

AGRICULTURE REVISITED – EQUIPMENT SUPPLY CHAIN WORK STREAM 2008/09 - 2010/11

Progress Report updated at AIAC Transport & Machinery Group Workshop 29 March 2010

[nb. New Work Items and Actions in bold italics]

WORK ITEM	KEY MILESTONES IN PLAN	PROGRESS - NOTES & ACTIONS
1. STAKEHOLDER WORKING		
<p>1.1 ‘Safe Machine’ Messages</p> <p>Aim - To identify and establish opportunities for promoting key messages supporting ‘Make The Promise’ (MTP), eg point of sale material, e-newsletters, journals, decals, etc.</p>	<p>2008/09 Establish baseline & confirm potential number of farmers reached directly by machinery m’fers, suppliers & through other dealers and intermediaries.</p> <p>2009-10 (ongoing) – Articles promoting Award published in journals etc.</p> <p>Q3-4 – Guidance supporting MTP produced, eg VHCS and Tractor Trailer braking.</p> <p>2010-11 Q1 – Identify and establish other routes for communicating through the supply chain</p> <p>Q1-2 – Production of decals</p>	<p><i>ACTION: Number of suppliers and farmer customers to be estimated for AEA and other organisations.</i></p> <p>- Articles printed regularly in journals, eg BAGMA Bulletin, Unite’s Landworker, IAgRE Landwards, etc.</p> <p><i>ACTION –Articles to be shared with HSE and Information Packs to be made available to stakeholders via Make The Promise ‘Promise Partners’ webpage.</i></p> <p>- Trailer braking guidance produced with AEA/manufacturers and published by individual tractor manufacturers for LAMMA Jan 2010.</p> <p><i>ACTION - Revision of VHCS booklet by BAGMA delayed – to be initiated.</i></p> <p><i>ACTION – Members of AIAC Transport Group to suggest relevant intermediaries and networks to promote messages,</i> eg at point of sale, servicing, websites, with invoices, bills of sale at auctions or auction catalogues; trade press; operator’s manuals, storage boxes, etc.</p> <p>- Members suggested decals declaring ‘Safe Machine’, but design, use and placement of decals is regulated by Directives and Standards, and not practicable to verify compliance of second-hand machines.</p> <p><i>ACTION – Members of AIAC Group still keen - to consider possibilities.</i></p>

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2. 'SAFE MACHINE' AWARD(S)		
<p>2.1 RASE 'Safe Machine' Award - Annual award for safe design of new equipment, to raise awareness of 'safe machine' messages amongst manufacturers, importers, farmers, purchasers immediately and encourage safe design over longer term.</p>	<p>2009/10 Q1 – Identify and evaluate entrants for Award with RASE Q2 – Present Award at Royal Show 7/09 Q2-3 09/10 - PR and press activity to publicise award. 2010/11 Q1-2 - Establish and publicise alternative RASE Award Q3 – Present Award?</p>	<p>- HSE funded glass trophy, awarded to CaselH (for Axial Flow combine harvester) at RASE ceremony at final Royal Show July 2009. - Publicity in farming media and article in IAgRE Journal DONE ACTION - Article in 'Landwards' expected to be placed on IAgRE website. - Alternative event to Royal Show being sought. Cereals organiser will not permit. ACTION – RASE/AEA to encourage m'fers to enter for Award if/when suitable opportunity.</p>
<p>2.2 LAMMA Award Award for Innovation in H&S in Agriculture.</p>	<p>2009/10 Joint HSE/AEA Award intended to be presented at LAMMA Show Jan 2010 -</p>	<p>To include new ideas/systems of work reducing H&S risks as well as safer design, maintenance of machines, etc. NOT DONE. - 'On the day' judging system unsuitable to ensure a quality Safety Award.</p>
<p>2.3 Other 'Safe design' Awards</p>	<p>2010/11 Review awards at other shows and encourage to include H&S criteria.</p>	<p>ACTION – Members to identify any other regional shows, societies, etc running product competitions/award schemes.</p>
<p>2.4 'Safe Project' Award for Students [C] Projects highlighting safe designs or systems of work. .</p>	<p>2009/10 Q1-2: Develop criteria and explore (through IAgRE, Landex etc) if any existing awards are relevant or could incorporate h&s. Q3-4 – Publicise/promote/judge Award 2010/11 Q2 –Award prize at IAgRE Annual Conf Q3-4 – Publicise/promote/judge</p>	<p>- IAgRE Council agreed to present Student Project Award at AGM May 2010, but no suitable entries. ACTION - FE/HE College Departments running ag and ag engineering courses, to be reminded of competition, through IAgRE, Landex, Assoc of Lecturers in Ag Machinery (ALAM), etc. ACTION - AEA are arranging seminar for Colleges on 15 July 2010 and HSE attending ALAM Updating Conference. - Ongoing, entries invited for Award, to be presented in May 2011.] ACTION- Entries to be encouraged more actively through</p>

