



NOTES OF MEETING

Date: 14 October 2010	Location: HSE, Grove House, Manchester	Taken by: Jackie Jones
Subject: AGRICULTURE INDUSTRY ADVISORY COMMITTEE (AIAC) MEETING		
Present:		
HSE	AIAC Members	
Marcia Davies (Chair)	Marcus Themans (NFU)	
Alan Plom	Graham Munford (IOSH)	
David Coackley	James Brown	
Rachel Corbridge	Tim Englefield (Landex)	
Jackie Jones	Madge Moore (Lantra)	
	Ian Waddell (Unite)	
	Charlie Clutterbuck (Unite)	
	Ian Beeby (Unite)	
	Andrew Clark (NFU)	
	James Eckley (NFYFC)	
	David Leavesley (NFU Mutual)	

Item No	Description
1	Welcome and Opening Remarks
	(1.1) Marcia Davies, AIAC Chair, welcomed all members to Grove House, particularly Graham Munford attending for David Knowles. (1.2) Apologies received from Keith Christian; Pat Stanley; Jill Hewitt; Roger Lane-Nott; Chris McCann; David Knowles; Sandy Blair and Graeme Walker
2	Matters arising and actions outstanding from previous meeting
	(2.1) The majority of actions from the previous meeting have been discharged, are ongoing, or listed as an agenda item. Actions: <ul style="list-style-type: none">➤ Charlie Clutterbuck to specify what he needs from HSE's photo library.➤ Committee Secretary to forward a link to the HSE website page containing Freedom of information data on fatal incidents.➤ Committee Secretary to include a report on fatalities as a regular agenda item for future meetings.➤ Members to circulate any PR/news stories to all for information.➤ Alan Plom/Committee Secretary to circulate the link to HSE's website news stories to members.➤ David Coackley to update Chris McCann on the developments with other supermarkets.

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3	<p>Update on current Government policy on communications – Marcia Davies, Chair</p> <p>(3.1) The Chair updated members on the latest position in relation to communications spend.</p> <p>(3.2) Govt. Depts. are now required to submit business cases for all communications activity, including those with a zero cost. These arrangements are likely to remain in place until the end of this financial year. Delivery of SHADs and attendance at shows will proceed as planned for this work year. Members offered their continued support for SHADs, which they regard as highly successful front line interventions; and asked that the Board be made aware of their continuing support of this approach.</p> <p>(3.3) HSE must find alternative methods of disseminating key messages, raising awareness and building upon the success of Make the promise campaign. The NFU Summit was very timely – the industry recognised it must come together to take ownership and demonstrate leadership.</p> <p>(3.4) Graeme Walker and Marcus Themans are developing a pilot for a targeted industry led mini SHAD which will be ‘owned’ by an existing rural community. The pilot will take place in the Midlands.</p> <p>(3.5) Ian Waddell asked that the committee discuss the impact of the Spending Review on delivery of the AIAC work plan at the next meeting.</p> <p>Actions:</p> <ul style="list-style-type: none"> ➤ Sector to note members’ concerns about the potential impact of the Spending Review on the continuing delivery of SHADs in the next Board report. ➤ Committee Secretary to include agenda items on the impact of the Spending Review on the AIAC Work plan and the outcome of Lord Young’s review for the next meeting.
4	<p>Update on key topics – Marcia Davies, Chair</p> <p>(4.1) Lord Young’s review: the report will be published on 15 October 2010. It is expected to cover a wide range of topics including ‘compensation culture’, the role of insurers and personal injury lawyers. To be included as an agenda item for the next meeting.</p> <p>(4.2) DEFRA Task Force: chaired by Richard McDonald, have interviewed Judith Hackitt and Geoffrey Podger. Judith Donovan, former Agriculture Champion, is a member of the Task Force. The review is ongoing, with a closing date of 31 October 2010 for those wishing to express any views. The report is scheduled for publication in April 2011.</p> <p>(4.3) Members agreed that unnecessary red tape is standing in the way of helping businesses, especially in relation to the delivery of important training. The Chair invited Andrew Clark, Marcus Themans, David Leavesley, Madge Moore and Unite to develop and forward a submission to the Task Force.</p> <p>(4.4) Updating HSE’s web site: the Sector is reviewing the agriculture pages to ensure that they are current. Govt. (previous and current) is to reduce the number of Departmental websites. HSE is fighting to keep our website based on high levels of brand recognition; and the fact that we are a regulator.</p> <p>(4.5) The Agriculture E:bulletin has recently undergone a ‘facelift’. The next edition is due this month. Members will be sent an advance copy of the content, together with a link to the appropriate page on the website containing information on how sign to subscribe to future copies.</p> <p>(4.6) Any members who forward on the E:bulletin on to others are asked to provide the names of the organisations to the Committee Secretary.</p> <p>(4.7) Madge Moore offered to publicise both the Agriculture E:bulletin and Treework on the Lantra</p>

