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**HEALTH AND SAFETY COMMISSION  
CONSTRUCTION INDUSTRY ADVISORY COMMITTEE (CONIAC)**

**The Working Well Together Campaign**

**Summary**

**Issue**

1. This paper provides a report on the activities and successes of the WWT Campaign to date for members to note.

**Introduction**

2. The Working Well Together Campaign continues to engage fully with all parts of the industry to promote best practice and reduce accidents. There have again been two key targets this year, the workforce and small businesses.

**The WWT Safety and Health Awareness Days**

3. Since Sept 2002, twenty- three events aimed at micro builders, sole traders and the self employed have been held, attracting nearly five thousand delegates-more than three thousand small companies. Support from across the industry has been critical to the success of this approach.

4. The events have caught the imagination of the industry, with many large contractors, housebuilders, local authorities as well as suppliers and intermediaries forming local WWT partnerships to organise and deliver the events. Partner donations and exhibitor fees largely fund events.

5. An evaluation of the 2002/3 programme showed a high degree of delegate satisfaction with the relevancy of the programme. More importantly delegates have confirmed their commitment by taking action. A telephone survey of all events, throughout the country has shown that 81% of those contacted have taken action to improve health and safety performance.

### **The 2003 WWT Bus Tour**

6. In 2003, the Bus Tour became a Roadshow. As a natural progression, the bus has become a trailer that people can walk around. The additional space (and shelter) enables us to be more imaginative and interactive presenting key health and safety information.

7. The focus this year was the High 5 – specifically developed by HSE’s construction sector to highlight the areas of greatest risk on smaller sites. See leaflet attached.

8. Sponsors for this year include Bovis Lend Lease, Forest Safety Products, Skanska, Taylor Woodrow, TUC, Constructing Excellence, Renault Trucks and Safesite. We were also able to secure the attendance of the Minister for Work, Des Browne MP to launch the Roadshow in Edinburgh, thus ensuring us high profile media attention - including an article in Construction News

9. The mix of serious messages and fun elements remain. There is still a Health and Safety Quiz, with scratch off true or false answers and a slogan tiebreak. The “goodie bags” have become “Essential Survival Kits” and include HSE’s High 5 leaflet, the Absolutely Essential H+S Toolkit for Smaller Contractors, a free T-Shirt, key ring, builders pencil and an insulated mug – which is proving extremely popular with the crane drivers in particular

10. The Roadshow has toured for five working weeks, visiting twenty three sites from Edinburgh to Exeter. New this year was housebuild sites. Co-operation between the volume housebuilders have resulted in large numbers of site workers being able to visit.

11. We have also visited two sites at the specific request of clients. Merke Sharpe and Dome, Harlow have a contractors WWT Club on site, and BP, Hull, who joined the Campaign earlier this year, have run a week long series of workshops for contractors. The week was launched by a visit from the WWT Roadshow.

12. The number of site workers who visited the Roadshow this year, which ended on 10<sup>th</sup> October, was just over ten thousand. Given that we saw twenty thousand in the first four years, this year is a record year.

### **WWT News**

13. In April we contracted with Kenyon Fraser to produce the WWT News, as they not only offered a cost-effective contract but also considerable journalistic experience. They were sympathetic to our need for a newsletter that would be more colourful, in tabloid 'easy-reading' style, with a high 'human' profile. Feedback from the first two editions has been very positive.

14. In addition to the contracted four editions Kenyons are producing a WWT News supplement to be inserted into Construction News to publicise the WWT Awards. This will, for the first time, ensure that we can showcase WWT Award winners in the construction press.

### **The WWT 4C Awards**

15. This year we sought to dismantle any real or perceived barriers to entry relating to cost, by making the Awards free to enter for both large and small companies. To attract more small firms entries we introduced two £3000 cash prizes thanks to the generosity of Birmingham Health, Safety and Environment Association and DMS (Midlands)

16. The Awards were marketed more aggressively this year, with paid advertising and a supplement in Construction News, a "mail out" with FMB's Master Builder, an editorial in Professional Builder and e-mail marketing to the WWT member database.

The No 1 Worker was extensively promoted via the WWT Roadshow as it visited sites.

17. There are around three times as many entries for the 4Cs awards this year compared to last – almost half of them from small companies. The popular WWT No 1 Worker Award closed on the 17<sup>th</sup> October and attracted six times as many entries as it did last year.

18. The Awards Dinner will be held in London at the Grosvenor House hotel and Des Browne Minister for Work has agreed to attend, give a keynote speech and present the awards.

### **WWT Website**

19. The Website is currently under review and a consultant has been engaged to improve the functionality, speed of response and user friendliness. The website will receive a whole new updated look. This work will be completed in the current financial year.

### **CONIAC's WWT Steering Group**

20. The WWT Steering Group has been reviewed and members now represent the WWT regional groups and other WWT 'champions'. New members include representatives from TUC, TGWU, UCATT, FMB, the Construction Confederation, Bovis and Keir. The first meeting, which took place on 13<sup>th</sup> Oct 2003, reviewed previous events and endorsed future plans.

### **Additional SME funding**

21. We have just secured European funding for work with SMEs and a White Van Initiative is being developed. This will effectively be a white van visiting small rather than large sites but taking with it the same messages as the Roadshow did during the autumn. Details are currently being discussed.

22. Additional funding has also been secured to set up new regional groups in addition to the current ones and give financial support for local initiatives.

## **Action**

23. Members are invited to:

- Note the opportunity to be informed about the current state of developments
- Contact Joy Jones if they wish to attend a SHAD or take an active part in the Campaign.

## **Contact**

Joy Jones

Construction Sector

Tel 020 7556 2130

EMAIL – [joy.area06.jones@hse.gsi.gov.uk](mailto:joy.area06.jones@hse.gsi.gov.uk)