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**AGRICULTURE INDUSTRY ADVISORY
COMMITTEE (AIAC)**

DRAFT WORK PLAN 2005/2006

Version 16: September 2006

Introduction/background

What is an IAC?

The Health and Safety Commission's (HSC's) Industry Advisory Committees (IAC's) provide the Commission and HSE with an additional and major source of expertise and advice on specific health and safety matters and issues. Industry Advisory Committees (IAC's) are concerned with health and safety in a particular industry or sector.

Why is an IAC needed for the Agricultural Sector?

HSC/E need mechanisms for dialogue with the industry and to secure its co-operation and to stimulate action. IAC's provides this forum and have contributed to a sustained reduction in the fatal incidence rate of employees over the last fifteen years. The existence of IAC's also enables HSC/E to tap into existing consultative mechanisms in the industry and to information sources to help HSE predict future trends and structural change in the industry as accurately as possible. It also helps ensure that its horizon scanning work, its strategic and operational priorities and its ensuing recommendations and best practice guidance are informed by the widest spectrum of research, practical expertise and views from the industry itself. At the centre of the work of an IAC is HSE's need and desire to form meaningful partnerships through which both HSE's health & safety agenda and member's own agendas can be carried forward more effectively than if we were working independently.

Terms of reference

(Annex A)

Membership

(Annex B)

Aims and objectives

- To translate and disseminate the Commission's priorities to its constituencies;
- To reduce the number of fatalities, major injuries and days lost caused by accidents and work related ill health in agriculture
- To achieve a culture change resulting in an agricultural industry, which recognises and accepts that high standards of health and safety are an integral part of successful business practice: and
- To contribute to delivering HSC's vision, and Strategy and PSA Targets

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Priorities

- To promote better understanding and recognition of the risks to health and safety of farmers and farm workers
- To share information on new strategies and approaches for reducing the risks; and
- To build partnerships and commitment for future work

Context

UK farming contributes £6.6 billion a year to our economy and uses around 75% of our land. The total workforce (June 2004 census) is 546.3 (total labour force includes farmers and their spouses) note this is UK, which will include Northern Ireland. There are currently 68.3 Seasonal, Casual or Gang labour in the UK.

The number of members of the public who access farmland is high, but unknown. Given the increased 'rights to roam' under the Countryside and Rights of Way (CROW) Act (England and Wales) (or Land Reform Act 2000 for Scotland) and associated legislation the number of people accessing farmland is likely to increase.

The fatal injury rate in agriculture for 2003/04 was 11.4 fatalities per 100,000 workers - the highest of any industrial sector. Included in the definition of agriculture is horticulture, forestry and other related industries.

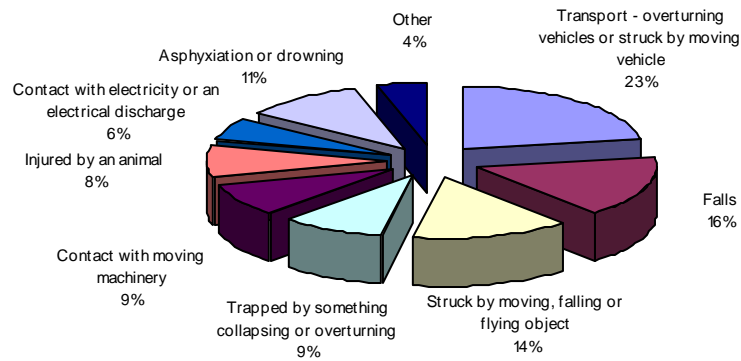
In mainstream agriculture the area for particular concern is the self-employed. In the ten year period from 1994/1995 to 2003/2004 a total of 493 people have been killed as a result of agricultural work activities and many more have been injured or suffered ill-health. This means an average of almost 49 people each year are killed in the industry - almost one death per week.

Of the 493 people killed over the past ten years

- 157 were employees;
- 270 were self employed;
- 66 were members of the public.
- 34 of these were children under the age of 16 years old.

The main causes of death continue to be:

- transport (being run over or vehicle overturns – accounting for 23% of fatalities
- falling from a height (through fragile roofs, trees etc) – 16%
- struck by moving or falling objects (bales, trees etc – 14%
- asphyxiation / drowning –11%
- trapped by something collapsing or overturning – 9%
- contact with machinery – 9%
- livestock related fatalities – 6%



The total cost of accidents in farming, forestry and horticulture is £224 million excluding Morecambe bay and £242 million including Morecambe bay.

Fatal injuries statistics [2004/05]

The non-fatal injury rates are affected by significant under-reporting. The LFS suggests that only 28% of accidents to employees and less than 4% of accidents to the self-employed are reported. But, they are still comparatively high at 239.3 per 100,000 workers for major injury and 621.9 for over-three-day injury.

