

HEALTH AND SAFETY EXECUTIVE			
CONSTRUCTION INDUSTRY ADVISORY COMMITTEE (CONIAC)			
Meeting date:	13 March 2013	FOI status:	Fully open
Type of paper:	Above-the-line	Exemptions:	None
TRIM reference:	2013/0067327	Paper No:	M1/2013/2
Cleared by:	Philip White, Chair of CONIAC, on 20 February 2013		

HSE Construction Division Communications Strategy

A paper by Sue Brandrick, Construction Sector

Purpose of the paper

To update CONIAC on progress with the Construction Division's Communications Strategy since 2011 and to outline work for 2013/14 and beyond.

To note the wider influences on the Strategy and request CONIAC's continued assistance and support in delivering the strategy over the longer term, including greater involvement of industry stakeholders.

Background

1. In March 2011 CONIAC discussed a paper on the Construction Division's Communications Strategy (Paper **M1/2011/1**). The strategy recognised that communications are a key element of Construction Division's work as part of a mix of interventions. The broad priorities were:
 - continuing to target communications and publications activity at SMEs
 - targeting high risk activity, especially work at height
 - targeting ill health issues
 - supporting Working Well Together
 - working with industry bodies in the more structured part of the industry.

2. This Strategy was developed and delivered against a number of HSE and wider government influences and activities including:
 - Government-wide spending controls, these are implemented in HSE by an established governance process.
 - HSE's review of guidance to make sure that the portfolio of guidance is practical and proportionate (thereby making it easier for employers to understand and meet their legal obligations).
 - HSE's work to deliver government policy of 'digital by default' for delivery of many of its services.
 - The criteria surrounding uses of HSE's brand on third-party guidance, i.e. HSE logo, endorsement / supporting statement.

3. The specific objectives of the Strategy set out in 2011 were:

- to reduce the number of obsolete and duplicate publications.
- limit the numbers of new publications to those that have been identified by specific strategies, e.g. CONIAC's Small Sites Strategy.
- In line with HSE's publications strategy, make all existing publications available online (archived if necessary) with limited numbers of priced publications (such as HSG 168 – *Fire Safety in Construction*) available in hard copy.
- in line with HSE's communications strategy, the Construction web pages becoming the primary location for information including guidance material, with only a small number of publications available in hard copy.

Progress since 2011

Guidance and Publications

4. Following a review of HSE's Construction publications and guidance, the following were revised and published:

- HSG 168 - *Fire Safety in Construction*;
- HSG 33 - *Health and Safety in Roofwork*
- 8 Busy Builder Sheets including one in collaboration with Construction Skills.

A revised HSG 47 - *Avoiding danger from Underground Services* and HSG 150 - *Health and Safety in Construction* will be published later this year. HSG 150, the core HSE guidance document for the industry, is being revised to better meet the needs of SMEs. A further 6 Busy Builder sheets will be published by the end of 2014. The topics covered include:

- stone-cutting and other cancer-causing dusts
- manual handling (risk-specific)
- head protection/hard hats
- public protection
- good order
- fragile roofs (not construction-specific).

5. Construction Information Sheets (CIS) are being reviewed and the aim is to reduce the number by:

- withdrawing those where the information is covered in core guidance, e.g. HSG 150 or on revised WebPages
- consolidating into a new CIS on the web
- adding to the suite of Busy Builder sheets.

6. All withdrawn guidance has been archived and can be made available. CIS sheets are available to freely download from HSE's website and are not available in hard copy. Details of the archived material can be found in the Construction Publications Portfolio Summary at **Annex 1**.
7. With the closure of HSE's Infoline and the move to delivery of advice via the HSE website in 2011 a review of all the Frequently Asked Questions (FAQ) material on the Construction website was carried out. We updated and significantly expanded the material which HSE has continued to update and add to.
8. HSE is reviewing and revising its guidance with regard to Head Protection and Tower Cranes in light of the planned revocation of the *Construction (Head Protection) Regulations 1989*, the *Notification of Conventional Tower Cranes Regulations 2010* and the *Notification of Conventional Tower Cranes (Amendment) Regulations 2010*. This review and revised material will be complete and the website updated by April 2013. HSE has already published a new Busy Builder Sheet on head protection.
9. HSE undertook to work alongside industry stakeholders where there was a compelling need to help them produce guidance. Although the criteria surrounding use of HSE's brand on third-party guidance have been revised HSE has supported a number of important pieces of industry guidance including:
 - UKTFA guidance on off site fire risk
 - Construction Plant Hire Association (on behalf of the Strategic Forum for Construction) guidance on telehandlers, MEWPS etc
 - Construction Skills Guidance on Safe Installation of Solar Panels
 - National Access and Scaffolding Confederation guidance on preventing falls in scaffolding

