

The CONNECT
Series of
Best Practice
Programmes

Health and Safety module Final Report 31 March 2004

Prepared for
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Health and Safety Executive
Central Expertise
Policy and Support Division

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1 Summary

This report has been compiled as part of our delivery contract for Elizabeth Hornsby, Health and Safety Executive (HSE), Central Expertise, Policy and Support Division.

Elizabeth's predecessor, Pauline Nash, commissioned Health and Safety programmes from three management best practice tools run by the Small Business Service (SBS) namely 'CONNECT', 'Benchmark Index' and 'Inside UK Enterprise'.

Funded by the Treasury's Invest to Save Budget, the HSE worked in partnership with the Small Business Service (SBS). Initially the tools have been implemented through Business Link operators and other Health & Safety advisers. The intention being that they would gradually become more widely accessible throughout the national business support network.

1.1 Key objectives

- 1.1.1 To demonstrate best practice on health and safety issues to small businesses and signpost them to next steps action to improve risk assessment, training for staff and creating health and safety action plans
- 1.1.2 To create a communication network of specialist advisers that can support small businesses to implement health and safety improvement using CONNECT as an engagement tool
- 1.1.3 To create a demand from small businesses to ask for help from the network of specialist advisers

The HSE commissioned Redwaters Ltd to launch the initiative and to coordinate the delivery and training of the CONNECT Health & Safety module through a series of regional workshops. These workshops were designed to help business advisers highlight the importance for businesses to have appropriate and sustainable health and safety management systems in place within their companies. The workshops are also designed to create signposting opportunities for the HSE and the other two management best practice tools (IUK and BI).

The content of this report documents our project management activities to date.

Redwaters Limited managed the delivery of the CONNECT programme. Due to migration from the SBS and into the DTI's Access to Best Business Practice Unit (ABBP) CONNECT has ceased to operate in its current form from 31st March 2004. With this cost cutting decision it is with reluctance that redwaters are unable to monitor the impact of the Health and Safety CONNECT module after 31st March 2004 without alternative funding.

Redwaters were contracted by the Small Business Service to ensure the successful delivery and implementation of the CONNECT programme. This was achieved through understanding the client's objectives and then working with them with a dedicated professional team, providing continual customer support and always adopting an innovative design led approach.

2 Our delivery plan

2.1 Project Management

The project management was spread over a two year period, with regular review meetings, the project will now need to be assessed with the HSE to discuss the next steps of support for this newly established network of HSE advisers.

The project management included:

- 2.1.1 Development of the overall programme content
- 2.1.2 Develop and deliver content of support materials
- 2.1.3 Develop and deliver content of the events
- 2.1.4 Continuous telephone technical support
- 2.1.5 Customer telephone support

2.2 Marketing

The marketing played a key part in attracting delegates to the advisor / SME pilot training event, the national launch and subsequent regional workshops.

Our marketing strategies included:

- 2.2.1 Design, print and distribution of event flyers
- 2.1.1 Design, print and distribution of training guides
- 2.1.2 Provision of CD-ROM gatefold packaging
- 2.1.3 CD-ROM distribution
- 2.1.4 Advisor support services

With CONNECT'S main programme of support we provided on-site technical support before, during and after the advisors individual CONNECT event, leaving the advisor to do what they do best – facilitate and communicate to their clients. This service has now ceased along with the main CONNECT contract.

- 2.1.5 Advisor Clipfinder service – Please see section 7 for more information on the future of CONNECT's Clipfinding service.
- 2.1.6 Advisor presentation service
- 2.1.7 With CONNECT'S main programme of support if the advisors were not sure how to include CONNECT within their presentation, then we would configure the whole presentation for them and supply it ready to use.
- 2.1.8 Advisor marketing service

2.1.9 Local and national management of marketing editorials

2.3 Delivery plan

A key part of the programme included the delivery of:

2.3.1 Advisor / SME pilot training event

2.3.2 National launch

2.3.3 10 regional training sessions (3 events pending)

2.4 Advisor / SME pilot training event, 8th May 2003

It was important that the content and delivery mechanisms were tested on a number of Business Link advisers and local SME'S to gather feedback and ensure the success of future events. We therefore arranged an Advisor / SME pilot training event prior to the Launch and subsequent regional training sessions been undertaken.

The venue for the pilot training event was held at Birmingham Chamber and Business Link, 75 Harbourne Road, Birmingham.

It was important that we:

2.4.1 Gathered constructive feedback

2.4.2 Generated 'buy in' from the network during the programme development

2.4.3 Enhanced subsequent delivery techniques and training events

The event was well attended with excellent constructive feedback, especially from the attending HSE Inspector, Mr Neil Ward, Birmingham.

2.5 National Launch, 19th May 2003

The Official launch was held in Seminar Suite, Room 1 on the Gallery at the NEC in Birmingham on 19th May 2003 in conjunction with RoSPA's - Safety and Health at Work Congress 2003 'Strengthening the Team Approach', 19-22 May 2003.

