

Date: 3 November 16	Location: NFU HQ, Agriculture House, Stoneleigh Park, CV8 2TZ	Taken by: Nick Sangha
Subject: AGRICULTURE INDUSTRY ADVISORY COMMITTEE (AIAC) MEETING		
Present: HSE Rick Brunt (Chair) Andrew Turner Adrian Hodkinson Nick Sangha (Committee Secretary)		AIAC Members Thomas Price (NFU) Mark Smith (NFU Mutual) Marcus Potter (Lantra) David Knowles (IOSH RIG) Ian Beeby (Unite) John Burbridge (Unite) Matthew Belsey (Unite) Gerald Davies (LANDEX) James Eckley (NFYFC).
Item No	Description	
1	Welcome and Opening Remarks	
	Chair welcomed everybody to the meeting and thanked Tom Price for hosting. Apologies had been received from Jill Hewitt (NAAC); James Chapman (NFU); James Brown (AFAG) and Gillian Littlewood (BRC).	
2	Matters arising and actions outstanding from previous meeting	
	<p>The actions from the previous meeting had either been discharged or were listed as an agenda item for this meeting. Outstanding items from the last meeting were:</p> <p>(3.1) Condensing TOR's as set out in AIAC paper 15/11/01 – members agreed to consider a draft to be circulated with the minutes and clear by email correspondence.</p> <p>Action: Members to comment on condensed ToR that will be circulated with minutes</p> <p>(3.11) Cascading details of prosecutions were further discussed and HSE agreed to consider a similar approach to the fatal injury alerts sent to members.</p>	
3	HSE Strategy / Agriculture Sector Action Plan (Closed AIAC paper 16/11/01)	
	<p>(3.1) Chair presented closed AIAC paper 16/11/01 on H&S system strategy – agriculture sector action plan. Chair informed members that HSE is drawing up a revised sector plan for the industry and the closed paper contained background detail which will be summarised before publication.</p> <p>(3.2) Chair informed members that HSE was proposing to hold another '#HelpGBWorkWell' event in late November 2016. Martin Temple, HSE's chair had wrote to all organisations that had attended the Health and safety system strategy roadshows in early 2016 seeking feedback on actions organisations had taken after the event. Chair had been informed that agriculture had not been included in the recent feedback exercise. Tom Price and Mark Smith to check if NFU/NFUM had received a letter.</p> <p>Action: Tom Price and Mark Smith to follow up on the letter received by their organisations from HSE's chair seeking feedback on actions taken, or commitments made, by their organisations following the HSE strategy event</p> <p>(3.3) Members agreed that the Farm Safety Foundation (FSF) and Farm Safety Partnerships (FSP) had an important role to play in promoting and delivering the sector plan. It was also felt that the three FSP's in England, Scotland and Wales would benefit in operating in a more strategic and structured way with a focus on developing and delivering meaningful objectives within a well-defined coherent plan of action.</p> <p>(3.4) Members felt that there was plenty of stakeholder enthusiasm and willingness to deliver objectives but there appeared to be a lack of co-ordination from FSP. In contrast the FSF had well defined clear objectives and a strategic approach in place. A way forward will be for the FSP board steering group to take a proactive lead in agreeing and developing a coherent strategic approach and some clear direction and methodology that were focused on delivering some achievable objectives.</p>	

(3.5) Chair informed members that the latest published [statistics](http://www.hse.gov.uk/statistics/industry/agriculture/index.htm) for agriculture were disappointing and that more action needs to be done to drive down the workplace injury and work-related ill health, in particular MSD and respiratory diseases through the key priorities outlined in part 3.
<http://www.hse.gov.uk/statistics/industry/agriculture/index.htm>

(3.6) Members felt that industry segmentation and better targeting of audience e.g. older workers was key to helping improve the industries poor safety record. Also more focus and better targeting of contractors that cover a wide range of farming activities from farm to farm but acknowledged that not all will be registered with a holding number.

