



NOTES OF MEETING

Date: 3 February 2011	Location: NFU Mutual HQ, Stratford-upon-Avon	Taken by: Jackie Jones
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Subject: AGRICULTURE INDUSTRY ADVISORY COMMITTEE (AIAC) MEETING

Present:

HSE

Marcia Davies (Chair)
 Sandy Blair
 Alan Plom
 David Coackley
 Rachel Corbridge
 Jackie Jones
 Jacqui Voce (Observer)

AIAC Members

Marcus Themans (NFU)
 James Brown (CONFOR)
 Tim Englefield (Landex)
 Madge Moore (Lantra)
 Ian Waddell (Unite)
 Charlie Clutterbuck (Unite)
 Ian Beeby (Unite)
 Andrew Clark (NFU)
 James Eckley (NFYFC)
 David Leavesley (NFU Mutual)
 David Knowles (IOSH)
 Jill Hewitt (NAAC)
 Pat Stanley (NFU)
 Chris McCann (BRC)
 Keith Christian (BAGMA)
 Peter Garbutt (Observer)

Item No	Description
1	Welcome and Opening Remarks
	<p>(1.1) Marcia Davies, AIAC Chair, welcomed everyone to the meeting including observers Jacqui Voce and Peter Garbutt. Marcia thanked David Leavesley and NFU Mutual for hosting the meeting.</p> <p>(1.2) Apologies had been received from Roger Lane-Nott and Graeme Walker</p> <p>(1.3) Marcia advised Committee members that this would be her last meeting as both she and Alan Plom would be leaving HSE at the end of February 2011 under HSE's Voluntary Exit Scheme.</p> <p>(1.4) Committee members expressed their thanks for the exceptional work undertaken by Marcia and Alan in furthering the cause of improving health and safety on farms.</p>
2	Matters arising and actions outstanding from previous meeting
	<p>(2.1) Actions from the previous meeting have been discharged, are ongoing, or listed as an agenda item.</p> <p>(2.2) Andrew Clark reported on the NFU led 'Coalition' meeting held on 16 November 2010, (chaired by Andrew). The meeting was well attended by industry representatives, (the livestock sector was especially well represented). The overall tone of the meeting was very positive with attendees acknowledging the need for a change in the culture and attitude within the industry. The consensus view being, that there must be greater recognition and management of the risks; and that farm safety is integral to the professionalisation of the industry.</p> <p>(2.3) There are a number of key activities planned. For example:</p> <ul style="list-style-type: none"> ▪ NFU are drawing up a charter, which will be launched at a media event.

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	<ul style="list-style-type: none"> ▪ NFU Mutual, NFU Scotland and CLA are working on a joint communication plan ▪ Parallel activity is taking place in Wales. The meeting led by NFU Cymru was equally positive. ▪ NFU Mutual Claims team are busy on the communications front. <p>(2.4) It was emphasised that although led by the NFU, that every organisation has a key role to play.</p> <p>(2.5) The next meeting will be on 1 March 2011.</p> <p>➤ Actions: Andrew Clark to forward the notes from the November and January meetings to Committee Secretary for circulation to members.</p>
3	<p>Update on key topics – Marcia Davies, Chair</p> <p>(3.1) Lord Young review: the Chair briefly updated members on the outcome of Lord Young’s review. The report makes number of recommendations for improving the way health and safety is applied, including tackling the compensation culture.</p> <p>(3.2) HSE has been working with others to develop responses to the recommendations:</p> <ul style="list-style-type: none"> ▪ A 20-minute online risk assessment for offices has been produced and launched; similar online tools for other low risk workplaces are also being developed. ▪ A new Occupational Safety Consultants Register (OSCR), launched on 31 January 2011, will provide firms with details of consultants who meet the highest qualification standard of recognised professional bodies. Although initially led by HSE, the register will be run by the relevant professional bodies. Employers will be able to access the online register in April 2011. ▪ Proposed amendment to the Reporting of Injuries, Diseases and Dangerous Occurrences Regulations. The period of consultation began on 31 January 2011 and will end on 9 May 2011. The consultation sets out the amendment to the regulations proposed by Lord Young. If adopted, the period of incapacitation after which an injury to a person at work must be reported to the enforcing authority, will change from over three to over seven days. Views are sought on the proposal itself and on the impact that it would have if it became law. <p>(3.3) There has been no nominated replacement for Lord Young; however, HSE will still be required to report on progress.</p> <p>(3.4) Spending Review: the Chair invited Sandy Blair to update members on the outcome of the review. Sandy explained that HSE is facing a 35% cut over a 4-year period. The Minister has approved HSE’s implementation proposal which outlines planned efficiencies and an increase in income generation e.g. through cost recovery and “fee for fault”.</p> <p>(3.5) Whilst HSE will have to lose staff (200 at the end of February 2011), steps are being taken to safeguard against the loss of specialists and corporate knowledge. The Board’s commitment to Agriculture remains unchanged – Agriculture is still an HSE priority.</p> <p>(3.6) Committee members expressed both their concern at the level of the cuts and their continuing support for the valuable work carried out by HSE.</p> <p>(3.7) Fatal and injury statistics: the Committee Secretary circulated the link to the appropriate pages on the HSE website following the previous meeting in November. http://www.hse.gov.uk/statistics/industry/agriculture/index.htm http://www.hse.gov.uk/statistics/index.htm</p> <p>(3.8) An analysis of this year’s figures will be provided at the next meeting. At the present rate, we are likely to reach one death a week. The causes, predictably, remain the same. The key message to farmers is that these are not unforeseeable or freak accidents.</p> <p>Actions:</p> <p>➤ Committee Secretary to circulate an analysis of the fatal and injury statistics for discussion at the next meeting.</p>

