

# Partnership on Health And Safety in Scotland

## Scottish Action Plan on Health and Safety

### Business-to-business health and safety seminars: feedback, evaluation and recommendations for follow up and future action

#### Issue

1. To provide feedback from the business to business seminars and recommend follow up action.

#### Summary and recommendations

2. The series of five seminars held in five Scottish cities over a period of a month in April and May have:

- confirmed that there is more work to do to raise awareness of the help and support that is available to SMEs;
- demonstrated that when information is provided in an accessible form to SMEs and in a way which recognises their needs, they welcome it and are prepared to act on it.

3. Recommendations to build on these events, learning from the feedback and the experience of participants are to:

(i) Issue a communiqué to all businesses who attended addressing the questions in the feedback.

(ii) Provide the Scottish Centre for Healthy Working Lives (SCHWL) and the Scottish Chamber of Safety (SCOS) with a list of businesses who said they would welcome further contact – for individual follow up.

(iii) Develop a revised model and theme for further events for SMEs to be delivered at minimal cost to include:

- Designing a mentoring toolkit consulting RoSPA Higher Performers and the Federation of Small Businesses
- Seeking SME candidates for mentoring at each event and putting in place brokering arrangements to find suitable mentors from amongst higher performers
- Incorporating promotion of Healthy Working Lives services within the programme again
- Maximising engagement and participation of SMEs - this time by asking large companies to encourage attendance by their supply chain companies with fewer than 250 employees
- Seeking the support of SCOS and Local Safety Groups across Scotland to facilitate and deliver one event per region over a given time period
- Including an HSE campaign presence at each event
- Advertising the events via relevant SCDI communications as well as by direct invitation

## **Background**

4. The series of five events was organised and marketed by SCDI (the Scottish Council for Development and Industry) in conjunction with the Partnership on Health and Safety in Scotland with design, planning and funding from the Scottish Government. Additional publicity was achieved via a series of press releases issued by the Big Partnership working for the Scottish Centre for Healthy Working Lives. The branding of these “business to business health and safety seminars” deliberately avoided the impression that the events were connected to regulatory or enforcement activity, HSE or Local Authorities.

5. The seminar series was launched on 23<sup>rd</sup> April at the STUC Congress at a photo call with HSE Chair Judith Hackitt (who addressed Congress and chaired a fringe meeting the same day), Grahame Smith STUC General Secretary and Steve Bell, SCHWL Strategic Director. Events were held in Inverness, Aberdeen, Dundee, Edinburgh and Glasgow between 24 April and 16 May 2008.

6. The events were advertised in SCDI’s mail shot and on their website as being for SMEs. The key aims were promoted as being to:

- boost business profitability and competitiveness through sensible health and safety
- increase their understanding of health and safety legislation and best practice
- learn about practical solutions they can apply to their business through case study presentations
- find out about the public and private sector support and expertise available to you

A statement from Jim Mather MSP, Minister for Enterprise , Energy amd Tourism was included in the publicity.

7. The rationale for the events was to:

- provide advice and support from higher performing businesses to SMEs recognising the evidence that SMEs will listen to practical advice from other businesses rather than exhortation from government. This fulfils a key action in the Scottish Action Plan.
- facilitate higher performing businesses in sharing their expertise and experience. This is one of the criteria in RoSPA’s Scottish Higher Performers’ Charter.
- leave a legacy of information in each geographical area about on-going local support - for example getting SMEs to sign up with Healthy Working Lives and promoting the role of SCOS and the relevant Local Safety Group.

8. An example agenda and PHASS Chairperson’s speaking note is at Annex 1. Venues and speakers for each event are listed at Annex 2

## **Attendance**

9. 40 businesses attended in Inverness, 35 in Aberdeen, 23 in Dundee, 37 in Edinburgh; and 47 in Glasgow making a total of 182 businesses overall. Dundee was the lowest turnout reflecting SCDI’s lower membership base in that area; Glasgow had the largest number of no-shows from those who applied perhaps reflecting the mood on a sunny Friday lunch time. Details of all people, their businesses and contact details have been retained for following up with those who have agreed to be contacted again about health and safety.

10. Overall attendance was slightly lower than planned, reflecting the difficulty of engaging SMEs not just on health and safety but on any topic. The lesson from that is to utilise larger businesses contractual and supply chains to encourage turn out. Glasgow City Council's health and safety day for LA suppliers is a good example of how purchasing power provides the incentive to turn up and demonstrate that businesses are taking health and safety seriously.