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	<i>2012 Award.</i>	<i>IAgrE, Landex and ALAM.</i>
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3. GUIDANCE		
<p>3.1 Revision of ‘Safe Guarding Ag Machinery – Advice for Designers, Manufacturers and Users’. To produce simple & practical guidance on mc’y safeguarding and use of new and second-hand kit - by updating HSG89 and creating web-based guidance for designers/manfrs, suppliers purchasers and operators.</p>	<p>2008/09 Consulted key interests on suitability of IT systems, websites, etc and agree best routes to produce for the 3 audiences. 2009/10 Q1-2 - Editorial panel formed - to agree scope of each guide and review existing guidance and review draft text. Q3-4 - Finalise text. 2010/11 Publish on HSE Website by end of Q1.</p>	<p>WORK COMPLETED - HSE publication HS(G)89 (last reprinted 1998) included legal requirements, typical causes of accidents, safeguarding machines and other practical solutions to prevent injuries updated and re-issued in the form of an HSE webpage. - Members commented on prototype website which went live in 1 2010/11).</p> <p><i>ACTION – To coincide with update/revision of Ag Webpages. Stakeholder organisations to use and promote to members.</i></p>
<p>3.2 BAGMA Vehicle Health Check Scheme booklet To provide up to date guidance on vehicle maintenance for dealers and users. [Joint-sponsored with HSE, NFU, AEA]</p>	<p>2009/10 Establish Editorial Panel to review and update current doc + publication & publicity <i>[DEFERRED TO Q3-4 2010/11]</i></p>	<p>- VHCS booklet underpins Safe On Road-Safe Off Road theme and joint work with AEA and DfT on trailer braking. Includes check list which can be used by farmers who do their own vehicle maintenance. - Project delayed due to BAGMA’s move of Head Office and loss of staff. - Project do-able for Editorial Team, but needs joint funding to print. <i>ACTION - BAGMA to initiate update Q3-4 and seek funding from partners (incl AEA, NFU, DfT/VOSA) + print-run tbc.</i></p>
<p>3.3 Guidance on ‘Supply of second-hand machinery’. To promote compliance and help auctioneers and farmers buy safe mc’y.</p>	<p>2009/10 Q4 - Review, revise and republish HSE SIM 01/2006/03 2010/11 Q1 - Publicise through Auctioneers, trade bodies etc.</p>	<p>- SIM includes guidance and checklist for sellers and buyers. - Supports sub project 7: Second hand machinery & auctions. <i>Project initiated early due to Ministerial correspondence. HSE has approached auctioneers. Guidance to be revised in 2010/11.</i></p>