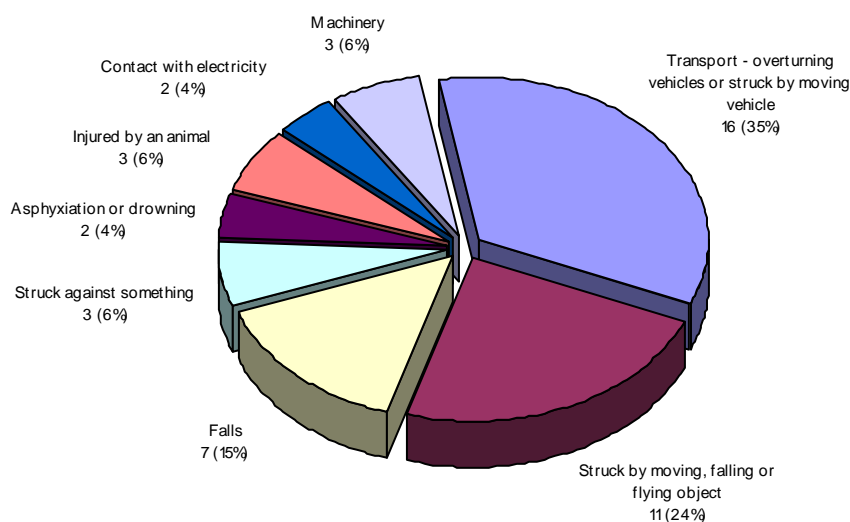
Agriculture has traditionally been recognised as an industry likely to damage workers' health. Musculoskeletal injuries (MSD), exposure to dusts and respiratory sensitisers, zoonoses, noise and vibration (whole body and hand/arm) are the main causes of illness. The SWI 2001/02 survey showed that agriculture has the highest rate of MSD of any industry – with an estimated four out of five workers likely to sustain an MSD injury during their working life.

1. GENERAL

1.1 Total number of reported fatal injuries: 47, including three members of the public.

1.2 The total excludes reported deaths, resulting from a disease.

FIGURE 1.1 : Fatal injuries by cause, 2004/2005



2. TRENDS AND MAIN POINTS

2.1 The number of reported deaths (47) is a decrease from the figure for 2003/04 (51). However last years figure included the death of 21 migrant workers, drowned whilst harvesting cockles in Morecambe bay.

2.2 The total of 44 deaths amongst workers (employees and the self-employed) is 91% higher than the previous year's figure of 23 (excluding cockle picking).

2.3 Seventeen employees were killed; an increase of 11 over last year's figure and 4 higher than the average of the previous five years (13).

2.4 Twenty-seven self-employed people died last year; an increase of 10 over 2003/04 (excluding cockle picking) and 5 higher than the average of the previous five years.

2.5 Of these 44 deaths, 32 were workers aged 40 years or over of which 23 were self-employed. Over half were aged 55 years or over (of which 17 were self-employed). Nine of the self-employed were above the normal retirement age of sixty-five, and five employees were aged between 21 and 24.

2.6 One hundred and seventy nine workers (excluding the cockle pickers) have been killed over the previous five years. Of these 67 were employees and 112 self-employed.

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2.7 Three members of the public were killed in 2004/05, 5 fewer than in 2003/04. The average number killed over the previous five years was five. One member of the public died as a result of someone else's work activity; the other two were family relations. All 3 were over 72 years old. For the first year in over a decade, no children were killed.

TABLE 1.2: Fatal injuries

Main activity	Number
Arable farming	2
Cattle (dairy & beef) farming	3
Farming of sheep, goats	2
Mixed farming	22
Agricultural contractors	7
Forestry (and related activities)	6
Fish / Hatch Farms	1
Horticulture	1
Poultry farming	1
Associated industries	2
Total	47

2.8 Transport caused more deaths (16) than any other category. The majority were as a result of being struck by a moving vehicle, the remainder occurred when vehicles overturned either crushing and trapping the victim or causing them to fall out of the vehicle. Six incidents involved tractors, including a double fatality when a tractor overturned into a canal. Two victims were run over by combine harvesters; 3 were struck or crushed by telehandlers / FLT's; 2 involved trailers attached to vehicles; a further 2 when an ATV / Trike overturned and the remaining fatality occurred when a mower jack-knifed.

2.9 The second highest cause of injury was struck by falling, flying or moving objects. Four involved falling branches / trees during tree work; a further incident involved a chainsaw. Two were crushed as vehicles fell from support. Two men were struck by wagon / baler tailgates; one was killed when a post-driver fell on top of him, and another when a fuel tank fell from the forks of a forklift truck.

2.10 Seven people died as a result of falling from a height. Five of the victims fell from: lifting cages; buckets; platforms; potato boxes attached to telescopic handlers / forklift trucks. One died when he fell through a fragile roof and another fell out of an apple bin attached to the forks on a tractor fitted with a forklift attachment.

2.11 Three deaths occurred when the victim was struck against something fixed or stationary. One of them was trapped under a road sign, another caught his neck on a tree branch and the third was killed when he struck his head on a low metal beam inside a poultry house.

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2.12 Contact with machinery caused a further three deaths. One of the deceased died as he came in contact with the blades of a hedge cutter mounted on a tractor, another trapped his head in a palletising machine and the other fell into a feed mixer.

2.13 Three people were killed by farm animals. One was struck and trampled on by two bulls, another was knocked to the ground by a cow and the other person was trampled over by a herd of cattle.

2.14 Two people were electrocuted by overhead powerlines, one was asphyxiated in a grain silo and the remaining victim drowned whilst diving alone.