11. The events provided an opportunity for attendees to talk about health and safety regulation without fear or favour. At some events comments were critical of a perceived over-zealous approach; at others very complimentary remarks were made about the experience of thorough and helpful inspection. Generally, comments confirmed the need to continue the sensible health and safety campaign to tackle misconceptions about the pervasiveness of health and safety law and to de-mystify the process of risk assessment.

### **Costs**

12. The total cost to the Scottish Government was £19,754.26 covering SCDI's management fee and venue costs. This represents a unit cost per business attending of £109. Speakers gave their time for free and did not charge expenses for which the Scottish Government is very grateful.

### **Size of businesses**

13. The seminars were designed specifically with SMEs in mind – with speakers asked to pitch their content carefully at the SMEs' perspective. Although the seminars were clearly flagged by SCDI as being for SMEs, it is clear from the company names that some larger businesses also attended particularly in Edinburgh. Although not reflected negatively in the feedback, such businesses may have found the seminars of less value than a small business. The learning point here is to be even more explicit about the intended target audience perhaps specifying a maximum for size of workforce.

### **Feedback**

14. Feedback was obtained by issuing an e-mail to each attendee immediately following each event with a link to a web-based survey monkey. The presentations from each event were also made available to download. The response rate to the survey was not very high but around the level (33%) expected from a follow up questionnaire. The results were very positive and are attached for each event at Annex 3. Consideration was given to issuing and collecting feedback sheets on the day but experience has shown that this leads to an even lower response rate.

### **Further comments from attendees**

15. Some of those who responded to the follow up request for feedback also included brief written comments and questions. These are dealt with in a proposed communiqué to be issued to all attendees attached at Annex 4.

## **Media coverage**

16. The seminars were the focus of a month-long communications exercise by the Big Partnership engaged and paid for by the Scottish Centre for Healthy Working Lives specifically for this work. Seven print articles and 231.5 column inches were achieved including news and editorial coverage, along with six online articles. In communications terms, this is regarded as the equivalent of £19,930 worth of paid publicity (advertising).

17. Newspaper coverage was concentrated at the launch during STUC Congress in Inverness on 23 April where a photo call was arranged with Judith Hackitt, Chair of the HSE Board, Steve Bell, Director of SCHWL and Grahame Smith, STUC General Secretary. Inverness was also the location of the first event

18. On April 24, the Glasgow Evening Times and Press and Journal ran a significant pieces on the launch of the seminars. The Press and Journal's recruitment section followed this up on April 25 with a large case study on Spey Fruits. On May 1, the Edinburgh Evening News ran a story highlighting the Edinburgh seminar, and on May 2 Business 7 featured an interview with Robert Atkinson of the Scottish Centre for Healthy Working Lives. The Glaswegian ran a news article on May 15 ahead of the Glasgow seminar. On June 1, the Sunday Herald ran some follow up analysis picking up the theme of higher performing businesses offering support to SMEs.

## **Increased interest in Healthy Working Lives**

19. It has not been possible to assess any changes in website hits in time for the PHASS meeting but this should be available in due course. Call volumes to the SCHWL advice line will also be investigated. It is too early to say whether this initiative will result in actual new clients or in new sign ups for the award scheme.

## **Action**

20. PHASS members are invited to comment on the feedback and the recommendations for further action at paragraph 2 above.

## **ANNEX 1**

### **Example agenda and timings**

12.00 – 12.30 – delegates arrive, register. A buffet lunch will be provided.

12.25 – delegates' called to take a seat

12.30 – introduction and welcome by SCDI representative covering their involvement in this series of seminars (incl. domestics/emergency arrangements at the venue)

12.35 – Welcome from you as the Chair (speaking note attached)

12.40 – Health and Safety Lawyer's Association speaker:

13.00 – Business speaker

13.30 – Healthy Working Lives speaker

13.35 - Q&A with all speakers joined by SCOS and local safety group reps

14.00 - Thanks and goodbye from you as the Chair – mention follow up (see speaking note)

### **Introductory speaking note for PHASS Chairperson**

The Partnership was set up by the Health and Safety Commission in 2005 with the support of UK and Scottish Ministers. And we are pleased to have the Scottish Government's support for this series of events and in particular Minister for Enterprise, Energy and Tourism, Jim Mather's endorsement.

