

Health and Safety Executive Board Paper		HSE/06/100	
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HEALTH AND SAFETY EXECUTIVE

The HSE Board

COMMUNICATIONS EXPENDITURE ON SKIN CAMPAIGN

A Paper by Frank Dolan

Cleared by Colin Douglas on 13/10/06

Issue

1. To approve the expenditure of £200K for the Communications campaign on skin care.

Timing

2. Immediate.

Recommendation

3. That the Board gives approval to the £200K skin campaign

Background

4. In the letters of Delegated Authority to main budget holders it was agreed that any communications expenditure above £100K would need to be approved by the Board before it is committed.
5. Most of the activities within the programme fall well below this authorisation threshold. Of those items above this, most have already been spent or committed (e.g., Height Aware campaign, Backs campaign, Asbestos campaign). Communications Directorate, CDS and PEFD will be looking at how the uncommitted element of the budget (£1.5 million) can be scrutinised in terms of affordability as we move forward through the financial year.

Argument

6. £200k was allocated to the skin campaign which focuses on work related dermatitis among hairdressers. The campaign is due to be launched in November. Of this budget, £50k has been allocated to media advertising and the rest to PR and direct marketing. We have already approved the advertising schedule with COI (targeting specialist press) though that could be recovered. There will be some small-scale developmental fees which will not be recoverable if we abandoned the campaign now.
7. The important considerations for the Board is that if we do cancel this campaign in order to achieve savings we would suffer significant reputational damage with a

number of stakeholders, including HABIA, National Hairdressing Federation, plus local authorities. They have been briefed to support this campaign and involved in its development. The campaign has already been promoted on our website. Thus, there are clear credibility and reputational issues attached to withdrawing from it now.

Consultation

8. Very limited consultation has taken place within HSE in pulling together this paper.

Presentation

9. There are significant reputational risks for us, with the sector and with LA partners, if we decide not to proceed with this campaign

Financial/Resource Implications for HSE

10. Most of the £200K allocated to this campaign could we saved if the Board decided not to proceed.