

Health and Safety Commission Paper			HSC/04/32
Meeting Date:	10 February 2004	Open Gov. Status:	Fully Open
Type of Paper:	Above the line	Paper File Ref:	
Exemptions:			

HEALTH AND SAFETY COMMISSION

Communication Strategy - 2004/5 to 2006/7

A Paper by Colin Douglas

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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. HSC needs to comment on and approve a Strategy on 10 February from which a corporate HSC/E Communication Plan for 2004/5 will be derived.

Recommendation

3. The Commission is invited 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 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 HSC.

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 Corporate 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 corporate plan and strategic programme plans. These plans will, essentially, map out our communication work programme for the coming year.

Consultation

6. The strategy builds on earlier draft strategies, produced by the Star Alliance, which have been considered by the Board. This draft also reflects comments from Commissioner Donovan.

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. Costs are for HSE (below). Benefits of improving communications are hard to difficult to isolate from other variables but evaluation research will be carried out to produce best estimates.

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