



# NOTES OF MEETING

Date: 17 March 2009	Location: NFU HQ, Stoneleigh Park, Warwickshire	Taken by: Nick Sangha	
Subject: AGRICULTURE INDUSTRY ADVISORY COMMITTEE (AIAC) 12 <sup>th</sup> MEETING			
<b>Present (HSE)</b>	<b>AIAC Members</b>		
Marcia Davies (Chair)	Andrew Clark (NFU)	Chris Kaufman (Unite)	Jill Hewitt (NAAC)
Judith Donovan	Marcus Themans (NFU)	Ivan Monckton (Unite)	Roger Lane-Nott (AEA)
Nick Sangha	Pat Stanley (NFU)	Ian Beeby (Unite)	Keith Christian (BAGMA)
Samantha Peace	David Knowles (IOSH)	Madge Moore (Lantra)	James Eckley (NFYFC)
Alan Plom	James Brown (AFAG)	Geoff Gregory (Landex)	
Alastair Mitchell			
Rachel Russell			

Item No.	Description
1	<p><b>Welcome and Opening Remarks</b></p> <p>Marcia Davies, AIAC chair, welcomed members to the 12<sup>th</sup> AIAC meeting held at NFU HQ, Stoneleigh Park, Warwickshire and Keith Christian as a new member to AIAC representing the British Agricultural and Garden Machinery Association (BAGMA).</p>
2	<p><b>Matters arising</b></p> <p>(1) Roger Lane-Nott explained that in terms of representation from manufacturers and suppliers to the industry, the Agricultural Engineer's Association (AEA) represented manufacturers; BAGMA represents dealers and suppliers; and the National Association of Agriculture Contractors (NAAC) represents contractors working in agriculture and amenity.</p> <p>(2) Chair reiterated that AIAC membership and composition would need to be reviewed in the light of HSE's new strategy and the Agriculture Revisited Programme. The length, frequency breadth and depth of meetings can be considered as well.</p>
3	<p><b>Agriculture Revisited Initiative - overview</b></p> <p>(1) Rachel Russell introduced Agriculture Revisited and the positive response received on 'Make the promise. Come home safe' farming campaign. The objective of the campaign (aimed at small family and self-employed farmers) was to raise awareness of fatalities and seek to promote safer behaviours by utilising a mix of advertising, direct mailing and public relations activity.</p> <p>(2) In Phase one, approximately 70,000 packs had been sent out to the target group of farmers using a number of databases. The response to the direct mailing had been tremendously positive and had achieved responses from approximately 6,500 farmers.</p> <p>(3) Analysis had indicated this exceptional response was because the marketing material used by the campaign did not dictate to farmers but recognised the challenges and problems faced in the farming community and was aimed at pointing out the implications for farmers, their families and communities. 75% of respondents said it had made them stop and think.</p> <p>(4) Further details on the Agriculture Revisited projects were provided orally by project leaders.</p>

Item No.	Description
4	<p><b>Agriculture Revisited Initiative – continued</b></p> <p><b>(1) Farming Campaign</b></p> <p>(1.1) Samantha Peace commented how pleased HSE was with the campaign and the outcome of the direct marketing technique developed by the contractors. In particular the bespoke package and style of language portrayed by the marketing company which had a very high recall rate amongst the target audience. Initial feedback suggested that people recognised and remembered the messages and the campaign branding. The 'How Lives Are Lost' case studies booklet had been highly successful and there was a compelling case to compile more case studies including near misses for future campaigns.</p> <p><b>ACTION: All members agreed to forward example of incidents and possible contacts for potential use as future case studies in the next direct mailing booklet to Samantha Peace. NFU agreed to develop a forum on their website to help capture stories.</b></p> <p>(1.2) Judith Donovan informed members that HSE were in the planning stage for the next phase and there was a need to widen the audience and intelligence base. She also thanked Unite and NFU for their support and expressed her appreciation to NFU for promoting the messages and campaign material at their conference. Chair thanked Judith Donovan for her personal contribution, energy and drive in promoting the campaign. Members congratulated HSE on the success of the campaign and its high response from the farming community. Pat Stanley recognised the media interest the campaign had generated within the farming community and agreed to contact: the Breed Society; Women's Food and Farming Union; and other stakeholders. She also suggested campaign 'knot badges' should be provided to help promote the campaign. Members suggested agriculture shows as a platform to help promote the campaign. NFU confirmed that they attend most agriculture shows and suggested contact be made with Terry Abbott their events co-ordinator.