

Health and Safety Executive Board		Paper No: HSE/09/36	
Meeting Date:	29 April 2009	FOI Status:	Open
Type of paper:	Above the line	Exemptions:	
Trim reference:			
Progress with finalising Strategy text and making launch arrangements			

Purpose of the paper

1. To update the Board on progress with finalising the text of the new strategy and producing the document, and to explain the arrangements being developed for its launch.

Background

2. Consultation on the draft strategy closed on 3 March. Work on the text of the strategy was fast tracked and the Board considered HSE/09/28 at its last meeting where it agreed the extent and nature of the changes it wanted to see. This current Paper explains developments since then.

Argument

Finalising the text

3. Shortly after the last Board meeting, the copywriter who prepared the original draft was fully briefed on the changes required to the text. There has been some fine tuning of the redraft he produced and at the time of writing this paper a final draft of the text is with Board members for comment and approval. It is expected that by the time of the meeting the text will be completely finalised. It forms an important input to the design of the document.

Document design

4. The same company is working on the design of the final strategy document under a contract from HSE's Creative Design Services. The essential brief is to make the document recognisably similar to the draft, while being sufficiently distinct that they are not mistaken for each other. Sally Sykes, Director of Communications, will make a presentation to the Board about design concepts.

Launch arrangements

5. It has been decided to do a media launch to maximise the potential for publicity, in particular beyond the trade press. The presence of a Minister and senior figures from TUC, CBI and Local Government Association were seen as essential to its success. The realistic window was judged to be between mid May and 9 June, the date of HSE's Parliamentary reception, and work is now focused on Wednesday 3 June as the best available option.

6. A number of ideas are being pursued to maximise the impact of the launch. Sally Sykes will elaborate on these as part of her presentation.

Action

7. The Board is asked to note the progress towards launching the final version of the strategy. It will also have an opportunity to comment on issues that arise from the presentation by Sally Sykes.

Paper clearance

8. This paper was cleared by Sally Sykes, Director of Communications on 17 April.