

HSC/05/102 e

Communications Plan 2005/6 – 2007/8

Key programme objectives	Key communication objectives/messages	Key target audiences	Research needs	'Must have' communications activity	Media Handling
Business benefits To change the behaviour of organisations by influencing directors and senior managers	To promote the business case for health and safety to a level where 95% of businessmen are aware of it To increase the proportion of Directors who claim to have taken action on HSE guidance to 82% <i>Good health and safety management is part of effective business management</i>	Directors of companies and organisations Investors & representatives Representative orgs eg CBI, IOD, BitC Insurers	Evaluation of company reporting initiative – Summer 2005 Measure of impact of various strands of activity on attitudes and behaviours of target groups.	Discrete website for Directors responsibilities material Various events aimed at informing and engaging directors (see attached schedule)	Pro-active press work for website and business related events. Promotion related to sponsorship of business health & safety awards/prizes
Corporate social responsibility To increase the proportion of organisations reporting h&s from 91% to 100% by [2008] To improve relationships with 6 – 12 top companies through development of NAM scheme To enlist 50 major cos to participate in Chaspi by 2006 To persuade [how many?] investors to use h&s performance index	To promote the use of h&s indices as a means of embedding the message and as example of good practice To disseminate sectoral information provided by insurers from use of SME index <i>Use of h&s indices and benchmarking is good for assessing business efficiency and reputationally advantageous</i>			Internal comms issues – briefing, Q&A on rationale and purpose of indices	

<p>Small business To ensure small business dimension is reflected in HSE policies, practice, advice</p>	<p>To inform small businesses that complying with health and safety legislation and good practice may not be as difficult or time-consuming as they fear.</p>	<p>All small business owners/directors and senior management</p>	<p>Internal comms issues – ongoing comms plan for developing “think small first” agenda within HSE.</p> <p>Agree an internal Comms plan with Jackie Jones.</p>	<p>Placing of articles/advertorials in regional and local press including specialist trade and intermediary media.</p>
	<p>To inform small businesses that similar benefits can accrue from positive h&s management as for larger organisations</p>	<p>Particular focus on key sectors.</p>	<p>We are considering holding some mini-conferences or workshops for colleagues in key policy or operational areas.</p>	
	<p>To reinforce messages about the role of HSE is providing advice and support (Workplace Health Direct, infoline etc).</p>			

Communications Plans – deliverables for 2005/6

Target audience	Stakeholder engagement activity	Key media activity	Internal communication s activity (including operational guidance)	Web Activity (internet and/or, intranet	Publications		Advertising	Events (see schedule)	Commercial opps / mandatory work /
					Non priced	priced			
Business benefits – co directors, owners, snr mgt	IOD, CBI							Health and safety awards? eg NBA and BitC	
H&S indices – large and small businesses, insurers, investors and investment managers & advisers		Event – 29 July to announce launch of CHaSPI. Chance for proactive press work with nationals and trade Press Notice to announce 1000 companies using the SME Indicator			Signposting leaflet				
Small businesses	Small Business Trade Association Forum business.gov, businesslink SBS DTI Chacoms Small Business Council ISBE SFEDI BitC FSB FPB SBB BCC		Devpt & dissemination of intranet site	Community of interest? Exercise to ensure small business dimension reflected in web pages Revise small business web pages Develop links with business.gov and businesslink websites – develop content and tools	Development of further small business case studies on business benefits? Revision of “An Introduction to Health and Safety” – Nov 05 Revision of Essentials (Ops Policy Unit)	H&S starter pack – review contents Deadline TBC	Business case advertising campaign		

Event	Date	Notes
London Chambers of Commerce (LCC) Event: <ul style="list-style-type: none"> • Launch of a further round of director leadership case studies; • Launch of Chaspi. 	20 July 05	Press release and pop up board required
Two conferences to share the evidence base for director leadership	Glasgow – Late Sept 05 London - Early Oct 05	Programme, press release, popup boards and name badges required
SIESO (Sharing Information and Experience for Safer Operation) Director leadership conference in Manchester (To be confirmed)	Feb 2006	Programme and press release required
Confederation of British Industry (CBI) Conference in London	November	A stand and popup boards will be required. Communications Directorate in the lead but Business Involvement Unit will man the stand.
Chaspi conference	Sept	
Conference aimed at key stakeholders, particularly investors and trade employer organisations representing large organisations	Sept/Oct	Programme, organisation of conference and press release will be required.
SIESO half day event to present Chaspi to its members. HSE to suggest speakers.	1 or 2 Nov 2005	Press Release
Events to relaunch the revamped SME Indicator. Possible events include: <ol style="list-style-type: none"> 1. Small Business Service (SBS) event; 2. Association of British Insurers (ABI) event; 3. British Insurance Brokers Association (BIBA) event; 4. HSE event aimed at key stakeholders, employers organisations and insurers. 	Sep/Oct 05 Sept/Oct 2005 Nov/Dec 2005 Sept/Oct 2005	Marketing money, press releases and literature will be required
Meeting with key stakeholders to explain, inform and win support for the Business Involvement Programme	Nov/Dec 2005 or Jan/Feb 2006	Press release

Event to: <ul style="list-style-type: none">• Publish, public reporting of health and safety performance, research findings;• publish revised HSC guidance;• and issue challenge to all large organisations to report in line with HSC guidance:	Feb 2006	Programme, press release, marketing
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