

Health and Safety Executive Board Paper		HSE/04/054	
Meeting Date:	6 October 2004	Open Gov. Status:	Fully Open
Type of Paper:		Paper File Ref:	
Exemptions:	None		

HEALTH AND SAFETY EXECUTIVE

The HSE Board

Blitz Campaigns

A Paper by Colin Douglas

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Cleared by Colin Douglas on 28 September 2004

Issue

1. This paper sets out proposals for a series of blitz campaigns during 2004/5. This initiative (which will combine a wide range of enforcement and communication activities) will involve early planning, and we are therefore seeking the Boards support to ensure that effective plans can be put in place and delivered.

Timing

2. It is proposed to run two blitz campaigns, the first during the first quarter of 2005/6, and the second during the third quarter of that financial year. The Board is asked to give its support to this initiative now so that effective planning can be initiated immediately.

Recommendation

3. The Board is asked to give its support to this initiative so that effective planning can be initiated immediately.

Background

4. The Strategy to 2010 identifies communications as an important intervention in its own right. It also makes clear that a range of tools will be deployed in delivery of our regulatory role – enforcement and information and advice. The blitz campaigns proposed for 2005/6 are intended to combine these elements to create a range of co-ordinated activity focused on specific hazards.

Argument

5. It is proposed to run two blitz campaigns during the next financial year – one focused on a health issue and the other on a safety hazard. The health issue which we propose to focus on is Musculoskeletal Disorder (MSD). This campaign would run in April or May of 2005 over a period of time still to be determined. Consideration will be given to the impact of a General Election campaign falling within this period – we will need to develop contingency plans setting out how we would adapt the campaign to cope with this. It is proposed that we wait for publication of the Major Injuries Statistics in November of this year before deciding which safety hazard target in a blitz campaign during the third quarter of 2005/6.
6. Early planning is essential if we are to maximise the impact of these campaigns. As a result, a project team will be pulled together involving the Hazards Strategic Programme, Communications Directorate, FOD (including LA partners), and other teams across HSE. FOD will identify a project manager to take overall responsibility for pulling the plans together and co-ordinating implementation.
7. By ensuring that colleagues across Policy, Operations and Communications are involved from the outset in shaping this initiative, we will have an ideal opportunity to develop and deliver an ambitious and fully integrated series of interventions. The planning process will map out what this will look like in detail, but it is likely to include inspection visits and enforcement action, major advertising activity, a national and regional media push, close collaboration with a range of national and local partners including LAs.
8. An effective programme of research and evaluation will need to be put in place to ensure that we target this initiative and learn the lessons from its implementation. Colleagues from COSAS will be asked to provide support and advice.
9. This is intended to be an HSE-wide initiative, and it will be important that all Directorates and Divisions give it appropriate support and look for opportunities for communicating the key messages that will be developed for the campaigns.

Consultation

10. This paper has been written in consultation with Jane Willis and Sandra Caldwell.

Presentation

11. Communications will be an integral part of this initiative. A far reaching communications plan will be built into the project plan. We would wish to brief DWP and seek active Ministerial support. We will also wish to engage Commissioners in promoting this across their various constituencies, and to work with a wide range of stakeholders and partners. The term 'blitz' will need to be looked at to consider whether this is the right term to use for describing this initiative when we go public.

Costs and Benefits

12. There is a wide range of benefits that flow from such campaigns, including:
- Raising the profile of the topic amongst dutyholders
 - Demonstrating the contribution that communication can make as an intervention, particularly when joined up with other forms of intervention
 - Raising our enforcement 'game' on a topic for which there has been comparatively little formal enforcement so far
 - Joining up work within the Operations Group and with LAs
 - Contributing to the PSA target reduction
 - Reinforcing the programme/project approach in the first full year of the Strategic Programme arrangements

Financial/Resource Implications for HSE

13. There will be substantial costs involved, in particular on the communication side, and these will be difficult to estimate until more detailed plans are available. The resources to support the inspection and enforcement effort will be met from existing allocations.

Environmental Implications

14. None

Other Implications

15. It will be important to co-ordinate our activities with our partners in local government. LAU will be invited to participate in the project team to ensure that this happens effectively.
16. During the planning of the campaign, we will give thought to how best to broaden our reach to a range of dutyholders across public and private sector, and in large and small businesses. Expectation management will also be an issue – i.e., looking at how we keep stakeholders and duty holders on board after the blitz is over.

Action

17. Once approval is given, the Project Team will develop detailed plans, in consultation with relevant colleagues across HSE.