

Business Involvement Strategic Enabling Programme**HSC/05/102 b**

HSC's "Strategy for workplace health and safety in Great Britain to 2010 and beyond" is built on the proposition that to ensure that risks to people's health and safety in the changing workplace are properly controlled HSC/E needs to influence organisations to embrace high standards of health and safety and to persuade them to recognize the social and economic benefits such an approach brings.

The strategy notes,

"We will find ways to demonstrate the moral, business and economic cases for health and safety. We are committed to achieving higher levels of recognition and respect for health and safety as an integral part of a modern, competitive business and public sector and as a contribution to social justice and inclusion."

In November 2004 the decision was taken to create the Business Involvement (BI) Programme – an "enabling" programme that would support the two strategic delivery programmes and the other three enabling programmes. The BI Programme, is intended to promote "Appropriate health and safety management is an integral part of effective business management" through a range of non-regulatory measures aimed at small, medium and large organisations.

Key objectives for 2005/6

Key priorities in the early stages of the programme include:

- Acquiring staff and other resources to take forward the BI Programme – core team in place by June 2005;
- Putting in place the programme governance arrangements by June 2005
- Development of detailed programme and business plans by July 2005.

A key priority running across all three areas of work is to:

- Support the strategic priority programmes;
- co-operate with and contribute to the strategic enabling programmes.

Work Area 1. To increase large organisations, intermediaries and other stakeholders understanding of business benefits of well-managed health and safety.

Work stream	Sub workstream	Milestone	Outcome target
Delivery and promotion of further business benefits case studies	Building the evidence base for business benefits	Outline plan of research developed and agreed by end September 2005	Increased bank of research which: <ul style="list-style-type: none"> • shows links between health and safety management and performance; • is more relevant to stakeholders • has more relevance to target groups such as SME's • informs future work.

	Develop and publish further case studies	Director case studies launched and published on the website on 19 May and 20 July. Research to develop ten business benefits case studies completed by end December. 2005.	Regularly increased and refreshed case study bank which are: <ul style="list-style-type: none"> • read by many; • are shown to positively influence their attitudes and behaviour.
	Contribute to Communications Directorate evaluation of the impact of the business benefits campaign	Evaluation method agreed and input provided as required. (Communications Directorate to set dates)	Evaluation constructively informs future advertising or other communication exercises
	Review, market test and improve existing web pages	Web pages reviewed by the end of March 2006	Web pages are easier to use
CHaSPI	Launch of CHaSPI	Completion of development work on CHaSPI ready for launch on 20 July 2005	50 organisations have completed CHaSPI by 31 March 2006
SME Indicator	Relaunch of the SME Indicator	Agree communication plan with SBS by end September 2005 Formal review of SME Indicator underway 31 March 2006	2500 organisations have completed the Indicator by 31 March 2006
	Exploiting information available from the indicator	Arrangements in place and information delivery started by the end of 2005	Information from CHaSPI and the SME indicator is useful to colleagues

2. To promote greater corporate responsibility and accountability for the management of health and safety amongst business.

	Workstream	Milestone	Outcome target
Review of current measures to encourage director leadership	Building the Evidence Base for directors responsibilities	Outline plan of research is developed and agreed by end September 2005.	Increased bank of research which: <ul style="list-style-type: none"> • shows links between director responsibility for health and safety and performance; • is more relevant to stakeholders • has more relevance to target groups such as SME's • informs future work.
	Publish HSE Research findings	Research available on the HSE website by the end of 2005	
	Prepare and Present advice for HSC on Effectiveness of Current Measures	HSC paper prepared and presented by the end of November 2005.	The evidence and recommendations are persuasive enough to be accepted by the HSC.
	Advice and recommendations to ministers	Report to the Government, with recommendations on the way forward, on the evaluation of the effectiveness of current voluntary measures in place concerning director responsibility, by December 2005.	The evidence and recommendations are persuasive enough to be accepted by the Government.
	Development of additional tools to promote director leadership		
Revision of guidance and promotion of Public reporting of health and safety performance;	Build the evidence base	Baseline research to establish the extent of public reporting by all organisations with over 250 employees completed by November 2005.	Publicly available good quality information which encourages organisations to report publicly on health and safety.
	Write guidance on public reporting of Health and Safety performance	Revised guidance on public reporting published by March 2006	Challenge to publicly report on health and safety performance extended to all organisations with more than 250 employees

