

Date: 7 June 17	Location: DWP Building, Five Ways House, Birmingham B15 1SL	Taken by: Nick Sangha
Subject: AGRICULTURE INDUSTRY ADVISORY COMMITTEE (AIAC) MEETING		
Present: HSE Rick Brunt (Chair) Andrew Turner Nick Sangha (Committee Secretary) Lyn Spooner (observer) Luke Messenger (observer) Jane Gregory (guest)	AIAC Members Thomas Price (NFU) James Chapman (NFU) Gerald Davies (LANDEX) Marcus Potter (Lantra) John Burbridge (Unite) Duncan Russell (NAAC)	
Item No	Description	
1	Welcome and Opening Remarks	
	The chair welcomed everybody to the meeting and extended a warm welcome to Duncan Russell (new committee member) representing NAAC. Apologies: Mark Smith (NFU Mutual); David Knowles (IOSH RIG); James Brown (AFAG); James Eckley (NFYFC); Ian Beeby and Matthew Belsey (Unite).	
2	Matters arising and actions outstanding from previous meeting	
	<p>Actions from previous meeting had either been discharged or were listed as an agenda item for this meeting. One item from the last meeting remained outstanding.</p> <p>(6.1) At the last AIAC meeting David Knowles gave a presentation on the Nordic seminar and subsequently agreed to share. David informed the AIAC secretariat that following his resignation from ADAS he was unable to access any files or information prepared for or held at ADAS but if the presentation was still required, he would try to source it from his contacts. Members agreed the presentation contained invaluable information and encouraged David to approach ADAS for a copy.</p> <p>Action: David Knowles to approach ADAS for a copy of his presentation</p> <p>AIAC initial notification of fatal incidents – member use outside of distribution remit</p> <p>(2.1) The Chair reminded members that HSE issued fatal safety alerts to help assist AIAC members to cascade and promote key safety messages within their organisation and wider farming community. Members should not simply take the information and imply anything specific about the circumstances of the incident. Chair was concerned some AIAC members had attempted to analyse and predict indicative statistics in advance of HSE’s annual fatal injury release. The farming media had also drawn its own conclusions from the initial notifications sent out in February supplemented with member input. Although some publicity was welcomed, the information is supplied early and is subject to change. For example: the correct industry SIC allocation and reportability of the incident that can only be determined after enquiries have been made and the circumstances/cause of incident will not be known until after the investigation has completed its findings.</p> <p>(2.2) The Chair confirmed that RTA incidents were not reportable to HSE under RIDDOR. Tom Price informed members that the Department of Transport (DoT) website held a statistical data set on vehicles involved in reported road accidents. Members agreed that fatal injury statistics are an invaluable data source to help raise awareness but most farmers are still of the view that it doesn’t happen to them. Enforcement action i.e. prosecution cases are equally important because of the penalties awarded by the courts and the associated prosecution costs to the farming business and its directors.</p> <p>Action: Tom Price to send link to DoT website – actioned post meeting</p>	