(3.7) Members discussed methods of communication with farmers. There was a feeling that most farmers focus on getting the job done in the quickest and most practical way they know with little thought and consideration to their own safety. Changing culture and behaviour is one of the biggest challenges to get farmers to change their mind set from doing the task the same way they have done over many years. It was recognised that the industry isn't clear on the best channels for distribution of key messages. More work should be done to find out what has most influence and therefore impact.

(3.8) Chair invited members to explore and discuss any gaps that members had identified in the paper. Marcus Potter suggested linking strands between inspection/enforcement with training/education and involvement with the right intervention blend. The thinking behind the theory is that if farmers were to upskill themselves and look after their safety then less intervention will be required. This would allow HSE to focus its resource where it was most needed to bring about change through its regulatory approach.

(3.9) Members felt that more emphasis should be given on publicising good practices. Chair reminded members that celebrating and sharing success is a key theme in the Help Great Britain work well strategy. David Knowles mentioned the Welsh Government initiative on positive visits. He had looked at good practice on silage making at 30 farms, which had received a score against a matrix methodology.

(3.10) Members agreed that part 4 on use of industry insight and industry initiatives to improve the H&S behaviours needs more emphasis and was a valuable part of the strategy. The British Farming Forum had looked at tackling behaviour change on an incident that involved children on tractors and on another on tractor machinery through social media platforms. Challenging bad behaviour through social media channels require collective messaging from all stakeholders if we are to achieve a multiple effect on thread discussions. Andrew Turner mentioned a recent example in 'Arb talk'. Most farmers are under the impression that it will never happen to them. Although the discussion thread had generated a lot of interest, if you don't see it when it appears on social media the history builds up and then news page soon moves onto another story.

(3.11) Members agreed that focus on strategy was sufficient and wide enough to cover most situations and that challenging behaviour and attitudes was a key component. Members were invited to provide feedback /individual organisation comments by email correspondence direct to chair.

Action: Members to forward their comments on strategy and sector plan direct to chair

4 AIAC initial notification of fatal incidents – review of use by members

Chair invited AIAC members to provide feedback on what action they had taken on receipt of a HSE fatal alert.

(4.1) Unite the Union advised members that different priorities within Unite had limited wider coverage and the message were not getting rapid dissemination. They aim to use 'Landworker' (in house union magazine) as the main platform to post fatal alerts with an associated safety message. Unite confirmed that they found the summary and linked guidance on safe practice, most useful.

(4.2) Gerald Davies informed members that notification was sent to all Landex college heads including farm managers. Content was also used to inform and educate students as part of the learning package.

(4.3) David Knowles advised that IOSH continues to promote messages on their micro Rural Industries Group (RIG) news webpage. In addition David disseminated bespoke messages within the safety forums that he attended, with clients (~350 rural practices) and safety events that he attends. IOSH RIG have invested time and resource in developing content and messages and able to provide no of web hits.

(4.4) James Eckley informed members that notifications was developed into short stories and then posted onto the NFYFC member social media channels.

(4.5) Mark Smith confirmed that NFU Mutual continues to send out with their monthly bulletin to all Regional teams/agencies covering geographical losses / claims. NFUM also shared messages with clients and members through various IT communication channels including their in house yammer social platform. NFUM had carried out some research on risks, geographical location and dates using real time data from the notification matched against their own intelligence on claims made.

