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HEALTH AND SAFETY EXECUTIVE

The HSE Board

Communication Strategy - 2004/5 to 2006/7

A Paper by Colin Douglas

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Cleared by Colin Douglas on 27 January 2004

Issue

1. The accompanying paper sets out a three year Communication Strategy for HSC/E designed to strengthen our communication focus and support delivery of the HSC Strategy.

Timing

2. Board needs to comment on and approve a Strategy to be presented to the Commission on 10 February.

Recommendation

3. The Board is recommended to:
 1. Approve the Key Audiences and Messages for 2004/5 as set out in the Strategy
 2. Approve the objectives and outcomes set out in the Appendix to the Strategy
 3. Note that the Strategy assumes a focus on a smaller set of audiences in 2004/5, which will be substantially widened in 2005/6 requiring significant investments in advertising campaigns. The

details of this will be developed over the course of 2004/5 and reported back to the Board for approval.

Background

4. Over the past 18 months the Star Alliance has undertaken work on our communication effectiveness. It was clear from this work that, among other things, we needed to establish a Communications Strategy and National Communication Plan to implement it. It was envisaged that this Strategy would be completed by the new Director of Communications. This Strategy has been pulled together by the Director of Communications in discussion with a number of colleagues across the organisation.

Argument

5. We need to approve a Communication Strategy now in order to move into the next phase when we will set detailed communication plans – a national plan and strategic programme plans. These plans will, essentially, map out our communication work programme for the coming year.

Consultation

6. Communication Partners have been invited to comment on the emerging Communication Strategy. It also builds on earlier draft strategies, produced by the Star Alliance, which have been considered by the Board.

Presentation

7. This Strategy is an important document in clarifying for staff (especially those closely involved in communication) our communication priorities.

Costs and Benefits

- 8.

Financial/Resource Implications for HSE

9. We invest substantially in communication. In the first year of the new Strategy it is envisaged that the level of spend would not increase significantly – instead it would be better focused. In subsequent years, however, as we embark upon a wider advertising campaign aimed at SMEs and the workforce, significant extra investment would be required.

Environmental Implications

10. N/a

Other Implications

11. N/a

Action

12.

13.

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