Table 1.3 : Fatalities by country 2004/2005

	Employed	Self Employed	Non-employed	Total
England	11	21	2	34
Scotland	5	3	0	8
Wales	1	3	1	5
Total	17	27	3	47

2 EMPLOYMENT STATUS AND LOCATION

Figure 1.2 : Fatal injuries by employment status 1995/96 to 2004/2005

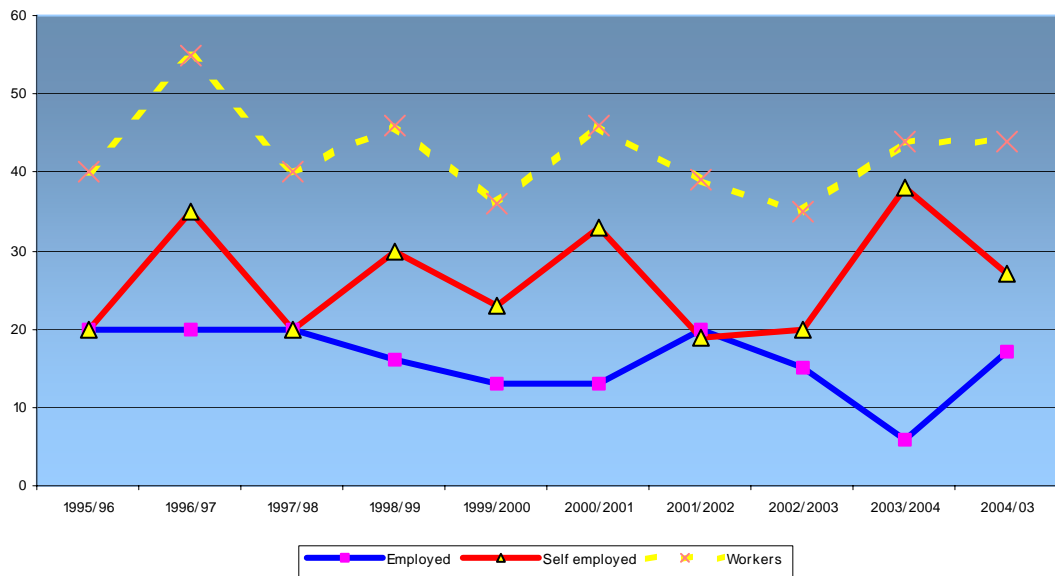
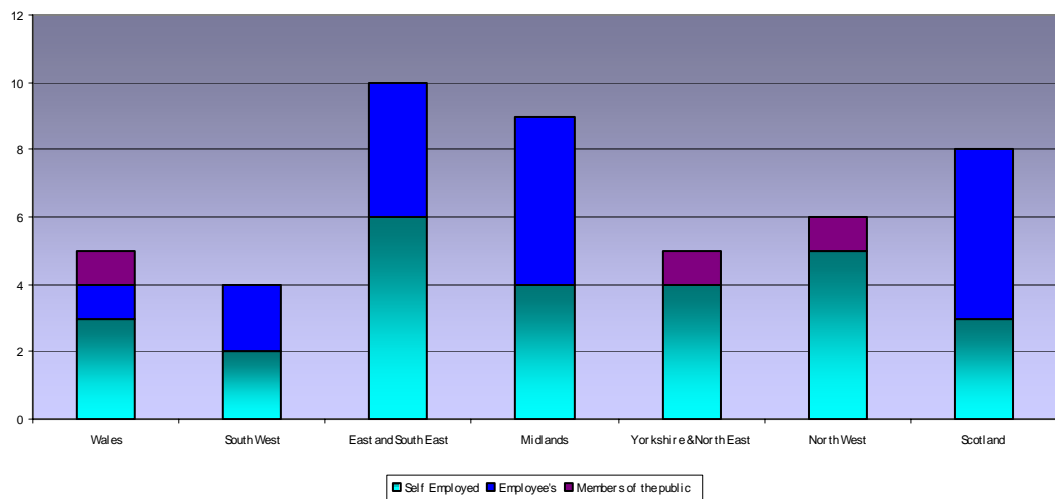


FIGURE 1.3 : Fatal injuries by status and location



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3.1 Table 1.1 provides a breakdown of the comparative figures over the past six years by employment status and age category. Table 1.2 provides the main business activity.

3.3 Table 1.3 is a breakdown for England, Scotland and Wales.

3.4 Figure 1.1 provides an analysis of the fatal injuries in 2004/05 by accident causation.

3.5 Figure 1.2 shows the trends in fatal injuries in agriculture by employment status over a ten year period 1995/96 to 2004/05.

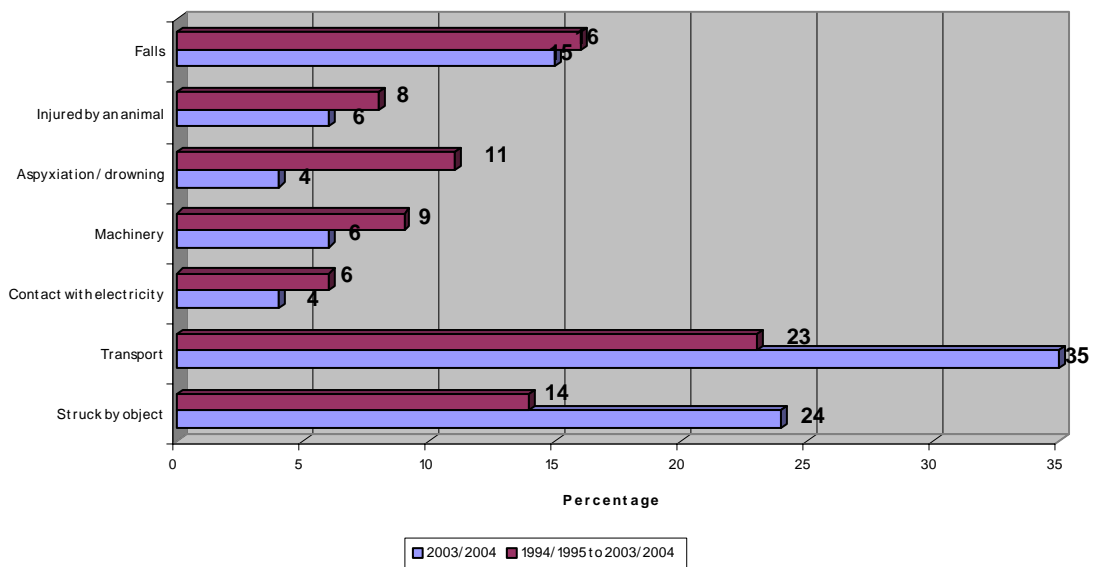
3.6 Figure 1.3 shows injuries by employment status and location.