<p>3</p>	<p>Helping Great Britain Work Well (HGBWW)</p> <p>(3.1) The Chair introduced Jane Gregory from HSE’s Corporate Communications Branch and agenda item on HGBWW. Jane presented a draft media and campaigns paper on a proposed three month pilot campaign and associated communications activity plan. Jane outlined the approach, plan, audience and key messages taking into account the early findings from the IPSOS insight research on targeting ‘hard to reach’ farmers. The approach, channels and top level messages will be broad and highlight risk taking behaviours is unacceptable and healthy and safety workplaces should become the norm. Members were invited to comment on the draft campaign paper. See paper for further details.</p> <p>(3.2) Members expressed opinions that hard to reach groups included migrant/transient workers and farmers over the age of 55, and a view that the majority of older farmers may not use social media channels. Members felt that more needs to be done to reach this group through other communication channels. The Chair informed members that the Insight research had also indicated large parts of the industry are more likely to receive their information from media channels such as Farmers Weekly and Farmers Guardian.</p> <p>(3.3) Members were reminded that HSE’s Safety and Health Awareness Days (SHADs) are designed to help raise awareness by delivering specific messages around the main causes of fatal and major injury and that HSE’s Insight research will influence delivery of future events.</p> <p>(3.4) The agricultural campaign burst communications plan included supporting the national Farm Safety Week by illustrating topic areas with key HGBWW messages. The plan includes the potato harvesting inspection programme in the Autumn and the intention to increase stakeholder partnership working, awareness of issues and communication engagement. Social media channels such as twitter will be used to target audience. Supplementary pictorial messages and simple text will be used to increase awareness amongst migrant workers. Members expressed their opinions in that the industry sector segmentation, age profile and the use of hard hitting videos may help increase audience awareness and message recall.</p> <p>(3.5) Gerald Davies mentioned the Landex conference where more emphasis was on using direct, simple, clear everyday familiar language to deliver key messages rather than focus on technical detail. Members discussed and agreed successful communication campaigns included skin cancer and repeat short simple messages ‘don’t drink and drive’ and ‘Think bike Think biker’. The Department of Transport (DoT) had invested a considerable amount of resource into behavioural change and repeat messaging consistently over a long period of time.</p> <p>Action: Members invited to forward their comments on pilot campaign burst direct to Jane Gregory by Friday 23 June 2017</p>
<p>4</p>	<p>Agriculture Sector Action Plan</p> <p>(4.1) The Chair provided a brief update on HSE’s Agriculture Sector Plan and thanked members for the comments that he had received. These will inform future delivery plans although the top level plan will remain relatively brief. The main focus will remain on the right blend of interventions including regulatory work, communications and stakeholder partnership working.</p>
<p>5</p>	<p>Verbal update on HSE Agriculture Insight Research</p> <p>(5.1) The Chair provided verbal feedback on the Insight research. Ipsos Mori had carried out in depth telephone interviews lasting approximately 25 minutes (each) with around ~1,700 farmers.</p> <p>(5.2) Segmentation of farmers attitudes to risks were categorised into four main groups based on attitude and behaviours.</p> <p>(5.3) Members agreed that research is invaluable to identify correct messaging for target audiences, their needs and attitudes. The Chair reminded members that the heart of improvement was behavioural change and this is likely to take many years to show sustained improvements. This will require a blend of interventions such as communication, SHAD type approaches, inspection and regulation, delivered in combination and not in isolation.</p> <p>(5.4) Parallels were drawn with initiatives such as NFU Scotland’s Farming With Dyslexia campaign (that encouraged partnering organisations to think about how communications can be simplified and streamlined to make messages more accessible to individuals who are dyslexic) and the Devon YFC initiative on PTO safety. Members agreed joined up partnership working to deliver the same message has a much bigger impact.</p>

<p>6</p>	<p>Agriculture (farming) SHADs</p> <p>(6.1) Marcus Potter, CEO Lantra presented a short summary report on the 2016/17 SHAD programme. The paper included farmer attendance records and scenarios delivered throughout the programme. In summary attendance across all 12 events was 18% of invitations sent out but varied between each location. Anecdotal feedback from farmers that had attended an event remained positive but there is a view that more can be done to achieve a higher attendance record to invite percentage.</p> <p>(6.2) The Chair informed members some further tuning of the programme was already in hand including changing the invite letter to help maximise attendances. Target audience for each event remained at 300 (150 for morning and 150 afternoon). Locations, venues and invite lists are based on a number of variables using HSE's geographical mapping tool against non-attendees, previous attendance records and farming demographics. Sponsorship of future events remained on HSE's agenda to help sustain future delivery of programme under the financial climate.</p> <p>(6.3) There was a suggestion that AHDB monitor farms may be an attractive venue to promote a better delegate uptake. The Chair reminded members the target audience remained farmers who had not attended a previous event and more needs to be done to attract non-attendees and in particular farm decision makers.</p> <p>(6.4) AIAC members agreed that a longer term strategy to sustain a programme of SHAD type events should be considered to help make the events sustainable. A small working group will explore alternative delivery models going forward (James Chapman, Duncan Russell and Marcus Potter to attend with HSE representatives).</p> <p>Action: Secretariat to organise date and location for SHAD working group – actioned post meeting</p>
<p>7</p>	<p>Current trends in agriculture machinery fatal incidents (AIAC Paper 17/06/01)</p> <p>(7.1) Andrew Turner presented AIAC paper 17/06/01 current trends in agriculture machinery - fatal incidents as an update to a previous AIAC paper 14/11/01. See paper for further details on recommendations and actions proposed. AIAC members were encouraged to promote key messages such as safe stop amongst their membership and to consider new strategies for solving existing machinery and transport problems.</p> <p>(7.2) John Burbridge, Unite felt that information should be cascaded in training material throughout agriculture colleges to all new entrants to industry. Members discussed the merits of a passport type scheme or involving farm assurance schemes to help improve professionalism into the industry. Andrew Turner welcomed initiative but highlighted some of the challenges seen with the introduction of a card scheme in the landscaping industry. A small working group will explore this further (Marcus Potter, Gerald Davies and Duncan Russell plus HSE representatives).</p> <p>Action: Secretariat to organise date and location for demonstrating professionalism in agriculture working group – actioned post meeting</p>
<p>8</p>	<p>How other countries are tackling farm safety</p> <p>(8.1) James Chapman provided feedback from his Nuffield Scholarship travels about how other countries are tackling farm safety. James described the health and safety regimes operated in USA, Canada, New Zealand and Australia. James mentioned each country's reporting of accidents and enforcement arrangements. All of the countries visited had different systems for training, education and enforcement of legislation and differences in requirements for reporting accidents.</p> <p>Action: James Chapman to share his Nuffield report in due course</p>
<p>9</p>	<p>Future role and membership of AFAG (AIAC paper 17/06/02)</p> <p>(9.1) Andrew Turner presented AIAC paper 17/06/02 on future role and membership of AFAG. See paper for further details. In summary FISA have taken forward and delivered much of AFAG's work through its working groups. Although forestry and arboriculture have some common areas of interest such as chainsaws the balance was more towards forestry related issues. Andrew circulated members meeting attendance records from 2013-17 and invited AIAC members to discuss AFAG member commitment. The Chair invited members to consider whether AFAG should continue in its current format as a sub-committee of AIAC or disbanded and other ways to engage with industry explored.</p> <p>(9.2) Members agreed that AFAG should rebalance some of its focus on arboriculture and FISA members should continue to serve on the AFAG committee on forestry related issues. Members discussed other ways of communicating with the arboriculture industry. However, in the interim AFAG should continue as subcommittee of AIAC to be reviewed in 12 months' time. The Chair to review membership and</p>