The Partnership has membership from the Federation of Small Businesses, the CBI, STUC, health and safety professionals, as well as the Scottish Government, HSE and Local Authorities.

So why are we holding these events? Well, as the Minister himself puts it: strategies to create a safer and healthier Scotland, and a wealthier Scotland are intertwined.

The Partnership is working together to deliver an Action Plan on Health and Safety which recognises that there are many organisations involved in health and safety in Scotland who need to work together.

A top priority is to help businesses - those who actually have the duties under the law – to meet their obligations as easily and effectively as possible.

The evidence that sensible health and safety management makes a positive contribution to business performance is generally accepted but much less so amongst smaller businesses.

We need to change that perception if we are to reduce injury and ill health and realise the potential of good jobs and good workplaces to improve the health of our nation.

But smaller businesses need help and understanding to fulfil their health and safety responsibilities.

One way of achieving this is to publicise and make more accessible the range of free advice and support that is already available. That's what we want to do today – to give you:

- some useful practical advice from our guest speakers to take away with you;
- to promote a service unique to Scotland - provided by the Scottish Centre for Healthy Working Lives; and
- to put you in touch with the Scottish Chamber of Safety and your local safety group which you can join to discuss health and safety topics at meetings which they hold throughout the year.

First up is [ ] from [legal firm]. [ ] is a member of the Health and Safety Lawyer's Association to alert you to some of the legal compliance issues facing small businesses.

Then I will ask [ ] from [company] to present some practical advice based on what has worked for their business.

[ ] will then tell us about the services that Healthy Working Lives can offer. And I will finish off by inviting all our speakers and representatives to join me to answer any questions you might have. So we'll leave questions and comments until then if that's OK.

12:40 So please can I invite [legal speaker] to kick us off.

13:00 [Introduce business speaker]

13:30 [Introduce HWL speaker]

13:35 [Following the business speaker, invite SCOS and local safety group reps to join top table for Q&A. If necessary I will ask a question to kick off this session.]

At the end please thank:

- SCDI and members of PHASS for organising the event
- the speakers and name check their companies again for allowing them to time to contribute (see list attached at ANNEX 2)

Before delegates leave, please encourage them to:

- speak to HWL and SCOS/local safety group reps
- pick up further information and contact details from the HWL and SCOS stalls if they have not already done so
- respond to the request for feedback which will be sent out by SCDI by e-mail within a few days

**ANNEX 2****Business to business lunch time health and safety seminars - during Scotland's Action on Health and Safety campaign month**

<b>Date</b>	<b>Location &amp; venue</b>	<b>SCDI Spokesperson</b>	<b>PHASS Chair</b>	<b>HSLA speaker</b>	<b>Business speaker</b>	<b>Healthy Working Lives Adviser</b>	<b>Local safety group representative</b>
<b>April 25</b>	<b>Inverness Kingsmills Hotel Culcabock Road Inverness IV2 3LP</b>	<b>Gareth Williams, Manager - Highlands and Islands</b>	<b>Ralph Garden</b>	<b>Carole Ferguson, Ledingham Chalmers</b>	<b>Andrew Kennedy Scottish Power</b>	<b>Robert Fisher</b>	<b>Jim Spence, SCOS Mark Sutton, Highland</b>
<b>April 29</b>	<b>Aberdeen Hilton Aberdeen Hilltops Hotel, 161 Springfield Road Aberdeen AB15 7AQ</b>	<b>Ian Armstrong, Manager - North East</b>	<b>Linda Shanahan</b>	<b>Carole Ferguson, Ledingham Chalmers</b>	<b>Susan Elston Aramark</b>	<b>Alex Black</b>	<b>Dave McGinigel, SCOS Gavin Lord, GOSH</b>
<b>May 6</b>	<b>Dundee Dundee Hilton Earl Grey Place Dundee DD1 4DE</b>	<b>Niall Stuart, Press and Government Affairs Manager</b>	<b>Steve Bell</b>	<b>Tom Stocker, Pinsent Masons</b>	<b>Lesley Millar Danapak - tbc</b>	<b>Alex Black</b>	<b>Mark Russell, SCOS Stan Brown, Tayside</b>
<b>May 8</b>	<b>Edinburgh The George Hotel 19-21 George Street Edinburgh EH2 2PB</b>	<b>Iain Duff, Chief Economist and Policy Manager</b>	<b>David Evans</b>	<b>Rory Jackson, McClure Naismith</b>	<b>Bob Cummins Scottish Water Solutions</b>	<b>Tom Neilson</b>	<b>Karl Simons, SCOS Cynthia Guthrie, Lothian</b>
<b>May 16</b>	<b>Glasgow Hilton GLS Grosvenor Hotel, Great Western Road Glasgow G12 0TA</b>	<b>Iain McTaggart, General Manager</b>	<b>Danny Carrigan</b>	<b>Joanne Gillies McGrigors</b>	<b>Iain McColl Magna North</b>	<b>Iain Rodgers</b>	<b>John Cairns SCOS Claire Allinson SHEFS</b>

