

# HSC/LGP MEETING 6 NOV 2007

## A note from LACoRS

### Communications

#### **Background**

There is a need for improved communications between HSE and local authorities. This represents the main area which still frustrates local authority health and safety teams and LACORS.

Recognition by HSC and HSE in documentation, guidance, at events, in speeches, of local authorities as key deliverers of health and safety outcomes is vital to sustain the partnership.

At the same time the partnership needs to find ways of harnessing LA resources, from press offices to councillors, to promote HSC/E priorities.

#### **Communications strategy**

It is understood that an internal stock take exercise to assess HSE's strengths and weaknesses, opportunities and threats will help to take full account of lessons learned over recent years in shaping new objectives. LACORS understand that a review of HSE's long-term communication plan is being developed and feels it is essential that LACORS and LAs are represented on the group developing the plan.

Areas of particular interest include:

Using LA press offices more effectively to support national HSE campaigns (this fits with LACORS efforts to use LA press offices more effectively on behalf of all regulatory services. It is envisaged that we could use LA press offices to publicise local work on a Fit3 activity, with HSE providing support).

Use of social marketing techniques to involve comms at an earlier stage in devising campaigns.

Comms role in making HSE priorities relevant at a local level, in line with LAA approach.

#### **Current work to improve communications**

HELA (joint HSE/local authority liaison committee) at their recent meeting on 17<sup>th</sup> October agreed to develop a communications plan to raise the profile of HELA predominantly by using the HELA brand to disseminate messages and influence at all levels. The Joint chairs of HELA recently sent out a letter providing an update to LAs on the partnership.

LACORS and the HSE's Local Authority Unit are currently at the early stages of some work to better coordinate information on their respective websites.

#### **Branding**

In 2006 HSE and LACORS developed branding for the partnership, to be used to:

- Produce a joint approach acceptable to all partners within the partnership

To allow all members of the partnership to own the approach and use it as part of their work to deliver the joint strategy

To reduce the need for a separate or many other logos on marketing material

To acknowledge the LAs role in developing and facilitating the partnership and its achievements

It was therefore envisaged that the partnership branding would be used by all at events jointly organised by HSE and LAs, at conferences and at regional meetings. But more fundamental, to be used to truly recognise when topics and initiatives are being delivered by both HSE and LAs.

### **Discussion**

What are LGP and HSC members' views on the issues set out above, and the way forward?  
What can local government and HSC do to offer mutual support on communications?

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