p>3. <u>To oversee the provision of the support needed to sustain and develop the partnership, including comprehensive, appropriate and timely guidance to LAs.</u></p>	<ul style="list-style-type: none"> • HELA ensure that the needs of LAs are considered, alongside HSE's, in the emerging science planning process that will be used for 2009-11 and the interim arrangements for 2008-09. • HELA promote technical guidance (LACs) that are produced on behalf of LAs. • HELA promote the work of the Task and Finish Groups and partnership work streams to their constituents, especially the S18 Standard being launched in April 2008. 	<p>Possible links here with LBRO's role to produce guidance – HSE and LBRO will sign a Memorandum of Understanding shortly – this needs to integrate HELA's comms role</p> <p>HSC 12/2/8 asked for HELA to develop milestones for LAs to comply with the S18 standard</p> <p>Launch of S18 standard by HSC Chair?</p>	<p>Before 1st April 2008</p> <p>Promote S18</p>
<p>4 <u>To provide authoritative advice to HSC and LGP on issues of importance to local government, local communities and best approaches to business, identify consequences of policy impact, and challenge responses.</u></p>	<ul style="list-style-type: none"> • HELA co-chairs attend meetings of the LGP. • HELA members ensure that channels of communication to and from the centre are effective (Annex 2) • HELA members will be invited to join a HELA web community, this will facilitate discussion between HELA members during the intervals 	<p>HELA is aware of the issues that HSC and the LGP discuss. LAU report to the HSC on the state of the partnership and the LGP are briefed by LACORS on LA priorities and concerns.</p> <p>Feedback on web community at next HELA meeting</p>	<p>Next LGP 27.3.8</p>

	<p>between formal meetings. Discussion of, and consultation on, the development of a competency framework will provide an opportunity to test this facility framework</p>		
<p><u>5. To ensure local government's contribution is rightly seen as essential to HSC/E in terms of development of policy and its delivery, and challenge where it neglects local government positions: equally, to challenge local government where it is falling short of HSC's expectations.</u></p>	<ul style="list-style-type: none"> • HELA monitor the S18 Standard self assessments, that EAs will be required to do, promote examples of best practice and encourage those EAs that are under performing. • HELA oversee Enforcing Authorities (EAs) by providing a challenge function where they fall short of HSC's expectations. 	<p>HELA members to cascade the importance of LGs contribution to their constituents and to challenge when the LG position is neglected</p>	<p>Promotion of best practice on HELEX</p>
<p><u>6. To report on LA activities, priorities and concerns to HSC and LGP</u></p>	<ul style="list-style-type: none"> • HELA report the results of the S18 Standard self assessments and peer audits to the HSC on a regular basis. 	<p>Milestones for compliance with S18 Standard are to be set out by HELA</p> <p>HELA could write to LAs to request the following voluntary LA returns – last year Head of LAU wrote:</p> <ul style="list-style-type: none"> • LAE1s – information sent directly to COSAS and then put on HELEX – due 25 May 08 • Annual Prosecution returns – HELA could review those LAs with nil returns 	
<p><u>7. To make best use of current local strategic partnerships and bring in experience of other enforcement regimes.</u></p>	<ul style="list-style-type: none"> • HELA invite other enforcement regimes, as necessary, to be members of Task and Finish groups. • HELA help Partnership Managers (PMs) develop links with current local 	<p>Explore links with LSPs</p>	

	<p>strategic partnerships (LSPs). Currently, PMs have had varied success accessing LSPs and briefing Chairs on how LAAs could be developed and the value of H&S in them. HELA could use their contacts with LA Chief Executives and Elected Members to help PMs access the LSPs.</p> <ul style="list-style-type: none"> • HELA explore developing links with the Society of LA Chief Executives (SOLACE). 		
<p><u>8. To work with HSE to develop sustainable and productive stakeholder links.</u></p>	<ul style="list-style-type: none"> • HELA meetings and work of task and finish groups contribute to the discharge of this ToR. 	<p>Are there any more activities HELA can identify to discharge this ToR?</p> <p>HELA should focus on developing and improving its communication channels both to and from their regional/local constituents and to and from the centre - LGP/HSC. A summary of the partnership communication channels have been compiled for information in Annex_2</p> <p>How can HELA develop regional and local stakeholder links?</p>	
<p><u>9. To influence cross government issues so that they fully reflect local government's role and contribution e.g. Hampton implementation.</u></p>	<ul style="list-style-type: none"> • HELA has in the past provided its views on cross – government issues to better inform HSE/LACoRS staff working on these agendas 	<p>HELA discuss cross government issues and has regular updates on matters such as LBRO, and the RES bill. HSE and LACoRS respond separately to cross government issues. HELA has not yet seen it appropriate to respond in its own right. However, this ToR is linked to ToR</p>	

		<p>4 – Should HELA's influence extend beyond the partnership sphere and influence wider government policy that has implications for the partnership?</p> <p>What (if any) alternative ways does HELA want to influence cross government issues?</p>	
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