## ANNEX 3

### EVALUATION OF SURVEY RESPONSES AT EACH LOCATION

Location	Inverness	Aberdeen	Dundee	Edinburgh	Glasgow
Attended	40	35	23	37	47
Responded to the survey	12	12	9	13	11
Provided contact details	100%	100%	100%	100%	100%
Found the seminar useful	100%	91%	100%	92%	100%
Said they will do something different as a result	91%	64%	50%	77%	80%
Had made use of HWL before	18%	9%	25%	8%	10%
Had heard of HWL before	36%	27%	25%	23%	20%
Had not heard of HWL before	46%	64%	50%	69%	70%
Were encouraged by what they heard to use HWL	86%	67%	100%	83%	88%
Were not ...	14%	33%	0%	17%	12%
Had heard of SCOS	30%	18%	25%	15%	30%
Had heard of their Local Safety Group	46%	27%	29%	9%	33%
Were encouraged to contact their Local Safety Group	78%	67%	100%	31%	90%
Were not....	22%	33%	0%	69%	10%
Answered the question: what further info would you like? (see Annex 4)	1	2	2	3	5
Said they would like to be contacted by SCDI/PHASS/HWL/LSG about other h&s related events	62%	80%	86%	46%	100%

## ANNEX 4

### DRAFT COMMUNIQUÉ TO ALL ATTENDEES COVERING QUESTIONS AND COMMENTS MADE – TO BE ISSUED BY SCDI BY E-MAIL

Thank you for coming along to one of our business-to-business health and safety seminars in April and May.

We have now analysed your feedback. This message responds to your comments and questions and provides further information on how these events will be followed up by the Partnership on Health and Safety in Scotland, the Scottish Centre for Healthy Working Lives and the Scottish Chamber of Safety.

Nearly 200 businesses attended an event. About a third provided feedback and said that they would like to be contacted again about health and safety.

The overwhelming majority said that they found the event useful and were likely to make some changes as a result. The level of awareness of the free (or nominal cost) health and safety advice and support available to small businesses in Scotland (in addition to contacting the [Health and Safety Executive](#)) was quite low. Your suggestions for improvements included:

- running more events (see below)
- providing information about [health and safety training](#) providers in the public and private sectors. This should be relatively straightforward – watch this space;
- explaining what each health and safety organisation does and how to choose a suitable one (see below);
- publishing a calendar of health and safety events across Scotland - in fact, this already in hand and likely to be hosted on the new [Healthy Working Lives](#) website;
- showing people how to find their [Local Safety Group](#). This explains their role and lists the local groups in Scotland, and how to contact them
- being able to find the [risk assessment templates](#) already prepared by Healthy Working Lives and [example risk assessments](#) from HSE.
- a website. Consideration is being given to publishing information in one place on the Scottish Government website with links to the most important sites for small businesses on other organisations' websites. Meanwhile [Business Gateway](#) provides a useful starting point on health and safety.

Plans for further events will be focused again on providing practical support from higher performing businesses to smaller businesses – but this time including setting up longer-term mentoring arrangements for example between established businesses and their suppliers and contractors. Local Safety Groups have agreed to facilitate this and to include plans within their programme of activity.

In addition to general advice on the basics of health and safety risk assessment, a range of [professional occupational health and safety organisations](#) are available to help small businesses in Scotland. HSE has also published information on how to get [competent health and safety advice](#).

We hope this feedback and further information is useful.