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	<p>website.</p> <p>(4.8) Better regulation: HSE exceeded the target set by the previous Govt. with a reduction of 27% during 2005-10. The present Govt. has agreed the overarching principle, which is to legislate only if we cannot use any other means of bringing about the required change. There must be an end to gold plating, a clear analysis of the cost benefits and completion of impact assessments. EU regulations are also in scope and must undergo rigorous tests and contain a sunset clause.</p> <p>Actions:</p> <ul style="list-style-type: none"> ➤ Committee secretary to include an agenda item on Lord Young’s review at the next meeting. ➤ Andrew Clark, Marcus Themans, David Leavesley, Madge Moore and Unite to develop and forward a submission to the Task Force. ➤ Members to forward the names of the organisations on their mailing list for the Ag E:bulletin to the Committee Secretary. ➤ Madge Moore offered to publicise both the Agriculture E:bulletin and Treework on the Lantra website.
5	<p>Building on Make the promise – Rachel Corbridge, HSE</p> <p>(5.1) Whilst the campaign has ended, the Make the promise ‘brand’ will continue. HSE Communications Directorate is considering possible low, or no cost activities. A business case has been submitted for approval; however, this is a lengthy process (three months or longer) involving each of the various authorising groups within HSE and DWP (and possibly, the Cabinet Office).</p> <p>(5.2) Planning and preparatory work can continue during this period. Some of the ideas include a customised logo and a digital promise knot for use by Promise partners.</p> <p>(5.3) Members were reminded about how to register as Promise partners.</p> <p>(5.3) The Agriculture Stakeholder Strategy is being considered by Communications Directorate within the wider context of HSE’s updated Stakeholder strategy and the current operating environment.</p> <p>Action:</p> <ul style="list-style-type: none"> ➤ Rachel Corbridge to forward the link to the relevant Promise partner web page.
6	<p>Forward programme of Agriculture/Technical shows 2011/12: Rachel Corbridge, HSE</p> <p>(6.1) Members updated on HSE’s attendance at this season’s shows. The Agriculture Revisited team now have a clearer picture about what works, based upon feedback from both HSE staff and visitors to the stands. This information is be used together with the results of the evaluation exercise to determine the programme for 2011/12. It is likely that HSE will attend fewer agriculture shows and will focus upon technical events as they attract more farmers.</p> <p>(6.2) Members are invited to share their experiences of attending technical shows by emailing the Committee Secretary.</p> <p>(6.3) The Sector is currently in discussion with Field Operations Directorate regarding the position in Wales and Scotland. If HSE attends the Royal Welsh and Royal Highland shows, then it is likely to be on a smaller scale.</p>

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	<p>(6.4) There was a consensus amongst members that HSE should concentrate on the technical shows.</p> <p>Action:</p> <ul style="list-style-type: none"> ➤ Members to email the Committee Secretary with feedback and recommendations for attendance at shows.
7	<p>Report back on the NFU Summit 30/9/10: Andrew Clark, NFU</p> <p>(7.1.) Andrew Clark informed members that sixteen different organisations had been represented on the day. The event had been successful in raising awareness of the Make the promise message and in securing commitment from industry leaders to build on the success of the campaign. There is a desire to turn that high-level commitment into tangible action.</p> <p>(7.2) The event had attracted positive media coverage with articles appearing in both Farmers Weekly and Farmers Guardian.</p> <p>(7.3) NFU are to chair a meeting of industry representatives to develop an action plan. The meeting will take place on 16 November 2010 at NFU premises. The plan should include activities that are topic based and sector specific as most farmers align themselves to sectors.</p> <p>(7.4) Marcia Davies suggested that a possible item for discussion at the meeting might be the sponsorship and production of a DVD on livestock handling. HSE is unable to proceed with this piece of work due to the communication freeze. It would signal a powerful message of intent from the Farming Coalition, also farmers are likely to be more positive about the DVD if it were to come from the industry.</p> <p>(7.5) Tim Englefield suggested the college could carry out the filming as they have the necessary stock and buildings.</p> <p>(7.6) Andrew Clark agreed to include it as a priority action for the meeting and to ensure that the appropriate individuals are involved.</p> <p>(7.7) Members agreed that vets could play a key role in this. Madge Moore will provide the name of the lead vet involved in Farm Health plans.</p> <p>(7.8) David Leavesley will provide information on the cost of farming accidents for discussion at the next meeting of AIAC.</p> <p>Actions:</p> <ul style="list-style-type: none"> ➤ Andrew Clark to include the livestock handling DVD as an agenda item at the meeting on 16 November 2010. ➤ Madge Moore to provide contact details for the lead vet. ➤ David Leavesley to provide information on the cost of farming accidents for the February 2011 meeting. ➤ Andrew Clark to circulate a note of the Summit together with a list of attendees
8	<p>AIAC Plan of work: All</p> <p>(8.1) The Committee Secretary thanked the three members for their contributions for updating the work plan and asked that others forward their updates as soon as possible.</p> <ul style="list-style-type: none"> ➤ Committee Secretary to update the plan and then circulate to members
9	<p>Any other business:</p>

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	<p>(9.1) HSE – Alan Plom gave an update on HSE’s attendance at the recent APF event, describing the ORR training facility, which is available for use by others.</p> <p>(9.2) James Brown reported that he sits on a European group who are developing a European standard for chainsaw operator training. The group is making good progress and has attracted great interest from the developing countries.</p> <p>(9.3) Ian Beeby updated members on progress relating to the work of the Combine group who would shortly be reporting on users’ views.</p>
10	<p>Time and date of next meeting</p> <p>The next meeting will be on 3 February 2011 at NFU Mutual HQ, Stratford-upon-Avon.</p>
11	<p>Good news:</p> <p>We are pleased to report that HSE has won two national awards for Make the promise. The PR Week Awards are contested across the whole of the UK PR industry We won the award for the public relations element of the campaign and the award for Campaign of the Year.</p> <p>Sandy Blair, Liz Carridge and Helen Coupland collected the award on HSE’s behalf.</p> <p>We would like to thank all those involved in supporting the campaign and in making the campaign such a success .</p>