Working Well Together (WWT)

10. HSE is committed to the continuation of WWT and has been successful in consistently securing funding. The value of the initiative is recognised by HSE, as is the involvement of industry, and the contribution of WWT to the continuous improvement of health and safety in the SME sector.
11. A decision on the WWT budget for 2013/14 is due shortly so it is not currently possible to say what level of funding will be available for 2013/14. However, WWT planning for 2013/14 is well underway and a series of SHADs, DADs, White Van Road Shows and Mock Trials are being organised by the regional WWT groups with the support of HSE, on the assumption of HSE financial support being available.

12. The WWT website is currently hosted and maintained separately from the HSE website and provides information on the activities of each of the regional groups.

HSE Website

13. In November 2012, HSE was advised it would retain its current website and brand for the foreseeable future after applications for exemption from plans to centralise all departmental websites and brand were accepted by Cabinet Office. The exemption will enable HSE to retain control of its website, intellectual property and identity, and enable HSE to determine its own legal obligations for providing information and guidance.

Plans for 2013/14 and beyond

Review of Construction (Design and Management) Regulations 2007

14. Public consultation on the revised regulatory package for CDM is planned for later this year. HSE will look for support from CONIAC Members in publicising the consultation and engaging the industry to obtain a comprehensive view on proposals to revise CDM. The consultation will invite comments on proposals for the nature and focus of supporting material. HSE will focus on providing SMEs with clear practical guidance on how to comply with the Regulations. HSE will support industry in the production of guidance for larger organisations.

Fragile Roofs

15. For the last 10 years or so there has been a significant number (8 to 12 per year) of fatal accidents as a result of falls through fragile materials especially on commercial and agricultural roofs. This number has not declined over this period and, if anything, appears to be increasing. The Construction Sector is intending to co-ordinate a cross-sector approach for at least a 2 year period seeking to tackle this persistent problem from a variety of angles.

16. The Communications strategy to support this work stream is under development and is likely to include:

- Busy Builder style guidance for a general audience of building occupiers
- short 'talking head' video clips in collaboration with Construction Skills for free download
- articles in relevant trade publications
- collaborative work with Stakeholders
- inclusion of Fragile Roofs in WWT events
- inclusion of Fragile Roofs in Estates Excellence events
- inclusion of Fragile Roofs in agriculture events.

17. Considerable guidance material concerning the risks and their management already exists both internally and externally; therefore there is little need for new guidance.

Paid for Media Campaigns

18. There is unlikely to be any 'paid for' construction-specific media campaigns or media activity. However, HSE will actively seek out ways to place key messages in printed media such as journals, industry publications, relevant electronic media.

Stakeholders

19. Working with stakeholders is core to delivering communications activity that supports the aims and priorities of the Construction Division's work and the broader HSE Strategy.

20. HSE has mapped organisations with an active interest in construction health and safety and operating committees alongside CONIAC. The aim is to identify any areas of duplication, or indeed gaps in activity and to make best use of all the resources available. This work will be shared more widely with the industry during 2013/14.

HSE's policy on endorsement and use of the HSE logo

21. HSE's logo and the corporate brand are valuable assets. When applied to third-party products (such as guidance) the logo and HSE's endorsement can add credibility and authority as well as attract and encourage interest.

22. The criteria surrounding uses of HSE's brand on third-party guidance, i.e. HSE logo, endorsement / supporting statement, include:

- whether HSE has an active involvement in producing guidance with third parties to address a particular need, e.g. regulation, topic or specific industry issue that other HSE guidance does not already address.
- whether common topics (e.g. risk assessment, health surveillance, workplace transport etc) are described consistently with other HSE guidance.
- whether guidance describes good practice to illustrate compliance. (Guidance that goes beyond the minimum required to comply with the law should only be included where there is a particular business need – and it should be made clear when the guidance goes beyond compliance).

- robust arrangements are in place to monitor its effectiveness (use of logo or endorsement) and to ensure guidance is reviewed and kept up to date.
- that the use of HSE's logo does not provide commercial advantage.

Actions

23. CONIAC is asked to:

- note the content of the paper and acknowledge the progress with delivering the communications strategy.
- consider ways in which members can support WWT either financially or by other means.
- identify other ways in which CONIAC can contribute to communications activity and liaise with the given contact.
- identify specific actions CONIAC members / their organisations can take to target communications activities on hard to reach sectors of the industry.