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4. SUPPORTING MATERIAL		
<p>4.1 Case studies To provide equipment related case studies, describing real examples of where good practice or simple maintenance saved money and/or increased productivity, endorsing the wider benefits of good buying practice and maintenance to farmers, underpinning MTP messages. [nb. Links to Competence & Training workstream.]</p>	<p>2008/09 Q3-4 - Publicity in the trade media through key stakeholders.</p> <p>2009/10 Q1-4 - Collect & collate case studies from farmers, trade organisations, insurers, etc. <i>[Actioned and ongoing]</i></p> <p>2010/11 Q1 - If insufficient case studies research will be needed to obtain egs independently.</p>	<ul style="list-style-type: none"> - Ongoing, as part of ‘MTP’ campaign, articles included in BAGMA Bulletin, NFU journal, etc, emphasising the benefits and ‘good business’ messages. - Info/case studies requested from industry partners through BAGMA, AIAC Transport WG and other Sector contacts but insurers/companies reluctant to divulge information. - use Case Studies available from trailer braking research + BAGMA. <p><i>ACTION - Explore opportunities to collect examples through Competence & Training workstream + possible research/focus groups to find and collate examples, if necessary. To be made available via MTP webpage.</i> <i>[Nb. Case studies extended to include design of cattle handling equipment and facilities, following involvement of a leading manufacturer in AIAC Livestock Project Group. This area will be pursued through the Livestock Group.]</i></p>
<p>4.2 Display materials for Shows etc To exploit PR opportunities through effective portable means highlighting safety features.</p>	<p>2009/10 Q1 - Article produced to alert m’fers/suppliers to the concept, stimulate interest and invite ideas. Q2 - Concept delivered by Sector Q4 – Design and produce trailer braking panels</p> <p>2010/11 Ongoing - M’fers/dealers [+ HSE] to use panels at SHADs, shows, etc. <i>Q3-4 – ‘Safe Tractor webpage to be developed?’</i></p>	<ul style="list-style-type: none"> - Articles to raise awareness of measures already taken/designed in. - To avoid cost of supplying/transporting a dedicated tractor to shows and conflict of (commercial) interests, agreed to produce a series of panels or other media highlighting key safety features for display alongside machines. - HSE Creatives to design suitable display materials. <u>[SEE ITEM 4.4]</u> - HSE funded new panels displaying components of trailer braking system and describing improvements - used for seminars presented by the researcher at LAMMA Show (Jan 2010). Widely complimented and requests received for future use by industry and colleges. <p><i>ACTION – Members to consider potential use of display materials. HSE to consider creating interactive ‘Safe</i></p>

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<p>4.3 Attend Shows To promote key 'MTP' and 'safe machine' messages.</p>	<p>2009/10 Q2-4 - Attend shows, joint exhibits/demos with AEA, BAGMA, NFU, etc NEW – Q3-4 – Devise and produce trailer braking panels.</p> <p>2010/11 Q2-4 - Attend Shows</p>	<p><i>Tractor' webpage, linked to new 'Safe Design' page?</i></p> <ul style="list-style-type: none"> - MTP will be focus at general shows but specific messages eg trailer braking at technical events eg LAMMA, Cereals. - New 'attention grabbers' needed, eg practical demos, large plasma/diamond screen, etc for use at key technical shows. - Trailer braking panels used at LAMMA and other events, eg NAAC SHAD – to be used by Lantra Awards instructors at Farming SHADs from Q1 10/11 and already used by BAGMA and a manufacturer (at their Service Managers Training event) <p><i>ACTION – Members confirmed most effective events attended.</i></p>
<p>4.4 'Safe Tractor' interactive webpage To promote key 'MTP' and 'safe machine' messages, linked to on-line guidance.</p>	<p><i>NEW - 2009/10</i> Q4 – Propose concept and agree in principle with CD/HSE Webteam</p> <p><i>2010/11</i> Q1-2 - Develop supporting materials and post on website.</p>	<ul style="list-style-type: none"> - Concept proposd and agreed. - This project links with and needs to follow revision of HSG89 [Work item 3.1]. <p><i>ACTION –Members to be consulted/advise.</i></p>
<p>4.5 Trailer Buying Guide</p>	<p><i>New 2010/11</i> Q1/2 – BAGMA/NFU to develop simple 'spec-sheet' fr buyers</p>	<ul style="list-style-type: none"> - Could be based on HSE's 'flyer' and panels produced for LAMMA. - Other 'road safety' issues, eg high level flashing beacons, etc suggested - to be discussed with DfT. <p><i>ACTION – BAGMA/NFU/AEA/DfT to discuss. HSE to provide text of flyer and panels.</i></p>
<p>5. TRAINING</p>		
<p>5.1 Dealer Seminars For suppliers & dealers emphasising legal duties and business opportunities to improve maintenance of equipment on farms and promote h&s/MTP</p>	<p>2009/10 Q1 - Agree and prepare 3 SHADs for dealers, Q3-4 – Deliver 3 seminars Q4 - Evaluate seminars</p>	<ul style="list-style-type: none"> - BAGMA to identify target audience [eg ~30 dealers/event, reaching ???? (farmer) customers.] Includes members of Machinery Rings. <p><i>ACTION - Estimate of potential sphere of influence to be obtained.</i></p> <ul style="list-style-type: none"> - Seminars delayed due to relocation of BAGMA HQ. TM attended 2 regional Dealer meetings to help promote approach.