</p> <p><b>ACTION: HSE agreed to look at how the NFU and other stakeholders could help support and promote the campaign. Members to advise Samantha Peace on the shows they intent to exhibit so that promotional material can be organised.</b></p> <p>(1.3) Ivan Monckton expressed his support for the campaign but pointed out that people need to act on campaign messages for it to be successful. Members agreed that although the campaign had been well received in the farming community, a campaign of this nature could not be short term. It needs to be sustained for many years to change the culture and hoped HSE would address that in the planning for the next phase. <b>It was agreed that detailed feedback on the first phase and the proposals for the next stages of the campaign would be discussed at the next AIAC.</b></p> <p><b>(2) Safety Health and Awareness Days (SHADs) update</b></p> <p>(2.1) Samantha Peace reported that three pilot farming SHADs had been held using the new model invitation process. All 3 events had been successful and a paper was being drafted for HSE's Board. Jill Hewitt mentioned the successful training days delivered for the amenity sector which included contractors and she offered her support in developing more events. HSE were prepared to help develop more bespoke events which could be tailored to individual stakeholder/industry needs. Alan Plom mentioned the SHAD for employees and migrant workers (which had used translators) held recently in Cambridgeshire and said that HSE has run SHADs for specific groups of producers in the past. HSE has also recognised the need to work with other organisations such as the Environment Agency (as offered at the last AIAC meeting held in Wales). HSE would continue to run its main farming SHADs programme, along with SHADs for other parts of the Sector, and consider ideas for innovative events on the farming side.</p> <p><b>ACTION: Members invited to identify suitable opportunities to develop and run SHADs.</b></p> <p><b>(3) Vocational Qualifications (VQs) and training</b></p> <p>(3.1) Alastair Mitchell circulated a copy of the terms of and reference and workplan for the AIAC Training and Education Group (TEG) to members. Alastair reported that he had been engaging with colleges seeking to encourage them to incorporate the health &amp; safety VQs and thanked members who had volunteered to join the TEG for their contribution. The group had considered how this work will link to the farming campaign and recognised it would provide an opportunity for marketing and promotion. The group were also looking for case studies focusing on the business benefits of training with the larger farming organisations, gearing towards a professional industry. Alastair reported that he had presented a paper on VQ's at the Landex conference. He also mentioned the documents and guides to managing health and safety in agriculture which could be used as resource material.</p> <p>(3.2) Alastair was pleased to report that uptake of VQs had increased to 1,245 registrations and will explore online and virtual learning.</p>

Item No.	Description
	<p><b>Agriculture Revisited Initiative – continued</b></p> <p><b>(4) Machinery, equipment and suppliers</b></p> <p>(4.1) Alan Plom introduced his paper on the equipment supply chain workstream and highlighted the specific 'safe machine' messages developed to support the 'high level' messages of Agriculture Revisited. Alan summarised the project structure and outputs, which includes producing guidance and making it available electronically. The various workstreams are: Creating 'safe machine' messages, images and themes (integrating tractor/trailer braking messages in particular); 'Safe machine' awards (for designers/manufacturers and through colleges); Guidance for users and the industry (key guidance has lapsed and needs reinstating); Supporting materials; Training (including more dealer seminars and developing courses for experienced operators, i.e. 'professional operator' courses); Second-hand machinery (promoting compliance through auctioneers and dealers); and Evaluation.</p> <p><b>POST MEETING ACTION:</b> The concept of having a travelling 'liveried' tractor at shows and SHADs for dealers to convey key messages had been explored with the AEA but discounted on cost grounds and 'brand conflict'. An effective alternative would be to develop suitable display material highlighting the 'safe machines' messages and safety features on tractors, for use by manufacturers and dealers at shows and other events.</p> <p><b>ACTION:</b> HSE to explore provision and use of display material further with HSE's Communications Directorate, AEA and BAGMA.