

---

# Stakeholder Engagement Update

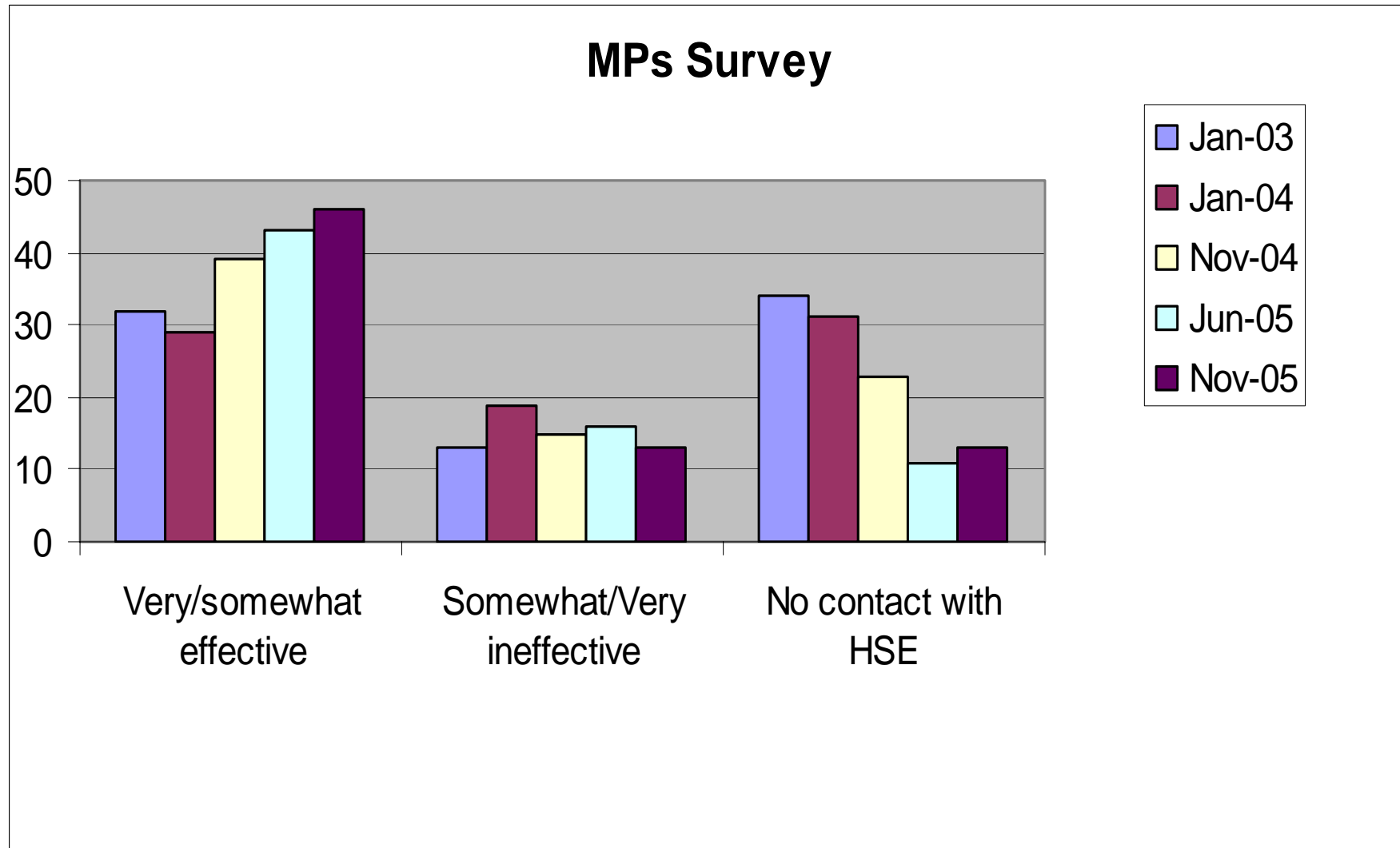
Colin Douglas &  
Dawn Waterman

## Why are we doing this?

---

- Commission Strategy commits us to working in partnership
- MPs survey (Jan 04) showed poor perception of HSE
- Anecdotal evidence of negative image among key stakeholders (e.g., Downing Street, sections of Whitehall, other regulators)
- COI survey in 2004 confirmed difficult issues for us to manage