Contact

Sue Brandrick,

tel: 0207 556 2100,

e-mail: sue.brandrick@hse.gsi.gov.uk

Construction Publications Portfolio - Summary			
Series No	Title	Current Status	DMB Decision
HSG			
HSG 33	Health and safety in roofwork	Revised 2012	Retain
HSG 47	Avoiding danger from underground services	Revised version for Publication 2013	Retain
HSG 141	Electrical safety on construction sites	Published 1995 Out of print	
HSG 144	The safe use of vehicles on construction sites: A guide for clients, designers, contractors, managers and workers involved with construction transport	Revised 2008/09. Published 2009	Archive
HSG 150	Health and safety in construction	To be published 2013	Retain
HSG 151	Protecting the Public - your next move	Revised 2008/09. Published 2009	Retain
HSG 168	Fire safety in construction work	Revised 2009/10. Published 6 October 2010	Retain
CIS			
CIS 10	Tower scaffolds	Rev 4: 2005	Delete - refer to website
CIS 26	Cement	Rev 2 (2002)	Delete - refer to website
CIS 27	Solvents	Rev 2 (1998) Re-printed 2003	Delete - refer to website
CIS 36	Silica	Rev 1 (1999) Re-printed 2004	Delete and replace
CIS 37	Handling heavy blocks	Out of print	Delete and replace
CIS 45	Establishing exclusion zones when using explosives in demolition	Published 1995 Re-printed 2002 Out of print	Withdraw/delete
CIS 47	Inspections and reports	Rev 1 (2005)	Delete - refer to website
CIS 52	Construction site transport safety: Safe use of compact dumpers	Revised 2006	Delete - refer to website
CIS 53	Crossing high-speed roads on foot during temporary traffic-management works	Published 2000	Delete - refer to website

Construction Publications Portfolio - Summary

Series No	Title	Current Status	DMB Decision
CIS 54	Dust control on concrete cutting saws used in the construction industry	Rev 1 (2010)	Delete - refer to website
CIS 56	Safe erection, use and dismantling of falsework	Published 2003	Delete - refer to website
CIS 57	Handling kerbs: Reducing the risk of musculoskeletal disorders (MSDs)	Published 2005	Delete and replace
CIS 58	The selection and management of mobile elevating work platforms	Published 2008	Delete - refer to website
CIS 59	Provision of welfare facilities at construction sites	Published 2010	Delete - refer to website
CIS 69	Controlling construction dust with on-tool extraction	To be published 2013	
Busy Builder Sheets			
CIS61	Manual Handling: What you need to know as a busy builder	Published 2010	Retain
CIS62	Welfare facilities: What you need to know as a busy builder	Published 2010	Retain
CIS63	Running a small construction site: What you need to know as a busy builder	Published 2010	Retain
CIS64	Excavation: What you need to know as a busy builder	Published 2012	Retain
CIS65	Avoiding concealed services and overhead power lines: what you need to know as a busy builder	Published 2012	Retain
CIS66	Domestic basement construction projects: What you need to know as a busy builder	Published 2012	Retain
INDG			
INDG 258	Safe work in confined spaces	Re-printed 2006	
INDG 284	Working on roofs	Revised 2008	Delete - refer to HSG 33
INDG 344	The absolutely essential health and safety toolkit for the smaller construction contractor	Revised 2007/08	Retain
INDG 384	The high 5: Five ways to reduce risk on site	Published 2003	Retain

Construction Publications Portfolio - Summary

Series No	Title	Current Status	DMB Decision
INDG 411	Want construction work done safely? A quick guide for clients on the Construction (Design and Management) Regulations 2007	Published 2007	Delete - refer to website
INDG 437	Notification of Conventional Tower Crane Regulations 2010	Published 2010	Delete - Revocation of Regs
L			
L 96	A guide to the Work in Compressed Air Regulations 1996	Published 1996 Out of print Aug 2010	Retain
L102	Construction (Head Protection) Regulations 1989	Published 1998	Archive
L 144	Managing health and safety in construction - Construction (Design and Management) Regulations 2007- Approved Code of Practice	Published 2007	Retain
MISC			
GEIS 5	Fragile Roofs Safe working practices	Published 2012	Retain
MISC 866	Are you developing a property?	Published 2009	Withdraw
SIR 58	Safety in construction transport (Specialist Inspector Report)	Published 2001 Print on demand only	Archive
	Safety of new Austrian tunnelling method (NATM) tunnels	Published 1996 Print on demand only	Archive

Key

	Retain
	Delete
	Archive
	Not construction lead