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<p>messages directly to their farmer customers. Nb. These events to be open to non-members of BAGMA including AEA-affiliated suppliers.</p>	<p>2010-11 Repeat and expand seminars in 2010-11 if successful and demand sufficient. - Develop events for farmers at dealers.</p>	<p>Joint BAGMA/Machinery Ring event organised on 23/3/10. 2 other areas identified but BAGMA unable to organise these events due to move of HQ and lack of staff; Service Managers event proposed with a major manufacturer but not arranged. Deferred to Q3-4 2010/11. ACTION – To organise 3 events in 2010/11. Plan in Q1/Q2. ACTION - To encourage invites to non-BAGMA members. ACTION – To identify/encourage opportunities for dealers hosting SHADs for farmers or running Lantra Awards demos at Dealer Open Days, etc. [eg local dealer supported NAAC SHAD]</p>
<p>5.2 ‘Professional Operator’ training To develop/promote training for experienced tractor/ machine operators through m’fers, suppliers and dealers: (a) by encouraging wider take-up of existing initial installation and operator training courses and (b) developing and promoting ‘refresher’ training (in line with SMSR/PUWER).</p>	<p>2008-09 Q4 - Scope potential with providers of training. [DONE] 2009/10 Q1-4 - Liaise with providers and promote awareness of availability & benefits of training. [DONE/ONGOING] 2010/11 Q1-4 - Develop training packages</p>	<p>- To encourage training on specific machines. Training providers (eg Lantra Awards) and other stakeholders (eg manufacturers/dealers) could also deliver the training. - Build on Dealer’s Installation Training & AEA’s EASI ATV model. - BAGMA are prepared to train trainers. - Incentives needed, like NROSO (National Register of Sprayer Operators scheme) or links to CPD and/or wages progression. - Insurers and food chain could also influence. - Supports NFU’s aims to increase ‘professionalism’ in the industry and providing modular training, and ‘Agri Skills Strategy.’ - Overlaps with Competence & Training Workstream. ACTION – Proposal endorsed at Workshop 29/3/10 - Training providers, eg Lantra Awards and Colleges, to consider and develop suitable training.</p>
<p>5.3 Other opportunities for suppliers to demonstrate good practice to farmers To find and encourage other opportunities to</p>	<p>2009/10 Q4 – To identify opportunities</p>	<p>- Links to main farming SHAD programme – new venues for SHADS needed [depends on space at depots to host demos, car parking, etc). - Will provide additional routes for communicating with farmers (ie MTP messages being promoted via a ‘trusted’ source).</p>