# How MPs perceive HSE



# HSE's reputation among corporate stakeholders

---



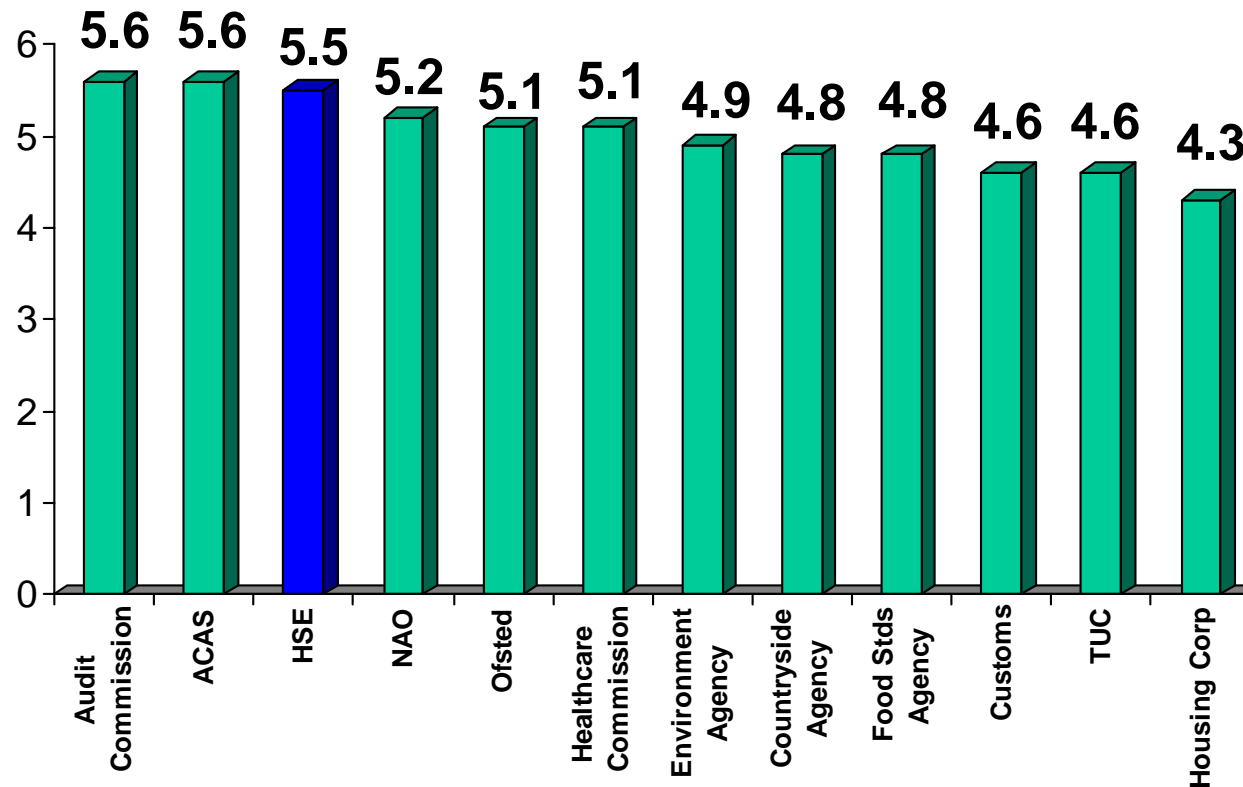
How confident are you in the ability of the HSE to champion safe and healthy working activities?

- Very confident (7)
- Mostly confident (6) ← HSE scores 5.6
- Fairly confident (5)
- Neither confident nor etc. (4)
- Not very confident (3)
- Not confident (2)
- Not at all confident (1)

# Reputation among corporate stakeholders in context



How much do you trust each of the following organisations to perform their function?



# How corporate stakeholders perceive HSE



# Quality of relationship with corporate stakeholders

---



How would you describe the relationship with HSE?

■ Very good (7)

■ Good (6)



Average score 5.8

■ Mostly good (5)

■ Fair (4)

■ Mostly poor (3)

■ Poor (2)

■ Very poor (1)

# Perceived improvements in communications



Almost half of respondents (42%) report an improvement.

Yes, there has.  
The website has  
clearly improved

Yes, but starting  
from a very low  
base

Yes, it has improved. I like the  
good practice case studies on the  
website, and face-to-face contact is  
better too

A further 19% believed that HSE communications were good,  
though not noticeably improved

HSE's communications have always been  
good and stayed good

15% say that communications have stayed poor or got worse (and  
24% couldn't comment)

Some is superb, some is crap

There is also an issue of consistency...

# Challenges ahead

---

- Corporate Stakeholders see us as structurally complex – with right hand not always knowing what the left is doing
- Lead Contacts need continued support, especially from senior colleagues
- Reputation has improved but is it good enough among all groups? (e.g., MPs survey now shows we're perceived as average rather than poor)
- Where relationships working well, we need to maintain them

## What are we doing?

---

- Stakeholder engagement plans in place
- Extra resources for Lead Contacts
- Strengthening liaison and sharing of good practice among Lead Contacts
- Intranet site – sharing of information about corporate stakeholders
- Raising profile of corporate stakeholder engagement internally

## ...and what else?

---

- Developing organisation chart to explain HSE structure
- Actively engaging MPs, with substantial support from Minister
- Promoting stakeholder engagement toolkit more broadly