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4	<p>Update on 'Make the promise' – Rachel Corbridge/Jackie Jones</p> <p>(4.1) Evaluation: the evaluation exercise undertaken by Ipsos Mori looked at the each of the work streams within Agriculture Revisited Initiative, comparing the effectiveness of each intervention. The final report will be available later on this month.</p> <p>(4.2) Ipsos Mori has benchmarked the top line results against other Government campaigns and has reported that the MTP results compare very favourably. Their conclusion is that we have been successful in raising farmers' awareness and that they are now ready for the next stage, which would bring about the necessary change in behaviour.</p> <p>(4.3) The evaluation results validate the HSE decision to concentrate our resource on SHADs rather than shows. HSE will attend fewer shows, concentrating on the main technical events as they attract more farmers.</p> <p>(4.4) Members are encouraged to organise their own SHAD type events to complement the HSE run programme. There is ample scope to run more focused/targeted sector events (e.g. on self build). This could be done in partnership with others. Andrew Clark suggested that interested parties could continue the discussion outside the meeting. Pat Stanley suggested that Breed Society AGMs might present some opportunities for spreading key messages, especially on livestock handling.</p> <p>(4.5) Members discussed the role of CPD within the context of SHADs. All agreed that it is important to make the link between professionalism and efficiency. James Brown stated that in forestry, once workers get their chainsaw Certificates of Competence, they are unlikely to undertake any further training. It is for this reason that UKFPA, FCA and Confor have decided to introduce a certificated CPD system.</p> <p>(4.6) Branding - Jackie explained that HSE are in the process of registering the Make the Promise brand. This will not prevent others from using the imagery, but will allow HSE to determine who may use it and for what purpose, thereby safeguarding the integrity of the brand.</p> <p>(4.7) In the meantime, members are encouraged to speak to Rachel and Jackie about any events/activities, which they would like to badge under the MTP banner.</p> <p>(4.8) A further update on branding will be given at the next meeting.</p> <p>(4.9) The future: HSE Board will be considering the outcome of the Ipsos Mori evaluation and the future direction of MTP at their next meeting on 23 February 2011.</p> <p>Actions:</p> <ul style="list-style-type: none"> ➤ Committee members to hold follow up discussions on the running of SHAD type events. ➤ Jackie/Rachel to provide an update on branding at the next meeting.
5	<p>SHAD programme 2011-12 – Jackie Jones</p> <p>(5.1) HSE hopes to run 26 traditional farming SHADs during this work year. We are looking at ways to generate more publicity surrounding the events. Whilst the Ipsos Mori results are generally very positive in relation to SHADs, (when asked, 99% of attendees said that they would recommend attending a SHAD to other farmers), it is clear that we must do more to raise the awareness of the programme and the efficacy of attending an event. Thank you to members who have helped to promote the programme through their websites and newsletters.</p> <p>(5.2) HSE's Statistics Branch is now carrying out the evaluation (in lieu of Ipsos Mori). Their findings are consistent with those of Ipsos Mori.</p> <p>(5.3) A number of organisations have contacted the Sector team expressing an interest in supporting or even running their own SHAD type event. These leads are currently being followed up.</p> <p>(5.4) The team are currently reviewing the invitation process to seek ways of reducing the burden on colleagues in FOD and to make greater use of the feedback from farmers.</p>