The programmes were unveiled by Judith Donovan, CBE, HSC Commissioner for Small Businesses.

Outlining the benefits of the tools Judith said:

"The main benefits are that business advisers will have the tools to help them provide assistance to small businesses on health and safety and small businesses, particularly those who do not have in-house health and safety expertise, will benefit from the help that the advisers will be able to give them."

2.6 10 Regional Training Sessions

As part of the training sessions we provide:

- 2.6.1 The management of the content and delivery of each of the nominated training sessions
- 2.6.2 An agreed agenda for the day
- 2.6.3 Hardware and software to run the HSE Module; including video projector, projection and sound equipment, laptop computers and interactive voting keypads
- 2.6.4 The training of delegates on software registration, installation and configuration
- 2.6.5 The delivery and presentation of the HSE module's content and its applications
- 2.6.6 The awareness of the benefits of the HSE module in its use in interactive mode and show mode
- 2.6.7 The opportunity for delegates to experience the use of the HSE module within a client simulation activity
- 2.6.8 A detailed training guide for each delegate which contains: CONNECT Software CD-ROM, HSE module, Business Excellence module and a guide on how to install, use and facilitate the programme
- 2.6.9 A technician to set up and run the hardware and software for each training session
- 2.6.10 A member of staff to facilitate each training session
- 2.6.11 Feedback analysis on each training session
- 2.6.12 The events will focus on an optimum number of delegates per event (no more than 30)
- 2.6.13 Redwaters will organise the presentation equipment and logistics
- 2.6.14 Additional Training events can be scheduled according to demand
- 2.6.15 CONNECT Training packs and information will be provided for the training events

3 Where are we today

On completing the successful delivery of the launch and Advisor / SME pilot training event, the feedback and knowledge gained proved invaluable in the subsequent delivery of the seven regional training sessions delivered so far.

The training sessions have been very successful and from the 129 advisers that have been trained to date their audience response and feedback to the material and team support has been excellent.

Whether Health and Safety Inspectors, experienced H&S Advisers or Generalist Advisers alike, they have all responded positively to the structure of the training day and expressed interest in using the tools.

Geographical areas of the regional training sessions include:

3.1 Completed events to date

21 October 2003	The Brewhouse Theatre, Taunton
30 October 2003	The DTI conference centre, London
4 November 2003	The Millennium Stadium, Cardiff
4 December 2003	Wyboston Lakes, Bedfordshire
12 December 2003	The Britannia Stadium, Staffordshire
24 February 2004	North West Development Agency, Warrington
4 March 2004	Leeds United Football Club, Leeds

3.2 Impending events

Confirmed Dates:

6 May 2004	St. Mellion Golf & country club, Salt Ash, Cornwall
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Dates and venues to be confirmed:

June 2004	Technology Centre, Tyne & Wear
June 2004	Scotland

3.3 Facilitator

Joe Laverick, Health and Safety Adviser for Business Link Devon and Cornwall agreed to facilitate the series of workshops. Joe's years of experience has proved very popular with the audience allowing him to relate to and stimulate all parties.

The audience mixture has been populated with both Health and Safety professionals and general business advisers. With such a vast knowledge within the audience Joe has been able to complement and facilitate the range of questions with professional ease. He was also able to demonstrate the benefits of using the CONNECT filmed clips to stimulate discussion.

Adding additional impact to each event we arranged for a local HSE Inspector to attend offering an inspectors point of view. As well as giving a HSE opinion during the discussion, the Inspectors were generally able to add value, providing the audience with an overview of their roles and describing local initiatives and targets.

3.4 Facilitator's feedback – Joe's comments on the series of workshops

Joe Laverick - Event Facilitator
Health and Safety Adviser - Business Link Devon & Cornwall

Having been the facilitator for eight of the nine events around the country, I have the following notes to put forward.

Feedback from interested H&S advisers has been very good. A number of them have raised concerns that their particular Business Link has no or very little support for them on the H&S issues.

Interest from the Business Link advisers has been encouraging, a number of advisers have asked for info about the service that Business Link Devon & Cornwall offer through my role.

The HSE Inspectors attending the sessions were all delivering similar messages about the importance of controlling the hazards in the first place and not making H&S management into a paper work exercise.

The contents of the CD Rom is good, it is easy to use, easy to set up for the shows and easily understood by the facilitator. The case studies and topics are varied enough for any number of H&S issues to be dealt with.

The support and delivery of the CONNECT Team has been of the highest quality, through the duration of this road show.

3.5 Structure for the day

The days commence with Redwaters setting the scene and providing a format for the day, outlining the agenda, which includes relevant introductions of the facilitator and the attending HSE Inspector.

Joe then takes the audience through a simulated CONNECT show, asking them to think and respond to questions as if they were one of their sme clients. He generally highlights two issues of Policy and Risk Assessment, which immediately stimulates discussion and audience participation.

Alison Hulson from Redwaters then runs through the CONNECT Guided Tour, giving the audience a snap shot interactive training session.

