

Communicating and engaging with small business

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Background to the project

- Aim to develop clear vision and strategy for HSE engaging and communicating with small business – and practical recommendations to make it happen
- Small project team with Steering Group oversight drawn from across the organisation
- Intrinsically linked with other projects underway in HSE – corporate publications review; development of new guidance, internet review project etc

What are we trying to achieve?

- Increase the number of small businesses who:
 - Understand their basic responsibilities to manage health and safety effectively, carry out risk assessments and act on the findings;
 - Trust HSE as an authoritative and business friendly source of information and advice;
 - Feel confident to recognise when they can manage health and safety themselves/internally, and when they genuinely need external consultants.

Who are we targeting?

In general terms, those businesses:

- with limited management capability to deal with health and safety issues (primarily those with less than 50 employees);
- who are willing to take action, but just don't know how;
- who are just starting to find out about health and safety.

How do we communicate?

- **Stage 1: General information** - website and publications (priced and non-priced);
- **Stage 2: Tailored information** – interactive web tools, tailored email alerts and telephone information e.g. Infoline;
- **Stage 3: Tailored advice** – often face-to-face by inspectors and Health and Safety Awareness Officers, and telephone advice e.g. Workplace Health Connect.

What are we proposing?

Stage 1 - Improving quality of HSE publications and web material:

- Review of existing publications;
- Clear process for developing new publications;
- Revamp of the HSE website;
- Advice to HSE staff writing for small business audience;
- More effective use of existing channels.

What are we proposing?

Stage 2:

- Development of sector specific information on key hazards;
- More effective use of email bulletins;
- Refinement of online SME performance indicator;
- More effective internal communications to improve Infoline services.

What are we proposing?

Stage 3:

- Use of segmentation to identify priority groups;
- Development of products and services to meet the needs of the target audience;
- Good practice guidance for HSE staff in engaging with small business at local level (e.g. advice on workshops and other events)

Segmentation – the 5 Rs

- Risk (in sector with high H&S risks)
- Receptivity (wants to change/improve)
- Requirement (needs to change/improve: i.e. not the 'worried well')
- Reach (number of workforce potentially affected)
- Route (existence of effective communication channels)

Stage 1 - Top tips for communicating with small business

- Seeking views on draft guidance for HSE staff writing for business
 - Does this capture the key points?
 - Is there anything missing or wrongly present?
 - Any particular points need highlighting
 - by changing the order or picking out 'star tips'?