

# Partnership on Health And Safety in Scotland

**'For business by business support'  
– a proposal for a programme of events**

## **Issue**

1. To discuss and agree a specification for a programme of events to deliver action in relation to Section 7.4 of the Scottish Action Plan on Health and Safety.

## **Recommendations**

2. That the committee
- agrees the aims and objectives for the events;
  - provides a steer on the intended audience, location(s), numbers of events, timing and time of day;
  - suggests speakers and topics;
  - agrees to invite the Scottish Council for Development and Industry (SCDI) to submit a proposal to manage and deliver the programme of events

## **Background**

3. The Scottish Action Plan recognises that many businesses whose health and safety performance is already good or exemplary are willing to mentor, share good practice with, and transfer knowledge and experience to, other businesses down the supply chain. PHASS already has links with such businesses via RoSPA's Higher Performers' Forum and (formerly) SHAW Gold Award winners. SCDI membership also includes such organisations.

4. Regulators' experience shows that SMEs are more likely to act on advice from within the business community particularly where it is supported by case studies, than they are to act on exhortation from public agencies.

## **Proposal**

5. Bringing the two ends of this spectrum together via a programme of events around the country might therefore be valuable. The aim would be to achieve acceptance by potentially poor performers or inexperienced businesses that good health and safety has specific business benefits and should be part of their drive to move up the value chain.

6. Specific objectives would be to:

- impart practical advice – preferably case studies - which can be readily understood and applied by participants via presentations from respected and successful organisations
- provide an environment for networking and partnership development between good performers and organisations who may be seeking support (mentoring)
- sign up organisations to become new case studies for the business benefits of good health safety and well-being

7. The target audience would be organisations interested in obtaining free, impartial advice, and those interested in offering it, for example, as part of corporate social responsibility programmes. Scottish Enterprise and the Scottish Manufacturing Advisory Service are supportive. S-MAS advises careful marketing to ensure that the events are not seen as regulator-led. Publicity could be channelled via a range of outlets including Business Gateway, RoSPA membership, HWL registered businesses, Scottish Business in the Community, SCVO members, the STUC and SCDI membership.

8. Topics could include:
- demonstrating the link between health and safety performance and commercial performance;
  - integrating health and safety with absence management and return to work;
  - managing health and safety through contract management and the supply chain;
  - motivating workers to take responsibility and get involved in health and safety management;
  - director's/senior management's role in health and safety leadership;
  - characteristics of a 'good neighbour' scheme between two or more businesses to improve health and safety performance.

These are some suggestions only; RoSPA, HWL businesses and SCDI members etc would be asked to offer topics and presenters for inclusion in the programme.

9. Location(s), timing and time of day for the events would require some consultation. The views of PHASS members would be welcome.

10. Funding could come from the Scottish Action Plan budget. See the attached SCDI proposal for a City Seminars Partnership at Annex 1.

### **Action**

11. PHASS members are invited to comment on the proposals and agree action on the next steps.

**August 2007**

Annex 1



Scottish Council for  
Development and Industry

# **CITY SEMINARS PARTNERSHIP PROPOSAL**

skills  
energy

sustainable  
environment  
transport

planning

economy  
growth

## BACKGROUND

SCDI launched its Five Cities Seminars in 2001 as a means of providing members with the opportunity to stage the same event in up to five venues in Inverness, Aberdeen, Dundee, Glasgow and Edinburgh – thus reaching a Scotland-wide audience. Recent sponsors to take advantage of this include Scottish Water, Postwatch Scotland, the Scottish Energy Efficiency Office, the DTI and the Scottish Executive.

Members have chosen to partner SCDI in two, three, four or five city venues, targeting audiences in the selected centres. Depending upon the aims and objectives of each series of seminars, audiences of between 25 and 100 are drawn from SCDI's unique and wide membership for each event.

Formats vary to suit the requirements of partners, for example, breakfast briefings, morning seminars followed by buffet lunch, early evening meetings followed by refreshments. SCDI will provide full administration including the sourcing of venues, assembling speakers, audience recruitment and co-ordination of the event.

## PARTNERSHIP

In return for partnership (sponsorship) of these seminars the following is offered:

- ❖ participation through the provision of speaker(s) or chairman
- ❖ acknowledgement of the sponsorship on all marketing material related to the meetings (including the guest list)
- ❖ verbal acknowledgement of partnership by the chairman of the events
- ❖ input to the guest lists if desired
- ❖ corporate display stand, space permitting at each event
- ❖ opportunity to provide packs for the participants

❖ full contact details of guests who attended events

The fee involved for five seminars in five venues is set at £12,500 plus VAT. The fee involved for any permutation under five events is £3,000 plus VAT for each.

## FURTHER INFORMATION

To discuss your interest in partnership of SCDI's City Seminars further please contact

Nicola Seeley  
Projects Executive  
SCDI

T. 0141 352 8548

E. [nicola.seeley@scdi.org.uk](mailto:nicola.seeley@scdi.org.uk)

Comments from partners:

*“Being a new organisation, the city seminars provided an excellent vehicle for Postwatch Scotland to get our name across to businesses throughout Scotland and to listen to their concerns about postal services. SCDI's organisation was both efficient and effective taking on all the event organisation. All we had to do was turn up and make the presentation. I would heartily recommend this approach and SCDI services to any business/organisation which wants to meet other businesses around Scotland”*

**Postwatch Scotland**

*“The productive partnership between SCDI and the SEEO enabled us to reach a wide range of new contacts among SCDI members in Inverness, Edinburgh, Glasgow, Aberdeen and Dundee. It was an excellent opportunity to spread the energy efficiency message among the business community across the country”*

**Scottish Energy Efficiency Office**

*“Excellent opportunity to discuss a wide range of issues with our Customers/SCDI members in an open, but businesslike environment providing real dialogue – not just one way communication. SCDI provides a flexible approach to event planning to suit its range of members and locations. SCDI partnership has also provided excellent opportunities to network with Scotland's influencers in a range of environments/events”*

**Scottish Water**

Other relevant partners include: Equality Matters in Business, Envirowise, the Home Office (on migrant workers) and the Scottish Executive (on Fresh Talent).

[nicola.seeley@scdi.org.uk](mailto:nicola.seeley@scdi.org.uk)  
[www.scdi.org.uk](http://www.scdi.org.uk)

East of Scotland  
23 Chester Street  
Edinburgh  
EH3 7ET  
Tel: 0131 225 7911  
Fax: 0131 220 2116

Highlands & Islands  
Ballantyne House  
84 Academy Street  
Inverness  
IV1 1LU  
Tel: 01463 231 878  
Fax: 01463 243 568

North-East Scotland  
c/o ConocoPhillips (U.K.) Limited  
Rubislaw House  
Anderson Drive  
Aberdeen  
AB15 6FZ  
Tel: 01224 205 868  
Fax: 01224 205 889

West of Scotland  
Campsie House  
17 Park Circus Place  
Glasgow  
G3 6AH  
Tel: 0141 332 9119  
Fax: 0141 333 0039