	<p>(4.6) Marcus Potter informed members that Lantra shared details with instructors and training providers and that the notification continued to be well received. Further work was planned to develop communication channels and new material to be re-used by instructors on a forthcoming training refresher update.</p> <p>(4.7) Tom Price advised that the alerts were cascaded to county advisers/local NFU representatives in England and Wales and posted on the NFU farm safety website. He felt that local geography on the incident had helped to increase impact and interest within the local community.</p> <p>(4.8) All members agreed that the fatal notification system was worthwhile and an invaluable communication method in promoting safety message and guidance.</p> <p>Action: Members to provide statistical details on number of web hits</p>
5	<p>Verbal update on HSE Agriculture Insight Research</p> <p>(5.1) Chair provided verbal feedback on proposed Insight research. HSE had commissioned Ipsos Mori to undertake a significant piece of work to help develop audience segmentation and gather insight into communication and attitude to risk across the farming community. Part of the work will include interviews with a significant number of farms across GB to help gather quantitative data for the research.</p> <p>(5.2) AIAC members were also approached in the initial development of the question set. The research will also cover appreciation of the magnitude of risk i.e. do farmers know how to prevent risk; why do they choose not to do a job in a safe way. Researchers will also explore how farmers receive information/like to receive. Findings from the research are likely to be completed by February and then shared with AIAC members and the three FSP's when HSE are ready to publish.</p>
6	<p>Items raised by AIAC members: Nordic Meeting on Agricultural Occupational Health and Safety</p> <p>(6.1) David Knowles gave a presentation on the seminar that he had attended, which he had found worthwhile. The 'Lean & Safety' philosophy adopted had helped to make some real improvements in safety. David described the weekly planning white board and use of magnetic safety cards for each task using pictorial images. The example included a 6 block grid on: Goal KPI; effort on goals; what went well last week; ideas; prioritisation matrix; matrix plan. The approach had also helped to improved communication and animal welfare.</p> <p>Action: David Knowles to forward presentation</p>
7	<p>Overview of cattle related incidents (AIAC Paper 16/11/02)</p> <p>(7.1) Adrian Hodgkinson presented the cattle incident paper requested by members following discussion of AIAC paper 15/06/01 at the June 2015 meeting. Members agreed the recommendations made and were invited to offer their thoughts on how to take actions forward.</p> <p>(7.2) Further work and improvements in recording and collecting data will be carried out by HSE. AIAC members offered their support to HSE in discussing the data with their organisations, and promoting HSE and industry guidance.</p> <p>Action: HSE to update the operational data table and members to promote HSE and industry guidance.</p>
8	<p>Feedback from South West Project: temporary diversions of footpaths while livestock are grazing.</p> <p>(8.1) Chair outlined the South West project and local initiative developed to offer temporary alternative routes for walkers using footpaths where cattle were present in the field. This is a possible action that can be taken when a risk assessment identifies that actions need to be taken to manage cattle in fields. HSE, NFU and CLA have some concerns that the work is not sufficiently developed to be more widely disseminated and these views will be fed back to the project members. It was recognised that aspects of the work are a useful 'tool' in the box of measures that can be taken however there is also a risk of a false sense of compliance, and insufficient emphasis on the decisions being driven by adequate risk assessment.</p>
9	<p>Report back</p> <p>Farm Safety Partnership (FSPs) in England, Scotland and Wales</p> <p>(9.1) Tom Price reported back on the FSP (England) meeting held on Wednesday 26 October 2016. The meeting was well attended with lots of positive discussions. Members remained committed and interested in the partnership. However, Chair felt more focus was needed on activities to help bring everybody together in a coherent way. Furthermore the group would benefit from a clear and strategic approach.</p>