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	<p>AIAC membership, governance and terms of reference – Marcia Davies</p> <p>(6.1) Marcia explained that all Sectors within HSE had been directed to base their individual strategies within the context of the wider HSE strategy. Graeme Walker, in consultation with others, has been working on the Agriculture Strategy. Graeme will share the strategy with AIAC in due course.</p> <p>(6.2) Rachel and Jackie have completed a stakeholder mapping exercise which has looked beyond HSE's established network to ensure that we have not excluded 'new' stakeholders who can help to act as levers for change. There are a number of groups who are able to exert great influence over farmers' views and behaviours e.g. food manufacturers with an interest in farming, vets, large growers, land agents and landowners. AIAC's remit must be broader and more strategic.</p> <p>(6.3) The new Agriculture Sector stakeholder map will be used to inform the membership of AIAC. Membership should reflect HSE's key stakeholders. Graeme will be holding bilateral discussions with Committee members to seek views on the terms of reference and membership. Marcia stated that the Committee had previously agreed it has reached the optimum number and cannot expand any further.</p> <p>(6.4) Marcia asked whether members felt that there was a continuing role for the Committee – whether there is a risk of duplication now that we have the Agriculture Coalition. The consensus view was that there is room for both and that AIAC should continue to advise HSE on key issues. AIAC should assume a leadership role –“farmers to farmers”. It was also felt that HSE's continued involvement would ensure that there was no slippage, or diminution of focus and purpose.</p> <p>(6.5) Sandy Blair's view is it that it is important to explore the 'new' relationships with 'new' organisations so that we can benefit from a broader collective view. Current membership might not reflect the emerging strategy.</p> <p>(6.6) Marcia confirmed that AIAC's remit extends to the other land-based industries.</p>
	<p>Actions:</p> <ul style="list-style-type: none"> ➤ Graeme to conduct bilateral discussions with Committee members to discuss membership, terms of reference and priorities.
7	<p>AIAC Plan of work – Marcia Davies/All</p> <p>(7.1) The value of the current plan has been to record individual contributions. The plan for 2011 – 12 should reflect the wider group initiatives and activities.</p> <p>(7.2) Marcia proposed that the plan should be condensed into two main themes, namely:</p> <ul style="list-style-type: none"> ▪ Leadership – demonstrable active support and participation in the 'Coalition'; and building upon MTP. ▪ Competence - HSE SHADs are a proven delivery mechanism, which can be adopted and adapted by others. There is also scope for members to develop 'bite-size' training, e.g. on selection and maintenance of machinery and livestock. <p>(7.3) David Coackley reminded the Committee about the huge problem of work related ill health within the industry. Health practitioners do not always recognise the problem. Part of David's remit is to find examples of good practice, and promulgate them. David would welcome any contacts or information, which will help him to do this.</p> <p>(7.4) David will circulate the relevant data on ill health to members. The plan of work should include an element on ill health, based upon the statistical evidence.</p> <p>(7.5) SHADs may provide an additional opportunity for intelligence gathering, although careful thought needs to be given to how we might achieve this.</p> <p>(7.6) The Committee should consider (in concert), a means of raising the level of competence within the</p>

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	<p>industry. Members agreed that any approach is more likely to succeed if it features a short-term benefit.</p> <p>(7.7) Marcia suggested that 'themed' meetings might offer a practical way forward e.g. food security. It is important to introduce our agenda to a wider audience who can drive our messages forward and bring about behaviour change. Planned activities/initiatives should be realistic and achievable.</p> <p>(7.8) Members should keep each other briefed and not work in silos. It is essential that the Committee look at the 'bigger picture'. Graeme Walker will be holding bilateral discussions to help determine what the priorities should be. In the meantime, Marcia urged members to work together (expanding existing networks if necessary) to identify the key drivers and consider the incentives.</p> <p>(7.9) Marcia asked that members write to the Committee Secretary to register either their assent, or dissent to the suggested approach to the work plan.</p> <p>Actions:</p> <ul style="list-style-type: none"> ➤ David Coackley to forward data on ill health to Committee Secretary for circulation to members. ➤ Committee members to forward any relevant 'health' contacts to David. ➤ Committee members to write to confirm their assent (or otherwise) to the proposed approach to the work plan. ➤ Committee members what practical steps they might take to raise the level of competence within the industry.
8	<p>Any other business:</p> <p>(8.1) David Leavesley provided members with a run down of figures and costs relating to accident claims, which include significant life changing injuries. There has been an 80% rise in claims since 2009. It is not possible to split the figures into employee/employer as the claim usually relates to family members. The figures will be circulated to members.</p> <p>(8.2) Alan Plom expressed concern about the standard of health and safety in colleges. Tim Englefield and Alan will discuss ways in which Landex might help to raise performance in this area.</p> <p>Actions:</p> <ul style="list-style-type: none"> ➤ David Leavesley to forward data on claims to Committee Secretary for circulation to members. ➤ Alan Plom and Tim Englefield to discuss Landex's role in helping to raise the standards of health and safety within colleges.
10	<p>Time and date of next meeting</p> <p>The next meeting will be on 9 June 2011 at HSE Birmingham office.</p>