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Communications: Update paper

Issue

1. HELA to note the current communication activities on
 - Partnership branding
 - Partnership Conference
 - Elected Members handbook

Update on communications

2. Partnership Branding:
 - 2.1. The consultancy firm, Mando Group, were contracted to develop a common approach to visually represent the HSE and local authority partnership, that will help to deliver the Health and Safety Commission's aims to improve health and safety in Great Britain. It was felt that the new approach to this visual identity should reflect the identities of all parties appropriate to the aspirations of the partnership.
 - 2.2. In this context the 410 local authorities are represented by the Local Authorities Coordinators of Regulatory Services (LACORS) who alongside HSE represent the strategic partnership operating to deliver the strategy and manage and influence the work of the 410 autonomous Local Authorities.
 - 2.3. In common with similar partnership ventures HSE and LACORS face a familiar set of communication challenges however these are made more difficult if outputs from the partnership are not recognisably and consistently delivered.
 - 2.4. It was generally acknowledged that the existing approach to visual identity was inconsistently implemented across HSE, LAs and other stakeholders including LACORS.
 - 2.5. HSE and LACORS therefore contracted out for experienced help to develop a consistent representation of our partnership working through the use of our respective corporate logos and colours. The consultancy was specifically asked to:
 - Produce a joint approach acceptable to all partners within the

partnership

- To allow all members of the partnership to own the approach and use it as part of their work to deliver the joint strategy
- To reduce the need for a separate or many other logos on marketing material
- To acknowledge the LAs role in developing and facilitating the partnership and its achievements

2.6 The latest version of the branding suggested by the consultancy firm is considered to be functional and will offer consistency for the Partnership. It is anticipated that this will be used for communications both by partnership teams and by individual local authorities. It will also be used by LACORS and Local Authority Unit (LAU) for any central publications and future conferences. An example of the branding will be distributed at the meeting.

3. Partnership conference

3.1. The Health and Safety Partnership Conference 2006 (previously the HELA Conference) will be held at the Queen Elizabeth II Conference Centre, Westminster, on 12 December 2006 and the Minister with responsibility for health and safety, Lord Hunt, will give the keynote address. The conference will build on the success of last year's event and will be used to drive forward the work and the messages of the evolving partnership between local authorities and the HSE as well as point towards potential challenges for the future.

3.2. As in previous years, councillors can attend free of charge when accompanying an officer and like last year, there will be a bespoke parallel session for councillors. There will also be a concurrent session for senior officers on key priority issues. Annex 1 contains the draft programme.

3.3. The winners of the Innovation Awards will also be presented at the Partnership Conference. This year's award(s) will be made to those local authorities or groups of local authorities eg. County Liaison Groups, or local authority(ies) working in Partnership with HSE - which in the panel's view has introduced the most innovative and effective schemes targeting health and safety during the year.

3.4. This year's Award does not have a theme in order to enable all local authorities within Great Britain that have shown an innovative commitment to the enforcement of health and safety, to be eligible to apply, either individually or collectively or in Partnership.

4. Elected Members Handbook

4.1. The elected member handbook produced in 2005 sets out the links between local authority health and safety regulation, community well-being and local authority corporate plans. The handbook helps to

identify how improvements in health and safety can contribute to the strategic objectives of local authorities.

- 4.2. The handbook is used to explain to elected members how health and safety regulation activity is having an impact on local decision making. The handbook means that LA officer/managers will have an additional tool in their kit to persuade elected members of the importance of health and safety regulation to local communities and strategies.
- 4.3. As such the handbook is now being revised in time to be re-launched at the Partnership conference, with updated text and statistics. Also being produced is a Powerpoint type presentation material for officers or councillors to use to spread the message about partnership working and how health and safety can benefit the wider community.

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