	<p>attendance records and consider options of members remaining or leaving committee.</p> <p>Action: Chair to review membership and attendance records and consider options of members remaining or leaving AFAG committee</p>
10	<p>Report back</p> <p>Farm Safety Partnership (FSPs) in England, Scotland and Wales</p> <p>(10.1) Tom Price reported back on the FSP (England) partnership. The England FSP management board and its members continue to raise concerns about the lack of progress and direction. Tom advised members that he was working on a plan of work to help direct and better co-ordinate efforts with more focus on partnership working. Members expressed views that board members had diverse views and currently there was no clear visible strong leadership to drive forward key objectives in a coordinated, consistent and sustained way.</p>
	<p>Scotland</p> <p>(10.2) The Chair informed members that the Scotland FSP has not met for nearly 18 months. The Chair recently met with the CE of NFU for Scotland and noted that the NFU are acting on a number of initiatives independently. NFUfS is aiming to set a partnership meeting to reinvigorate their activities.</p>
	<p>Wales</p> <p>(10.3) The Chair informed members that the Wales partnership was still developing its plan of work and is investing a lot of effort into finalising an action plan that will be further considered at the July meeting. There is also a lot of focus on supporting Farm Safety Week at the Royal Welsh Show.</p>
	<p>AFAG and FISA</p> <p>AFAG: AIAC paper 17/06/03</p> <p>(10.4) Andrew Turner presented AIAC paper 17/06/03 overview of the AFAG meeting held on 14 November and 16 May 2017. Main discussion was on future of AFAG (already covered in tem 9) and significant matters included chainsaw certification as set out in the paper.</p> <p>FISA: AIAC paper 17/06/04</p> <p>(10.5) Andrew Turner also presented AIAC paper 17/06/04 – FISA update May 2017. Members voted to adopt revised Articles and Rules and appointed new chair. Difficulties in financial accounting have also been addressed. The working groups were active on a range of topics including manual takedown of trees and serious injuries involving forestry harvesters.</p>
11	<p>Any other business</p> <p>(11.1) No additional item were raised by members.</p>
9	<p>Date of next meeting:</p> <p>The next AIAC meeting will be held on XX November 2017</p>

Notes Item No	Description of Actions	Progress
6.1	David Knowles to approach ADAS for a copy of his presentation	
2.3	Tom Price to send link to DoT website	Discharged
3.3	Members invited to forward their comments on pilot campaign burst direct to Jane Gregory by Friday 23 June 2017	
4.1	Members to support delivery of the Agriculture Sector action plan	
6.5	Secretariat to organise date and location for SHAD working group	Discharged
7.2	Secretariat to organise date and location for demonstrating professionalism in agriculture working group	Discharged
8.1	James Chapman to share his Nuffield report in due course	
9.1	Chair to review membership and attendance records and consider options of members remaining or leaving AFAG committee	