3.7 Figure 1.4 is a comparison between the breakdown of fatal injuries by cause in 2004/05 with the average over the ten-year period 1995/96 to 2004/05.

3.8 Table 1.4 gives a more detailed breakdown of the causative factors involved in the fatal injuries in 2004/05.

3.9 Table 1.5 provides a breakdown of the fatal injuries in 2004/05 by HSE Division.

FIGURE 1.4 : Fatal injuries by cause – percentage in 2004/2005 vs 10 years average (1994/1995 to 2003/2004)



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4 TYPES OF FATAL INJURIES

Transport – overturning vehicles or struck by moving vehicle

- Tractor 6
- Combine harvester 2
- All Terrain Vehicles (ATV's) 1
- 3 wheel motor bike (trike) 1
- Trailer, plant or equipment associated with vehicle 2
- Fork lift trucks (FLT's) 2
- Telescopic handler 1
- Grass cutter 1

Struck by moving, falling or flying object

- Tree 4
- Chain Saw 1
- Wagon gate 1
- Baler door 1
- Hydraulic post driver 1
- Car 1
- Horse Box 1
- Fuel tank 1

Falls

- Fragile roof 1
- Potato box on forks of FLT 2
- From Telescopic handler¹ 3
- Apple bin attached to tractor 1

Struck against something

- Tree branch 1
- Road sign 1
- Metal Beam 1

¹ including from buckets / platforms attached to telehandler

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AIAC Targets

5% reduction in the incidence rate of work related fatal injuries by 2008
10% reduction in the incidence rate of work related fatal injuries by 2010 (for both self employed and employed workers).

Current PSA Targets

Incidence rate of work related fatal and major injuries; 3% reduction by 2007/8
Incidence rate of work related ill health; 6% reduction by 2007/8
Number of days lost due to injuries and ill health; 9% reduction by 2007/8

Public Service Agreement (PSA) Targets are one of the ways that Government assesses our success.

1. TRAINING/EDUCATION PROJECT

AIM

- To minimise the incidence of fatal and major injuries and ill health by challenging the deep-seated culture of unwise risk taking through better education and training.
- To extend the knowledge skills and competences of those in the industry and those joining it

CONTRIBUTION TO PSA TARGET

The skills and competency which is seen as an intermediate outcome which should contribute to better management of risk and thus a reduction in fatal and major injuries and ill health in agriculture over time.

OBJECTIVES/WORKSTREAMS

- Support and encourage take up of new VQs (levels 2, 3 and 4)
- Embed health and safety into existing training/education provision – provide better understanding
- Seek to build health and safety into 'Freshstart' and other training opportunities for new entrants.
- Better use of the media to promote business benefits of health and safety.
- Look at issues associated with aged workers in agriculture i.e. over 65

PRODUCTS AND OUTCOMES (Deliverables)

TASKS AND MILESTONES

- Membership confirmed and aims and objectives agreed.
- Group will focus on activities to promote and incentivise uptake of the new agriculture VQs
- Agreed to start canvassing views via correspondence (by 26 August)
- Ideas from members will be discussed at meeting to be held before 14 November
- A meeting was held with main awarding bodies for new VQs, Lantra and NPTC, to tell them about project group work. Agreed to work together. Awarding bodies will supply copies of promotional literature. (now received from Lantra)

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- The group reported that although originally five objectives had been outlined for this group it had been agreed that it would be better to focus on one objective to begin with. Members were asked to comment on the suggested topic of promotion of VQ's. Some responses had been received and a meeting took place on 2 November to discuss how to take these suggestions forward. A number of members were willing to support this objective via their organisations communication networks. It was suggested that offering incentives would improve take up of VQ's. The identification by HSE inspectors of VQ's as a means of gaining valuable farm health and safety management competencies would be likely to promote uptake, as would their ready availability at Agricultural Colleges. Links to education of migrant workers was also suggested.
- It was noted that in order for colleges to be able to offer VQ courses in September 06 the literature would need to be made available to them as soon as possible. HSE reported that work was still being done to build up a bank of question sets, as each test required 30 multiple-choice questions. To ensure that standards were maintained a new question set would be required for each group/course.