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<p>influence farmers and help them 'MTP'. For example, by:</p> <p>5.3.1 'Good practice' demonstrations eg as part of routine dealer open-days, promotional events, workshops, shows and other events for farmers, etc.</p> <p>5.3.2 Farming SHADs hosted at dealers or m'fers depots, with tailored equipment scenarios related to their machinery, and/or</p> <p>5.3.3 Promoting the MTP/ "Safe Machine" campaign, eg by dealers & m'fers posting MTP info and guidance directly to farmers through mail shots and newsletters, in-store displays and literature, etc.</p>	<p>Q2-4 - Producing 'MTP' material for Stakeholders</p>	<p><i>ACTION – Members of AIAC Transport Group to identify/suggest and develop opportunities to demonstrate good practice.</i></p> <p><i>ACTION –Members of AIAC Transport Group to identify/suggest and develop opportunities for SHADs.</i></p> <p><i>ACTION – Members to sign up to 'Promise Partner' via HSE's MTP website to gain access to, ad use, 'Stakeholder Pack'.</i></p> <p><i>ACTION – Members to identify other opportunities - to be followed up/confirmed with/by HSE.</i></p>
<p>NEW</p> <p>5.4 Training for College Lecturers To update lecturers on MTP and 'Safe Machine' messages.</p>	<p>2009/10 Q2: Joint seminar/ workshop proposed by AEA with colleges [+ BAGMA, IAgRE, and HSE]. <i>DEFERRED TO 2010/11</i> Q4 – Approach Colleges to identify venue/timing for workshop to update</p>	<p>- AEA arranging 'Training & Careers' seminar for Colleges (15 July 2010 at Cranfield) intended to identify needs and expectations on both sides in terms of training and careers and establish closer relationship with colleges <i>ACTION – Event being finalised by AEA - To be supported/attended by BAGMA, IAgRE, Colleges and HSE.</i> <i>ACTION - Updating workshop suggested/requested by</i></p>

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	<p>machinery lecturers on current issues. 2010/11 Q2-4 – HSE Technical Update Workshop for College Lecturers [SEE NEW ITEM 5.4] NEW Q2-4 – Develop on-line ‘resource’ on website for students and others.</p>	<p>Harper Adams (the university with the largest number of ag eng graduates). - Relevant organisations contacted, eg Assoc of Lecturers in Ag Machinery (ALAM) and Landex informed and invited to Transport & Machinery Workshop 29.3.10. ACTION – HSE attending ALAM Workshop 19 or 20 July 2010. ACTION – Members to suggest other opportunities to update other College lecturers. - Writtle College suggested an on-line web resource for students but not yet progressed by industry/colleges/ IAgRE. Harper Adams have developed an on-line resource. ACTION – College lecturers to promote and use ‘Safe Design’ webpage. ACTION – HSE and others to contribute to Harper’s on-line information system if/when appropriate. NB. This also needs to be coordinated with the Training & Education Project, in particular to discuss needs and approaches with colleges and other stakeholders in relation to the role and wider benefits of ‘H&S Management’ VQs.</p>
<p>6. SECOND-HAND MACHINERY</p>		
<p>6.1 Auctioneers [B] To improve level of compliance of used/second-hand machines sold, eg by developing new agreements with auctioneers organisations such as the Royal Institute of Chartered Surveyors</p>	<p>2009/10 Q3-4 - Identify/initiate contact with relevant organisations. Q3-4 - Plan for local HSE/FOD support and follow up visits by FOD to dealers in support of HSWA s6 duties. 2010/11 Q1-2 – Review Sector Information</p>	<p>Work initiated following Ministerial correspondence concerning legal responsibilities of auctioneers. - RICS and Livestock Auctioneers Assoc (LAA) approached by Sector. Meeting arranged with LAA and a major auctioneer. ACTION – HSE to review/ revise SIM, if necessary. [Item 3.3]</p>

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<p>(RICS) and others to promote MTP and Safe Machine messages and promote revised guidance [Work Item 4.3] at sales, etc.</p>	<p>Minute (SIM) and checklist and raise awareness through Auctioneers associations etc. Q1-2 Initiate campaign at sales, publicise guidance through Auctioneers, trade bodies, info in catalogues, etc. Q3-4 Evaluate compliance of mc'y sold at sales and awareness of remedial action taken by farmers.</p>	<p><i>ACTION – Ag Sector to explore links with STSU/FOD Product Safety Teams, and synergies with Construction Sector.</i></p> <p><i>ACTION - Articles and info to be produced and promoted through stakeholders networks.</i></p> <p><i>ACTION – Auction inspection project proposed by Sector, awaiting approval for inclusion in FOD workplan for 2010/11.</i></p>
<p>6.2 Dealers Aim: To raise dealers awareness and level of compliance of used machines 'as sold'. [A]</p>	<p>2010-11 Promote revised guidance (SIM) when available.</p>	<p>Article already placed in recent BAGMA Bulletin by Ag Sector. <i>ACTION - Topic be included in Dealer Seminars (item 5.1) + further publicity through Newsletters, etc.</i></p>