

<b>HEALTH AND SAFETY EXECUTIVE</b>			
<b>CONSTRUCTION INDUSTRY ADVISORY COMMITTEE (CONIAC)</b>			
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<b>Cleared by:</b>	Philip White, Chair of CONIAC, on 28 February 2011		

## **HSE Construction Division Communications Strategy**

### **A paper by Sue Brandrick, Construction Sector**

#### **Purpose of the paper**

1. To inform CONIAC of the Construction Division's Communications strategy for 2011/12 and beyond.
2. To request Member's help in obtaining greater involvement and support (including funding) from Industry for a longer term communications strategy for the Construction Sector.
3. To note that the strategy is not fixed and needs to evolve in response to developing HSE policy and spending controls.

#### **Background**

4. Delivery of the Construction Division's Plan of Work is through a mix of interventions such as; operational activity, including enforcement and inspection; work with stakeholders; and communications activity, including website, publications and working with industry through WWT.
5. Evidence shows that communications plays an important role in tackling health and safety risks, particularly in hard to reach small, medium, and micro businesses.
6. The current spending controls on government communications activity, introduced as part of wider efficiency savings remains in place and will continue for the full term of this parliament. The controls affect all communications activity across HSE.
7. HSE has set up governance processes to manage funding of communications activities in line with the spending controls. The Construction Division has worked through these processes and has secured funding for the majority of planned activities until the end of this financial year. Activities have focused on SMEs and include; WWT, providing advice and guidance at events such as the National Painting and Decorating Show, and publications, in particular the Busy Builder information sheets. The governance processes will continue for the foreseeable future.

## **Strategy**

8. The Communications Strategy for 2011/12 and beyond will need to support Construction Division's work and address two very different audiences: the large, organised and competent part of the industry; and the smaller, less competent and hard to reach section, which comprises the larger part in terms of employers.
9. For the former, the principles of Ownership, Leadership and Partnership remain relevant. The Construction Division will not devote a disproportionate amount of its resource to that part. The highest priority has to be given to the latter part of the industry both in communications and more broadly through other work.
10. Bearing this in mind, our broad priorities are;
  - continuing to target communications and publications activity at SMEs
  - targeting high risk activity, especially work at height
  - targeting ill health issues
  - supporting WWT
  - work with industry bodies in the larger/organised part of the industry
11. We are currently developing the overall Communications Plan for 2011/12. It will be informed by, and support, the HSE's Business Plan and the Construction Plan of Work. The Communications Strategy also takes account of cross HSE strategic aims on publications and stakeholder relations.

## **Specific areas**

### Publications Strategy

12. In line with HSE's broader communications strategy, the aim is that the HSE's Construction web pages will become the primary location for information including guidance material, with only a small number of publications in print where that is the best means to reach the target audience.
13. The objectives are:
  - to reduce the number of obsolete and duplicate publications
  - limit the numbers of new publications to those that have been identified by specific strategies, eg. CONIAC's Small Sites Strategy,
  - make all existing priced and non-priced publications available online (archived if necessary) with a limited number of priced publications (such as HSG 168 – Fire Safety in Construction) available in hard copy.
14. Where industry stakeholders identify a compelling need for guidance, they will be encouraged to consider producing that guidance and where

appropriate HSE will work along side industry stakeholders on individual projects.

### Construction Website

15. In 2010 an extensive review of HSE's Construction Website pages was carried out. An extensive update was carried out involving a complete restructuring, look and feel as well as the creation of additional pages. This work is planned to continue in line with HSE's wider Website Improvement Project. The Construction website is tailored towards SMEs and hard to reach parts of the sector, while also providing information to specific sectors, such as designers and architects. It is being carried out in conjunction with the development of a Construction Publications Strategy, to avoid duplication both with existing HSE publications (including the web) and with industry publications and sources of information.

### Working Well Together (WWT)

16. HSE is committed to the continuation of WWT. There is a high level of recognition of the value of the initiative, the involvement of industry, and the contribution of WWT to the continuous improvement of health and safety in the SME sector. In this financial year, HSE funding and resourcing of the initiative have been kept at a level comparable to previous years. However, HSE must robustly evaluate all spend. In view of this, promotional items such as 'memory joggers' will need to be funded by WWT partners.

17. Final decisions have yet to be made on the exact budget available for WWT in 2011/12, however HSE remains committed to the partnership. Planning for 2011/12 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. We are waiting for advice on HSE funding.

18. The WWT website is currently hosted and maintained separately from the HSE website at an annual cost of approx £6000 – an industry funding source is sought to take this forward.

### Media Relations

19. Opportunities will be sought through proactive PR to place key messages in printed media such as journals, industry publications and relevant electronic media.

### Industry organisations

20. Working with industry trade bodies/associations/institutions and trade unions will be core to delivering communications activity that supports the aims and priorities of this strategy and the broader HSE strategy, examples of such work includes:

- Supporting industry events
  - e.g. SSIP launch
  - providing judges for industry awards
- Joint working on publications
  - e.g. PAS91
  - SFfC guidance on Telehandlers
- Joint development of web based tools and guidance
  - e.g. Leadership and Worker Involvement Tool
  - top 10 tips for architects

## **Actions**

CONIAC are asked to:

- Note the content of the paper and acknowledge the evolving nature of the 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 named contact below.
- Identify specific actions/proposals that CONIAC members and their organisations can take to target communications activities at hard to reach sectors of the industry.
- CONIAC Secretariat will:
- Contact CONIAC members individually with a view to stimulating action on construction communications activities.

## **Contact**

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