COMMUNICATION

(See project 7 for details)

RESOURCES (including Project Team membership)

Chair	Frank Perkins	HSE
Members	Rick Sunderland Madge Moore Chris McCann Pat Stanley Mike Gedd Bryan Jarvis Charlie Clutterbuck Alastair Mitchell	NAPEO Lantra Asda NFU RISG NPTC TGWU HSE

RISK REGISTER

Dependencies and major assumptions

Project Management

Evaluation

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2. AFAG

AIM

To reduce the incidence of work related fatal and major injuries in the arboriculture industry

To reduce the incidence of work related ill health, fatal and major injuries in the forestry industry and to promote rehabilitation services in key geographical areas

CONTRIBUTION TO PSA TARGET

The programme will make a significant contribution to fatal and major injuries within arboriculture

Continue to drive down the number of reported accidents in forestry. Potential reduction in forestry accidents is 25% The Health and Safety Commission (HSC) launched a “Strategy for workplace health and safety in Great Britain to 2010 and beyond” earlier this year. This recognises the value and importance of partnerships such as those forged through AFAG in improving health and safety. HSC has also identified hazards for particular attention. These are workplace transport, musculoskeletal disorders, falls from height, slips and trips, and stress. The AFAG work plan will need to address these cross-sector hazards as well as industry specific problems.

OBJECTIVES/WORKSTREAMS

- To reduce incidence of injuries and ill health, in line with the AIAC’s industry-specific targets, by achieving a fundamental culture change amongst those engaged in forestry and arboriculture.
- To exploit synergies through joint working across Government Departments and agencies and with key industry stakeholders, to improve the well-being of workers in these sectors.
- To develop, implement and evaluate innovative and cost-effective interventions eg Safety and Health Awareness Days (SHADs) for Forestry Works Managers and contractors and client SHADs in arboriculture.
- To develop and implement an effective communication strategy for the industry.
- Projects are grouped into 4 workstreams:
 - A. Examination of underlying and root causes of serious accidents, and develop strategies for risk reduction.
 - B. Operational best practice – Improving and maintaining standards.

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- C. Occupational health – Improving and developing strategies for risk reduction.
- D. Communication – Promoting best practice and maximising the potential for change.

PRODUCTS AND OUTCOMES (Deliverables)

- The main causes of accidents and ill health identified, good practice shared, occupational health issues recognised and communications strategies developed, promoted and adopted throughout these industries.
- Products are most likely to be AFAG guidance, articles and other publicity to raise awareness and promote improvements in management of work activities, methods of working, selection of equipment, etc.
- Improvements in training and recognition of the importance of ensuring employees and contractors are competent.

COMMUNICATIONS

(see details at project 7)

- Being addressed by all AFAG projects but a group has been established specifically to review the effectiveness of different methods of communication within these industries.

TASKS AND MILESTONES

- AFAG met on 9 November and discussed the terms of reference and revised aims and objectives. They also looked at a revised list of individual projects and priorities for delivery. This was designed to realign AFAG's work to bring it more in line with HSE's Strategic Programmes and to attract resource from HSE Communications Directorate to progress some of AFAG's projects. They also revised the list of individual projects and priorities for delivery, following a review of current issues and research. The Chair outlined each of the projects in the draft work plan. AIAC members were advised that AFAG had not yet had a chance to formally agree the revised work plan and aims and objectives. It was confirmed that the work plan would include deadlines for completion of projects with milestone to help monitor progress.
- AFAG's terms of reference and workplan were agreed in Nov 2005 and a suite of 15 projects have been identified and prioritised. These were presented to and accepted by AIAC in Nov 2005.
- Members of project/working groups have been identified (including co-opted stakeholders from industry). Some project groups have met and

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drafted outline workplans, including specific outputs and milestones. Progress will be reviewed at the AFAG meeting on 7.3.06, when plans and outputs will be agreed. A summary will be presented to AIAC on 21.3.06.

- The outcomes and impact of AFAG's projects, eg in terms of raised awareness across the industry and use of the guidance produced will be evaluated in conjunction with stakeholders [method and timing to be determined].
- Accident and ill health data from RIDDOR is being analysed to establish baselines and confirm priorities. These will be monitored to identify emerging trends and, if possible, to evaluate project effectiveness.

RESOURCES (including Project Team membership)

Chair	Roger Nourish	HSE
Members	James Brown	FTA (AFAG rep on AIAC)
	Hans Fairley	Andreas Stihl Ltd for AEA
	Robert Beaney	TGWU
	Jim Dewar	FC (Technical Secretary)
	Emily Ramsey	FC
	Bruce Hatton	AA
	Keith Leech	UKFPA
	Simon Richmond	Lantra
	J Bradley	NI Forest Service
	Neil McKay	ICF
	Gerald Bonner	TCIA
	J McGarrie	LGA
	Edward Shepherd	PCS
	Liz Stewart	FC
	Joanne McAuley	FC
	Paul Elcoat	ISIA
	Garry Miller	HSE
	Frances Hirst	HSE
	Jason Liggins	HSE
	Alan Plom	HSE (Sec)

- Members of project groups will be drawn from AFAG and include other industry representatives and HSE staff co-opted, as appropriate.
- The funding for any research identified and the cost of production and publishing AFAG guidance is to be determined on a case-by-case basis. The Forestry Commission and HSE are already working together and joint-funding project work, but the outcomes of AFAG projects will have significant implications for HSE's Research and Communications budgets. Other external sources such as European Community funding and industry support (in-kind) as also being explored.

