

Open Government status: Fully Open

Paper Number: M3/2005/2

Meeting Date: 24th November 2005

Type of Paper: Below the line

Exempt material: None

Paper File Reference:

Intranet embargo?: None

HEALTH AND SAFETY COMMISSION

CONSTRUCTION INDUSTRY ADVISORY COMMITTEE (CONIAC)

Trojan Horse Safety Messaging Project

Summary

This paper informs CONIAC about the second phase of the Trojan Horse Safety Messaging Project. It also asks CONIAC for a nominee to be assigned as a liaison member on the project Steering Group (SG); and to provide feedback on the project, particularly on the dissemination and long-term application of this messaging technique.

Issue

1. To inform CONIAC about the Trojan Horse Safety Messaging Project, and seek future involvement in the initiative.

Timing

2. Routine. The first phase of the Trojan Horse Phase I is complete (July 2003 – Oct 2004). Trojan Horse Phase II is on-going (June 2005 to July 2006).

Recommendation

3. In order to add value to the project, by ensuring full consultation with industry through the expertise within CONIAC, we recommend that CONIAC endorse and embrace this continuing research, and nominate a Member to be assigned to the Project SG.

Background

4. Construction incidents are still a major issue, despite several recent high profile initiatives. This situation is aggravated by the skills shortage and an influx of non-English speaking site workers often resulting in communication problems. Trojan Horse site safety messages have been shown to raise awareness of site operatives by imparting safety information directly to the operatives.

5. The Trojan Horse Phase I study, led by the Steel Construction Institute (SCI), investigated the efficacy of Trojan Horse messages in raising awareness and imparting safety information directly to site operatives. The messages were applied to the components the operatives routinely work with; hence the name 'Trojan Horse' messages. The study concluded that the messages could be applied to the various components with minimal interference on the site works. In addition, this safety messaging technique elicited positive responses from the operatives and resulted in high levels of awareness of the messages and information uptake.

6. The response of industry was very positive to the extent of providing significant resources to assist the project. Following discussions with industry, it was decided to carry out a second phase of the project to investigate the long-term effectiveness of the messages and their behavioral impact on site operatives. Phase II is currently on-going with significant input from both industry and academia.

Argument

7. The outcome of Phase I of the Trojan Horse has shown that this technique raises safety awareness and information uptake among site operatives to the extent of engaging some of the operatives in discussions on site safety. Phase II will build on the success of Phase I to investigate whether the impact of the messages diminishes over time and whether the messages lead to a change in the behaviour of the operatives. The industry

expertise within the members of CONIAC would help to ensure that all aspects of this research had been considered, particularly relating to the practical site application.

Consultation

8. Several trade associations, industry bodies and universities are participating in Trojan Horse Phase II including the Major Contractors Group (MCG), Construction Product Association (CPA), Truss Rafter Association (TRA), British Constructional Steelwork Association (BCSA), Precast Flooring Federation (PFF), The Concrete Society, Oxford University and Loughborough University.

Presentation

9. The Trojan Horse project is overseen by a Steering Group (SG), chaired by John Carpenter, and comprised of senior industry representatives. Two further SG meetings are planned between November 2005 and July 2006. In addition, a high profile industry event will be organized in July 2006 to disseminate the results of Phase II to the wider industry. We expect the HSC Chair to participate in this, along with John Tebbit of the Construction Products Association, who is a Project Steering Group and CONIAC member. A research report will be published and articles will be written in various high profile journals to publicise the outcomes.

Costs and Benefits

10. Phase II of the Trojan Horse is sponsored by the HSE with significant contribution in kind from various participating companies. The total cost to the HSE for the longitudinal impact study is £30k and it is anticipated that various other organizations and companies will contribute to the project by sponsoring particular messages.

Financial/Resource Implications for HSE

11. The longitudinal impact study amounts to £30k. Discussions are ongoing on the costs for the behavioural impact study. Paul Thomas, Rob Miles, Bob Simpson and Tony Whitehead of the HSE are closely involved in the project.

Environmental Implications

12. None.

Other Implications

13. None

Action

14. To inform the development of the Project, it would be helpful if CONIAC members could:

- a) assign a CONIAC member as a liaison member sitting on the project Steering Group; and
- b) comment and provide feedback on the project, particularly on the dissemination and long-term application of this messaging technique.

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