

---

# **SME Strategy Action Team (SAT)**

Stephen Williams

# The Strategy Goal

---



“To adapt and customise approaches to help the increasing number of SMEs in different sectors to comply with their health and safety obligations”

# SAT Representatives

---



- Field Operations
- Policy Division
- Communications
- Sectors
- LAU and LACoRS
- Business services incl. EASe, planning and statistics

# Destination Statement

---



To develop an environment over the next 5 years where:

- SMEs are achieving compliance across key risks in a proportionate way
- SMEs are aware of risks, core actions to take and where to go for advice
- HSE's "service" is gold standard
- Alignment with other cross- government initiatives
- Injury and ill health rates decreasing

## Framework for delivery

---

- Core messages on ‘doing the basics’ separately badged and comprehensively delivered
- Targeted, SME focused information for key ‘at risk’ sectors
- Face to face engagement for key at risk sectors
- Enforcement based initiatives for tackling rogues in ‘at risk’ sectors

# Core messages

---



In hand:

- Messages on doing the basics
- Signposts to other information

To develop:

- Comprehensive review of web based information
- Strategy for delivery

# Information for “at risk” sectors

---



In hand:

- pilot in 2-3 industries

To develop:

- Piloted, targeted marketing via SME specific websites
- Evaluation project using an SME specific Olympic site (Competefor)

# Face to face engagement

---



In hand:

- Range of initiatives across HSE & LAs

To develop:

- Review existing initiatives
- A more focused, coherent strategy based on what works and aligned with risks

# Enforcement initiatives to tackle rogues

---



In hand:

- Existing enforcement led initiatives
- Work to improve data sharing across regulators

To develop:

- A focussed strategy for some specific sectors
- Active intelligence gathering