RISK REGISTER

Dependencies and major assumptions

Project Management

Evaluation

3. ROVING SAFETY REPRESENTATIVES

AIM

Present report to AIAC on pilot study on Roving Safety Representatives for their consideration

CONTRIBUTION TO PSA TARGET

Indirectly, by promoting joint consultation and cooperation thereby:

- raising standards of health and safety management practice
- promoting awareness and good practice,
- disseminating advice and guidance

OBJECTIVES/WORKSTREAMS

- Promoting innovative ideas for encouraging more worker involvement through the intervention of a Workers' Safety Adviser, in the first place through administering the Workers' Safety Adviser Challenge Fund
- Securing widespread stakeholder commitment to the idea of worker involvement as a key component of sensible health and safety management
- Capturing, publishing and promoting case studies of effective worker involvement that demonstrate practical business benefits (not just health and safety benefits) and practical benefits for individuals; and/or
- Activity to stimulate changes in attitudes and beliefs so that people feel that health and safety is worthwhile and that worker involvement in health and safety is practicable and beneficial.

PRODUCTS AND OUTCOMES (Deliverables)

COMMUNICATIONS(see detail at project 7)

TASKS AND MILESTONES

- Members advised of the Government and Commission's views on future worker involvement.

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- Revised aims and objectives drafted for discussion on the understanding that any project can only progress if it seeks to promote the use of experienced agricultural workers in the context of promoting worker involvement on health and safety. Awaiting responses from members
- **Update 15/12:** RSR Group has yet to meet. Meeting have been delayed by difficulty in engaging input of member of HSE Worker Involvement team. Chair advised.
- At a meeting with HSE's Worker Involvement Programme Manager Graeme had been made aware of the Government's and HSC's policy on safety representatives². He had sent project group members a copy of the relevant HSC paper to prompt discussions on how to take this issue forward. Given that the RSR concept as promoted via the AIAC was in conflict with the Government/HSC policy on worker involvement, it would not be possible to progress a RSR scheme as previously envisaged. Feedback from ADAS (the research contractor) and the NFU suggested possible ways forward that the project group might wish to explore. The findings of this will be discussed when the project group meet again in January 2006. A representative from HSE's Worker Involvement Programme will be invited to attend this meeting to help outline what work can be progressed. Some members were disappointed that the original project outline could not be supported and felt that without HSE and Government support little progress could be made.

RESOURCES (including Project Team membership)

Chair	Graeme Walker	HSE
	Pat Stanley	NFU
	David Knowles	ADAS
	Teresa MacKay	TGWU
	Madge Moore	Lantra

RISK REGISTER

Dependencies and major assumptions

Project Management

Evaluation

² "...the role of safety representatives should remain focused on representing employees within their constituencies. They should continue to do this by exercising their existing legislative functions to ensure that the risks faced by these employees are properly controlled".

4. REDUCING TRANSPORT RELATED ACCIDENTS

AIM

To contribute to the PSA1 target of reducing fatal and major injuries caused by transport related accidents through a range of targeted interventions

CONTRIBUTION TO PSA TARGET

The project will make a significant contribution to the Workplace Transport Programme's aim of reducing fatal accidents (possibly as much as 30% of the target).

OBJECTIVES/WORKSTREAMS

- Target vehicle maintenance, driver competence and site management
- Increase awareness of importance of safety checks
- Promote BAGMA voluntary code

NB. These are the objectives for the HSE's current Agriculture Transport project are to be expanded to reflect the wider Fit3 Programmes and to include and engage other stakeholders. Agreed revised aims and objectives presented to AIAC on 14 November.

PRODUCTS AND OUTCOMES (Deliverables)

COMMUNICATION (see detail at project 7)

TASKS AND MILESTONES

- Members confirmed and contact initiated with a wide range of stakeholders
- Further work will be completed via correspondence including confirming aims/objectives and deliverables, before AIAC meeting on 14 November.
- A Stakeholder Workshop had been held in August to develop aims and objectives and identify relevant work. This workshop explored the main issues, what needed to be done to address them and how stakeholders could contribute. The notes of the workshop and the Project Group Workplan (including aims and objectives) were still being cleared with the delegates but would be made available to AIAC members when finalised. The group had agreed to share their research findings and other information, e.g. on work they have been involved in. A second workshop will be held in the spring to continue information sharing and further develop joint initiatives. It was agreed that the AIAC members (or their nominees) should constitute the core members of the project group, with a wider range of other interested stakeholders represented at the Workshops being consultees.

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- AIAC members commented that there was a range of similar work being carried out by various stakeholders and that the group should explore where this could be standardised. One of the outcomes of this shared information could result in guidance being jointly produced e.g. on whole body vibration. NFU Mutual had agreed to consider sharing information on accident data as this could be used to help promote good business practice. Alan Plom had developed a series of 'Route Maps' for HSE's Agricultural Transport project. These were helpful in illustrating the structure of the 3 workstreams, the relative inputs of 'delivery partners' and the anticipated outcomes, to evaluate and gauge progress towards the delivery targets.
- Project Group met on 15 December to review the results of members information capture exercise and agree proposals for further activities and products

RESOURCES (including Project Team membership)

Chair	Alan Plom	HSE
Members	David Leavesley Marcus Themans Ian Beeby Tim Drew Jake Vowles Mike Simpson	NFU Mutual NFU TGWU Lantra AEA NAAC

RISK REGISTER

Dependencies and major assumptions

Project Management

Evaluation

5. CASUAL, TEMPORARY AND MIGRANT WORKERS PROJECT

AIM

To reduce the levels of risk, injury and ill health experienced by casual, temporary, migrant or other vulnerable workers in agriculture and related food sectors through targeted interventions.