</p> <p>(4.2) Alan reminded members that NFU had previously suggested archiving of operator's manuals for all machinery, to enable instructions to be easily accessible to users, even after a manufacturer had ceased trading. Marcus Themans emphasised that many machines have a life span of ~20+ years and there was an urgent need to address this problem. Roger Lane-Nott agreed with the intention and that this could be easily achievable with new kit but warned that it would be a big task to archive every single manual produced. Most manuals should be available from manufacturers by request. Alan Plom also advised that many tractor clubs, magazines and enthusiasts were also a source of information. Members agreed it was important to start somewhere and a register of links on the intranet may be the best and easiest way forward. Roger Lane-Nott agreed to discuss this with his members to see if such an initiative was feasible.</p> <p>(4.3) Members also asked for instructions for new kit to highlight health and safety messages in a simple form and suggested these should be available on the web. Alan pointed out that this was a requirement covered by standards too. Members agreed that this area should be further developed through the AIAC Transport (and Machinery) project working group.</p> <p><b>ACTION:</b> Roger Lane-Nott to look into the feasibility of archiving maintenance manuals and/or providing links to relevant websites. Alan Plom to develop and progress the 'machinery manual initiative further, through the AIAC Transport and Machinery working group.</p> <p>(4.4) James Brown mentioned the problems associated with the theft of machinery and the precautions being taken in the construction industry. Roger Lane-Nott shared his involvement with the Police 'Plant Theft Action Group' whose prime purpose is to look into theft by tracking down machines and using their enforcement powers. It was suggested that something as simple as a sticker hidden in the machine could be effective in helping to identify lost or stolen machinery and detect theft.</p> <p>(4.5) Pat Stanley commented that the dynamics of the industry had changed and that many small holders now tend to borrow their neighbour's machines. She was concerned that there were a number of irresponsible users who were unaware of the capabilities of the machines that they were using and these individuals were not being targeted because they tend to fall under the radar. However, it was generally felt that this group of people were members of organisations or tend to buy relevant journals/magazines and they could be reached through this route.</p> <p>(4.6) Jill Hewitt shared this view and also mentioned the number of irresponsible contractors in the amenity sector who do not follow basic safety standards, e.g. applying pesticides with hand lances whilst operating ATV's without appropriate training or personal protective equipment and using hand held lances whilst operating ATV's.</p> <p><b>(5) Stakeholder Engagement</b></p> <p>Samantha Peace proposed a project to produce a comprehensive 'map' of stakeholders who interact with the farming community and the appointment of a member of staff to carry out this workstream.</p>

Item No.	Description
5	<p><b>Review of the AIAC Plan of Work</b></p> <p><b>a) Setting the scene- New HSE Strategy and the role of Industry Advisory Committees</b></p> <p>Judith Donovan introduced the new HSE strategy and the role of AIAC. She reiterated that everybody has a role in the new strategy and that those who create risk are best placed to manage it.</p> <p>AIAC is a stakeholder partnership and she asked whether we:</p> <ul style="list-style-type: none"> <li>o Have the right representation on committee;</li> <li>o Need to include other stakeholders to committee;</li> <li>o Have the right terms of reference and objectives;</li> <li>o Need more or different working sub groups; and</li> <li>o The immediate need to hold a working group/meeting which will help shape a new AIAC.</li> </ul> <p>(5.1) David Knowles commented that the Rural Industries Specialist Group of IOSHH had undertaken a similar process. Chris Kaufmann welcomed the idea of a working group to look at how the AIAC could become more effective but did not want to lose sight of what AIAC's main objectives and what it had achieved since the committee was reformed in 2005. Ivan Monckton felt that membership should include people who work on the land and have the necessary skills and experience of the industry. Jill Hewitt commented that the AIAC Transport Group was a good model. It was successful because it involved a wide range of organisations and its members actually go onto farms promoting solutions. Marcus Themans agreed and added that this was an invaluable working group. The success of the Transport group is primarily down to its focus and concentrating on current 'real issues' and promoting solutions. Geoff Gregory agreed that 'task and finish groups' were a good working model in that they can engage with the industry experts and then disband when