	<p>Next board meeting had been proposed for early February 2017.</p> <p>(9.2) FSP groups: The cattle group had produced an advice leaflet for farm safety week on cattle handling for distribution at the 2016 livestock show held at Birmingham NEC. The machinery 'safe stop' stickers continued to be well received and re-produced by NFU for distribution at SHADs and other events on demand. The machinery group will meet again to help broaden its membership.</p> <p>(9.3) Members agreed that messages need to be coordinated and repeated from multiple sources to bring about sustainable behavioural change. Independent evaluation to gauge what difference some of the initiatives such as 'safe stop' have made is required. The safe delivery group has produced its guidance and has been disbanded.</p>
	<p>Scotland</p> <p>(9.4) Chair informed members that the Scotland FSP had not met since December 2015. Some interest from new members including IOSH, Unite, machinery rings had generated enthusiasm but little progress has been made with the SFSP.</p>
	<p>Wales</p> <p>(9.5) Chair informed members that the Wales partnership has recognised that they are not operating in a coordinated and strategic way and are taking steps to change this. A workshop of senior members is planned to develop a plan/strategy and to explore and agree new ways of contributing in a more joined up and cohesive way.</p>
	<p>Farm Safety Week</p> <p>(9.6) During farm safety week the partnerships main focus was on highlighting the latest fatal injury statistics and the main causes. A short safety video on transport was also developed up uploading onto YouTube. The partnership had measured success of the campaign by the number of social media hits i.e. twitter and Facebook and wide industry press coverage. The farm safety partnership had been nominated for an award for the Partnership Award and at the British Farming Awards.</p> <p>(9.7) Members were encouraged to forward details of new case studies for 2017 farm safety week to Stephanie Berkeley. Although the 2017 Livestock Show may not be held at NEC an alternative venue will be explored by the FSF.</p> <p>Action: All members to forward details of case studies to Stephanie Berkley</p>
	<p>AFAG and FISA (AIAC paper 16/11/03)</p> <p>(9.8) Feedback from AFAG and FISA had been discussed as the third agenda item of the day. Andrew Turner presented AIAC paper 16/11/03 on developments since the last meeting. Chair and Andrew had both attended the last FISA meeting where the steering group suspended membership of FCA due to a breakdown in relationships. For details see AIAC paper 16/11/03).</p> <p>(9.9) AIAC members were invited for their thoughts on whether the FCA position had implications for the credibility of advice developed within AFAG. Members felt that the next AFAG meeting gave an opportunity to discuss how FISA and FCA saw their roles in the committee. Members also felt AFAG should facilitate discussions to resolve the breakdown in working relationships, given that both parties bring a wealth of industry knowledge and experience to help address the industry's safety issues.</p> <p>(9.10) Members acknowledged that forestry was over represented at both AFAG and FISA and although Arb and forestry had some common interests, there appeared to be a very large number of members of AFAG, and AIAC felt this may not be required given that FISA has become well established. AIAC requested that the role and membership of AFAG should be reviewed at the next AIAC meeting.</p> <p>Action: HSE to prepare a discussion document on the role and membership of AFAG to be included as a substantive discussion item on the next AIAC agenda.</p>
10	<p>Any other business</p> <p>(10.1) David Knowles informed members that NFU and IOSH RIG were working in partnership to help promote safety messages at the new Newark machinery show to be held in November.</p> <p>(10.2) David also mentioned that CONIAC had approached IOSH RIG for a suitable expert on roof work for a sub working group looking at agriculture buildings. IOSHH RIG were not aware of any suitable candidate (within their organisation) with extended practical experience in this area of work. Members were invited to suggest a suitable contact. Members to forward details to David Knowles/Secretariat.</p>

Action: Members to forward details to David Knowles/Secretariat.

(10.3) On behalf of AIAC Chair had wrote to Jennifer Donn, NAAC thanking her for her invaluable contribution to FSP and AIAC. Secretariat will inform members as soon as NAAC confirms Jennifer's replacement to AIAC.

9 Date of next meeting:

The next AIAC meeting will be held on Wednesday 7 June 2017 in room GO3, DWP Building, Five Ways House, Islington Row Middleway, Birmingham B15 1SL

Notes Item No	Description of Actions	Progress
3.1	Members to comment of condensed ToR that will be circulated with minutes	Discharged
3.2	Tom Price and Mark Smith to see if their organisations had received a letter from HSE's chair seeking feedback on what action their organisations had taken post strategy event.	
3.11	Members to forward their comments on strategy and sector plan direct to chair	
4.7	AIAC members to provide statistical details on number of web hits received on fatal alerts.	
6.1	David Knowles to forward presentation from Nordic meeting	
7.2	HSE to update the operational data table and members to promote HSE and industry guidance.	
9.6	AIAC members to forward details of case studies to Stephanie Berkley for the 2017 farm safety week	
9.9	HSE to prepare a discussion document on the role and membership of AFAG to be included as a substantive discussion item on the next AIAC agenda	
10.2	Members to forward details of (suitable expert on roof work) to David Knowles/Secretariat	