CONTRIBUTION TO PSA TARGET

Links directly with the HSC's strategy on migrant working (HSC papers 04/61 and 05/04 refer) and the reactive work programme in respect of the investigation of reported injury and ill health.

Given gross under-reporting of work-related injury and ill-health amongst the casual, temporary and migrant work force it is impossible to estimate the potential contribution of this project to the targets for reducing fatal and major injuries or ill health in agriculture.

OBJECTIVES/WORKSTREAMS

- To prepare and promote generic for employees in agriculture and horticulture on their rights and responsibilities under health and safety legislation;
- To explore the scope for and promote the translation of key advice into appropriate foreign languages;
- To develop best practice guidance for small labour users/employers (farmers/growers) on managing health and safety in these sectors with key stakeholders e.g. the Home Office (SAWS), the Gangmasters Licensing Authority etc.
- To develop - with partner organisations and stakeholders in the fresh produce supply chain - a communications strategy to promote and disseminate the guidance for employees in the industry.

Future objectives might include:

- Reviewing and exploiting the outcomes of current HSE sponsored research into the best mechanisms for delivering key messages to foreign (migrant) workers in agriculture/horticulture;
- Reviewing viable mechanisms – including the fresh produce supply and retail chains – for raising the knowledge, skills and competences of labour providers and users in managing health and safety; and
- Exploring the scope for disseminating information on employees' rights and responsibilities under UK health and safety legislation through the recruitment and labour supply chains on the European mainland

**PRODUCTS AND OUTCOMES (Deliverables)
COMMUNICATION**

(see detail at project 7)

TASKS AND MILESTONES

- First meeting held on 23/09/05
- Members outlined interest, experience in and support for the project topic
- Revised purpose, aims and objectives agreed and redrafted for work plan (see above)
- Project group task and milestones agreed
- Members agreed to seek further information on related work through their internal networks
- Further meeting arranged for 15/12/05
- 15/12-31/1/06 – draft advisory leaflet targeted at migrant labour engaged in on-farm work activities in the agricultural sector
- 16/2/06 Third project group meeting to:
 - a) edit/agree draft submission to full AIAC
 - b) develop a formal request for support funding for submission to HSC/E via the AIAC
 - c) work up proposals for AIAC promoted SADs targeted at employers, employment agencies and casual, temporary and migrant workers

- 21/3/06 Group Chair to report back to full AIAC on the work of the group, including the draft leaflet, a business case for communication funding and proposals for AIAC promoted SADs.
- Project group had met to assess what work industry was already doing in this area to avoid duplication of effort and to identify any gaps. The group had agreed that the information needs of migrant workers should be the first priority. It was important that the project group did not duplicate work being done by the Gangmaster Licensing Authority and the existing general and health and safety guidance. HSE is carrying out research to find out who the migrant workers are, where they are from, what they already know, what they need to know and how we can deliver this. Language was widely recognised as being the biggest issue and the group agreed it was important to identify the largest groups to target. Members of the group were invited to carry out research via their own web pages, asking members for information. The group will meet again on 15 December to assess progress, to begin to develop key messages and to identify important target groups. The Home Office and the National Association of Citizens Advice Bureaux have been invited onto the project group. The group hopes that by March 2006 it will have a clearer idea of the main issues, will have developed key messages/information and will have developed its thinking on the best delivery mechanisms. It is anticipated that guidance would be required to outline all the issues involved i.e. provision of transport, instruction, supervision, insurance liabilities, contracts etc.

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- Members raised concerns about those migrant workers who worked alone or in very small groups. HSE advised that it's existing guidance for lone workers might be adapted and incorporated. It was suggested that the supply chain rather than labour users would help identify the workers. More clarity on responsibilities between gangmasters and labour users was required so that workers know what to expect and where to go if they do not get the help and information they need.
- TGWU had been unable to attend the project group meeting and stated that this did not reflect their interest in the issue. They reported that TGWU would be holding a conference on migrant workers in the New Year and would ensure that HSE received an invitation.

RESOURCES (including Project Team membership)

Chair	Madge Moore	Lantra
Members	Graeme Walker Chris McCann David Matthey Ivan Monckton Madge Moore Nick Moulson	HSE Asda RISG – IOSH TGWU Lantra Work Permits UK

RISK REGISTER

Dependencies and major assumptions

Project Management

Evaluation

6. MSD PROJECT

AIM

To reduce the incidence of work-related musculoskeletal disorders (MSD) arising from manual handling and livestock handling activities in agriculture

CONTRIBUTION TO PSA TARGET

The SWI 2001/02 survey revealed that people who had worked in agriculture in the preceding 8 years had, at 38 per 1000, the highest incidence of MSD of any industry. With a workforce of 404000 (Defra June 2003 census) this extrapolates to 15352 cases of MSD. Reducing this by 10% (i.e. by 1535 cases) will contribute to the overall reduction target for MSD of 8%. This averages out at a reduction of 511 cases per year over the three years of the plan.

OBJECTIVES/WORKSTREAMS

- Members confirmed and contact made by Chair
- Chair seeking views from group members re what other work could be progressed whilst awaiting the outcome of the Backs! Campaign (results due February 2006).
- Only one response by deadline of 30 September. Reminder sent.