their objectives have been met. Members agreed the AIAC itself was important and it needs members that bring something to the committee, in particular leadership and direction. The main AIAC committee needs leadership and policy experts who can provide a strategic direction from an industry perspective and should have a range of members and stakeholders who can play an active role. To avoid becoming too unwieldy and difficult to manage it should not be made any bigger or increase its membership but it needs flexibility to establish relevant sub groups. Other advisers could be invited or co-opted to help inform discussions on particular issues at particular meetings and they could form a wider 'pool' of expertise to draw on when necessary. Some myth busting was also needed.</p> <p><b>ACTION: Secretariat to write to members inviting them to form a project group to look at defining membership criteria and meeting format for meetings. Graeme Walker to lead project group.</b></p> <p><b>b) Outcome of the AIAC Planning Group Meeting held on 11 February 2009 and Plan of Work</b></p> <p>(5.2) Samantha Peace reported back on the planning meeting held on 11 February 2009 and tabled the outline AIAC work plan for the year ahead. The Agriculture Revisited workstreams were incorporated into the AIAC plan. <b>David Knowles had offered to chair a project group on 'gathering intelligence about behaviours, attitudes and cultures'</b> but this has not yet met. Members agreed that this should be convened and discussed research and resource material already available on farmer's attitudes and behaviours. There is a need to understand more about the underlying causes of fatalities and farmers willingness to take risks, as well as the environment and pressures farmers work under. This should be further explored by interacting and engaging with them.</p> <p>(5.3) Judith Donovan questioned whether any projects were disregarded during the brainstorming sessions when drawing up the plan for the year ahead. Samantha Peace thanked the two AIAC members who attended for their suggestions and welcomed other members support and comments in helping to restructure and populate the plan. In particular comments had been received from Jill Hewitt and Madge Moore about the overlap with the amenity/landscaping sector. The topics listed in the draft plan had been selected on the basis of evidence of injuries and ill health and political imperatives (such as migrant workers). Members raised the need to look at the amenity sector because of the low level of compliance demonstrated by 'rogue' contractors. These are undercutting the compliant and properly trained contractors. Roger Lane-Nott cited his letter sent to the Chair of the Amenity (Pesticides) Forum which had highlighted problems in this sector and in particular the way park superintendents employed contractors who 'flout the law'. He had been disappointed with the lack of response.</p>

Item No.	Description
	<p>(5.4) Alan Plom advised that HSE/Sector were aware of members concerns and had referred specific complaints to HSE's Field Operations Division (FOD) to follow up e.g. with local authorities. Samantha Peace offered to contact HSE's Services Sector and Local Authority Unit since this was more of a matter for that Sector to address. Alan commented that the problem is that statistical evidence of fatalities and injuries in this sector of the industry are lacking. Alan added that the relevant Lantra Industry Group had proposed to set up an Amenity 'Health and Safety Forum' to discuss some of these issues. Chair noted the extent of concern being expressed by Roger Lane-Nott and Jill Hewitt and suggested that it would be helpful to receive a paper from the industry highlighting the key issues and what HSE could do.</p> <p><b>ACTION: Jill Hewitt agreed to draft a paper for the next AIAC summarising the key issues that they felt need to be addressed.</b></p>
	<p><b>c) Delivery of the AIAC Plan of Work – composition of the AIAC and its working groups</b></p> <p>(5.5) Members agreed that the AIAC should remain as the lead forum and sounding board for the industry providing vision and leadership to support the Health and Safety Executive's Strategy and the Agriculture Revisited Initiative and that we all shared the same objective of reducing fatalities, injury and ill health and making farms and other land based work safer and healthier. They would participate in the development of the AIAC plan of work for 2009/10 and the key elements and workstreams in the plan through its project groups and sub groups.</p> <p>Members were invited to populate the AIAC workplan with specific initiatives.</p> <p><b>ACTION: All members to provide comments on the draft AIAC workplan to Samantha Peace.