	Workstream	Milestone	Outcome target
Review Management Regulations	Amendments to the Management of Health and Safety at Work Regulations 1999 concerning civil liabilities of employees	Revised regulations in force by October 2005	Clear advice and guidance and good publicity for the new regulations
Large organisations engagement project	Large Organisations Engagement Project	Joint HSE/LA update paper to HSC in early 2006 evaluating the project, with recommendations as to best practice to use in future large organization engagement strategies.	Findings and recommendations accepted by HSC.
Reward and Recognition	Reward and Recognition	Seminar run early 2006 picking up themes identified in Large Organisations Pilot	Advice to HSC on way forward by March 2006

3. To give renewed impetus within HSE to 'Think Small First' and to ensure that the needs of small business are fully reflected in HSE policy, practice, advice and guidance more generally

	Workstream	Milestone	Outcome target
Development of a centre of knowledge and expertise on small business needs ad issues in relation to health and safety;	Build the evidence base	New internal & external initiatives and research projects analysed and evaluated by August 2005	Research & initiatives for small business don't "re-invent the wheel"
	Develop "Think Small First" intelligence hub	Intelligence gathering and dissemination system – developed by July 2005 Relationship with Horizon Scanning Team developed by August 2005	Good quality information on: <ul style="list-style-type: none"> • HSE initiatives; • changes in law; • needs of small business. Research gathered and disseminated: internally, externally.
	Think Small First perspective in all HSE programmes and policy	Business and 3 year plans of Divisions /Directorates/Programmes analysed for small business initiatives and impact by August 2005 Specialist help proactively offered to Workplace Health Direct, Worker Involvement Programme, FIT3 and FOD Ops Unit on an ongoing basis	HSE 'Thinks Small First' Activities coordinated to avoid duplication of effort and inefficient use of resources
	Intranet Information	Develop maintenance plan for intranet pages	Intranet fit for purpose and easily accessible

	Workstream	Milestone	Outcome target
Small business stakeholder/intermediary engagement;	Small Business Trade Association Forum	Development of Forum in line with Terms of Reference planned by July 2005 Evaluation to ensure Forum is meeting needs of members and HSE undertaken by October 2005	Forum is fit for purpose Two way exchange of ideas and information Proposed HSE initiatives/messages scrutinised by Forum
	Build relationships with key stakeholders	Key stakeholders/intermediaries identified and engagement planned by August 2005	Good awareness of OGD's proposed SME initiatives HSE perspective into OGD SME initiatives Use of OGDs to spread HSE's message to SMEs
	Contribute to Small Firms Enterprise Development Initiative (SFEDI) Review of training standards for entrepreneurship and business development.	Recommendations regarding review issued to SFEDI by 2005	Training standards comply with HSC strategy
Development of an Approach for Future work on Small Business issues.	Future approach to small business work	Develop options for approach to small business both internal external by March 2006	
External Communications with Business	Publications	Publish revise and updated INDG 259 version by November 2005 Review content of starter pack with CDS, Communications Directorate, SBTAf and HSE Books and revise if necessary by March 2006	Content is fit for purpose

	Workstream	Milestone	Outcome target
	HSE Web Information	Small business web pages revised by March 2006	Small business web pages are small business friendly
	Business.gov	Close partnership developed between HSE and business.gov on an ongoing basis.	<p>HSE influences future development and direction of Business.gov to meet its objectives</p> <p>New HSE initiatives directed at small business are hosted on Business.gov</p> <p>Small businesses have an accurate and trustworthy source of information free from the fear of enforcement</p>

Key planning steps for 2005/6

Workstream	Milestone	Outcome target
Finalise Programme plan	By early July 2005	
Formulate proposals on governance arrangements and reporting and accountability arrangements	By August 2005	
Identify potential Programme Board members – internal and external	August 2005	
Arrange first Programme Board meeting and secure agreement to the Programme plan	September 2005	
Secure HSC agreement	September 2005	
Identify and agree programme management responsibilities for BIU team members	Early May 2005	
Communications	<p>Communications plan, developed with Communications Directorate, agreed and in place by the end September 2005</p> <p>Develop internal communications strategy for Business.gov by September 2005</p> <p>Regular informal KIT meetings and sharing of plans and papers and ideas with other Strategic Programmes on an ongoing bases.</p>	<p>Clear and well targeted key messages.</p> <p>Improved penetration of the small business and large organisations market with key messages.</p> <p>Communications with external stakeholders are successful in positively influencing their behaviour and attitudes towards health and safety.</p> <p>Communications with internal stakeholders are successful in positively influencing their attitudes and approach to business and business.gov</p> <p>Improved/maintained HSC/E's reputation</p> <p>Our work reflect the needs of other strategic programmes and they feel involved and engaged.</p>