PRODUCTS AND OUTCOMES (Deliverables)

COMMUNICATION

(see detail at project 7)

TASKS AND MILESTONES

- When the group was first established the main AIAC suggested they until await the evaluation of the Backs! Campaign before deciding on a programme of work. As these results were not expected until February 2006, Frank Perkins had written to members suggesting they consider other ideas rather than lose several months. The response had been disappointing, so he had written a second time but with much the same outcome. AIAC was asked if work on this project should therefore be postponed until the Backs! Campaign evaluation results were available. It was suggested that the group could look at other HSE campaigns i.e. manual handling. The group will now look at what promotional material is available and which groups would benefit from it. Work will begin by looking at guidance on the Internet where pictures show the type of activity and details of how correct use of manual handling techniques can reduce the risk of injury.

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RESOURCES (including Project Team membership)

Chair	Frank Perkins	HSE
Members	Marcus Themans Ewan Stewart Alastair Mitchell	NFU IOSH HSE

RISK REGISTER

Dependencies and major assumptions

Project Management

Evaluation

7. COMMUNICATIONS PROJECT

Underpins projects 1-6

AIM

To map existing communication networks and using them to disseminate messages that will help improve health and safety management.

To coordinate messages to maximise impact and attract media interest.

CONTRIBUTION TO PSA TARGET

Indirectly, by using communications routes and media sources to promote health and safety messages

OBJECTIVES/WORKSTREAMS

- Actively seek opportunities to promote health and safety messages
- Ensure and promote consistency of interpretation of regulations/provision of information and advice
- Communicate key messages for falls from height and workplace transport risks
- Coordinate messages with HSE, Defra and other sources to maximise impact

PROGRESS AND OUTCOMES

6.1 HSE introduced paper AIAC 140502 'Effective Communications'. This paper explored how AIAC could raise the profile of health and safety in the media. It outlined HSE's recent efforts to engage with the farming press, planned actions and sought the views of the AIAC on the strategy outlined, and on maximising future opportunities to reach farmers and the rural community.

6.2 HSE research showed that the Farmers Weekly was valued by readers as providing authoritative views on farming business. Discussions with the Editor, Farmers Weekly had looked at previous publicity, what had worked and the best route for health and safety messages. Case studies had been well received and there was scope to include more of these in the 'Farm Life' section of the Farmers Weekly. HSE advised members that it wanted to move away from the traditional relationship with farming publications where it was often invited to give a short quote on a topic or

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a few lines to support an article to a more regular, sustainable relationship. A tutorial section was also discussed where a HSE expert and Farmers Weekly could develop a section on a particular topic. This section could be used to assess the reader's knowledge of the topic and check understanding. Contact had yet to be established with Scottish publications. Members reported that a large number of Farmers Weekly readers had been disappointed with the magazine decision to sell its own farm, and this may be reflected in future readership numbers.

- 6.3 As previously reported to AIAC members HSE will no longer use the Royal Show to launch the annual fatal accident statistics. In recent years this had generated very little media interest, and the nature of the message was increasingly out of keeping with the atmosphere at the major shows. HSE still want to use the event to communicate with its target audiences such as self-employed farmers but as a group they are difficult to reach cost effectively. Safety Awareness Day's (SADs) had proved very successful in communicating with these groups and this work will continue. A new communication message is needed for the agriculture shows held across the year. Members were invited to share ideas on how we can use the shows to celebrate success; best use of the media and how to engage with the audience. It was suggested that HSE display could attract a wider audience by staging a visual demonstration i.e. tractor overturning. Although members agreed this would be memorable they were mindful that any displays would have to conform to health and safety rules. It was reported that smaller rural shows tended to attract local farmers and a strategy based on these, supported by local radio and press involvement might be prove effect in reaching a wider group of farmers.

AGRICULTURE INDUSTRY ADVISORY COMMITTEE (AIAC)

Terms of reference

The Committee should bring its experience of and influence in the industry to bear to identify future trends and to reflect the health and safety priorities of their respective organisations.

In partnership with HSC/E, to develop a strategy for reducing ill health and injury and to improve occupational health and rehabilitation provision in Agriculture and the land-based industries.

To act as a catalyst for change and to deliver through its project/working groups the Committee's work plan, which contributes to HSC/E's Injuries Reduction programme.

To encourage their organisations and wider rural community to adopt, promote and support policies and initiatives agreed by the Committee.

To disseminate advice and best practice throughout the rural community.

AIAC Members

Organisation	Member	Representing
National Association of Agricultural Contractors	Jill Hewitt	Contractors
AEA	Jake Vowles	Farmer machinery suppliers
TGWU	Chris Kaufman	Workers
TGWU	Teresa MacKay	Workers
TGWU	Ivan Monckton	Workers
A representative of the temporary/casual labour sector (including ethnic minorities)	Zad Padda	Migrant/casual worker groups
National Association of Professional Employer Organisations	Rick Sunderland	Education providers
NFU	Marcus Themans	Farm businesses
NFU	Andrew Clark	Farm businesses
NFU	Pat Stanley	Farm businesses
NFYFC	James Eckley	Young farmers
Arboriculture and Forestry Advisory Group	James Brown	Forestry workers
NFU Mutual	David Leavesley	Farm businesses
Lantra	Madge Moore	Education providers
ASDA	Chris McCann	Food chain
CLBA	Helen Shipsey	Land owners
CLBA	Caroline Bedell	Land owners

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