</b></p> <p>(5.6) The project groups going forward were agreed as:</p> <ul style="list-style-type: none"> <li>○ Transport and Machinery Project Group – Chaired by Alan Plom</li> <li>○ Arboriculture and Forestry Advisory Group (AFAG) – Chaired by Graeme Walker</li> <li>○ Vulnerable Workers Project Group – Chaired by Madge Moore</li> <li>○ Training and Education Project Group – Chaired by Alastair Mitchell</li> <li>○ Gathering Intelligence about Behaviours, Attitudes and Cultures Project Group – Chaired by David Knowles</li> <li>○ A group dealing with innovative communications with agriculture and the wider land based industries and stakeholders. To include the amenity (chair TBC)</li> </ul> <p>(5.7) Alan Plom reminded members that he had presented a verbal summary of injuries relating to livestock at the previous meeting. Members agreed that a workshop similar to the Transport Group meetings should be held to consider current information and if there is a need for further guidance in this area, to help address some of the issues and concerns raised by members. Alan agreed to convene a small working group and will invite relevant members and other organisations from the industry.</p> <p>(5.8) The following groups were disbanded:</p> <ul style="list-style-type: none"> <li>○ Casual, Temporary and Migrant Workers Group (now Vulnerable Workers Group);</li> <li>○ Child Safety Group (little progress made - objectives to be achieved by other means, e.g. through stakeholder working;</li> <li>○ Worker Involvement (overtaken by wider HSE initiatives); and</li> <li>○ Musculoskeletal Disorders Group (MSD) – (did not meet because of insufficient membership)</li> </ul> <p>Work on the above issues will continue through other project groups and AIAC's plan of work.</p>

Item No.	Description
6	<p><b>Agenda for the next meeting and dates for next year's meetings</b></p> <p>Judith Donovan suggested that the next meeting be held in June/July during a show. The Royal Highland Show and the Lincolnshire show were suggested as potential venues. Chair discussed proposal and budgetary constraints with members and how difficult (and expensive) it would be to secure sufficient and convenient hotel accommodation during the show season. AIAC Secretariat to explore options further.</p> <p>&lt;Note: Meeting to be held in London on 29 June for the reasons discussed.&gt;</p> <p>Subsequent meetings for the year were agreed as:</p> <ul style="list-style-type: none"> <li>o Tuesday 6 October – HSE Nottingham office or Rose Court, London</li> <li>o Wednesday 3 February – venue TBC</li> </ul>
7	<p><b>Other business and closing remarks</b></p> <ol style="list-style-type: none"> <li>(1) It had been suggested that Business Link should be invited to the October AIAC meeting to give a presentation. Committee secretariat to follow this up.</li> <li>(2) Alan Plom mentioned the exhibition gun cabinet currently held in storage by HSE and the proposal to permanently house it at the East of England Showground. Ian Beeby was following this up with the Agriculture Society.</li> <li>(3) Chair thanked members for their invaluable input at the meeting and looked forward to the next meeting.</li> </ol>
8	<p><b>Summary of actions</b></p> <ol style="list-style-type: none"> <li>(1) All members agreed to forward examples of incidents and possible contacts for potential use as future case studies in the next direct mailing booklet to Samantha Peace.</li> <li>(2) NFU agreed to develop a forum on their website to help capture stories.</li> <li>(3) HSE agreed to explore promotional campaign material for NFU and other stakeholders use at shows and events.</li> <li>(4) Members to advise Samantha Peace on the shows they intent to exhibit so that promotional material can be organised. Detailed feedback of 1<sup>st</sup> phase and next stages of campaign to be discussed at the June meeting.</li> <li>(5) Members invited to identify suitable opportunities to develop and run SHADs</li> <li>(6) HSE to explore provision and use of display material further with HSE's Communications Directorate, AEA and BAGMA.</li> <li>(7) Roger Lane-Nott to look into the feasibility of archiving maintenance manuals and/or providing links to relevant websites. Alan Plom to develop and progress the 'machinery manual initiative further, through the AIAC Transport and Machinery working group.</li> <li>(8) Secretariat to write to members inviting them to a project group to look at defining membership criteria and meeting format. Graeme Walker to lead project group.</li> <li>(9) David Knowles agreed to chair a project group on 'gathering intelligence about behaviours, attitudes and cultures'.</li> <li>(10) Jill Hewitt agreed to draft a paper for AIAC summarising the key issues that they felt need to be addressed.</li> <li>(11) All members to provide comments on the draft AIAC workplan to Samantha Peace.</li> </ol>