The workshop draws to a close with an active question and answers session concluding with the popular network lunch.

3.6 The agenda for each day

09.00	Arrival, registration and refreshments
09.10	Introduction
09.15	CONNECT Show Introduction 2 x issues 2 x questions
10.45	CONNECT Guided Tour Interactive session (Looking at the content) Configure/How PowerPoint (inserting clips)
11.30	Questions & Answers
12.00	Network Lunch
13.00	Close

4 Feedback

4.1 Training sessions

The feedback from the training sessions undertaken to date has been excellent. All feedback was scored from 1 – 5, 5 being the highest possible score.

An example of the excellent feedback collected is the results from the event on 12 December at the Britannia Stadium in Stoke-on-Trent. This event gained excellent feedback results; every question gained an average score of 4 throughout the entire group!

Another example of the high level of feedback we have received is taken from the event held at the Millennium Stadium in Cardiff on the 4th November 2003, which I have outlined below in more detail.

Over 50% of the feedback responses were scored at grades 4 or 5. A further 44% of answers were at grade 3. A mere 3% of answers were graded 2 and no grades 1's were given. (2% of scores were a nil response).

53% of the delegates were General Business Link Advisors (Business Eye in Wales) the remaining audience being compiled of specialist Health and Safety Advisors who were interested in purchasing and using the CONNECT series.

This high standard of feedback has been echoed across the whole series of events held so far, and we are confident that this will continue.

This appreciation of the events has also been evident from the feedback statements that delegates have given. Examples of which include:

"Well presented and the presenter (Joe) knew his topic which made questions well answered..."

"Very useful resource of video clips for HSE inspectors"

"Will promote to customers setting up business"

"Very informative, friendly team answered questions well"

We endeavour to continue at this standard with the last 3 events of this series and for future work with all of our clients.

4.2 HSE Inspectors

The following HSE Inspectors attended their local event, some have since sent us their comments on the day, which are included below:

21 October 2003 The Brewhouse Theatre, Taunton
Nigel Chambers
Bristol
Tel 01179 886 000
nigel.chambers@hse.gsi.gov.uk

30 October 2003 The DTI conference centre, London
Anthony Lees
London
Tel 020 7556 2100
anthony.lees@hse.gov.uk

Anthony's feedback:

My first observation is that the event was well attended. I had been led to believe that the only attendees would be advisors from Business Links, and it was good to see a wider range of interested parties attending.

My particular interest was in the CONNECT tool which appeared to have a very professional 'front end' and was impressively demonstrated. Although I don't personally have a great deal to do with business links I am trying to build up some contacts in the west and north west of London and will try to advocate the use of the tool by their advisors.

I guess my presence was invited purely as an HSE representative, but it was very interesting to hear the comments - some quite challenging - of the various advisors. One theme running through the comments was the desire on the part of industry to have HSE separate its advisory and enforcement roles. HSE is constantly changing and we are currently looking at new ways of working - piloting schemes in London and the North west where we are doing precisely that, employing non-warranted staff with health and safety training to provide an advisory and intelligence role to supplement our field work. Although there is still much work to be done the initial feedback from industry is positive.

It was encouraging to meet with so many people trying to get the same messages across to industry as HSE. We are constantly trying to use intermediaries to spread our message and we welcomed the chance to be involved at the event.

4 November 2003 The Millennium Stadium, Cardiff
Julian Nettleton
South Glamorgan

julian.nettleton@hse.gsi.gov.uk

Julian's feedback:

The standard of presentations was very good and the presenters did involve the audience quite a lot. I think they did find it useful having an inspector there and I was asked to contribute occasionally. During the lunch I was approached by a number of 'clients' to discuss how inspectors work and my views on certain issues.

There were some problems in finding the function room in the stadium. The joining instructions did not specify which gate to enter the stadium by or which function room to go to. Clearly if you plan to use a stadium for any future events you will need to be very specific about how to get to the right place or you could potentially have 20-30 people lost in a stadium designed to handle 80,000 people.

A little more detail given to inspectors at the time when they are asked to do the event would be nice. No one likes to volunteer for something unknown. You should include details to help with our internal record keeping. Inspectors are measured on the amount of time spent in contact with clients. Explaining that they can claim the time as 'contact' time and how to do it will help improve the number of volunteers.

The presentation was run a bit like a sales presentation and I think that is effectively what we were trying to do with this CD-rom. It was certainly effective at introducing the product to attendees and I'm not sure if there would be a more effective way.

I think it was useful to get people to use the product in order to get them interested in it. There is always the temptation to use freebie CDs as coffee cup mats!

4 December 2003 Wyboston Lakes, Bedfordshire
Rupert Lown
Chelmsford
Tel 01245 706 225
rupert.lown@hse.gsi.gov.uk

Rupert's feedback:

The Connect CD has the potential to be very useful resource to Inspectors who undertake presentations to businesses of any kind.

It allows HSE to put Industry and senior industry manager's viewpoints across to other businesses on the basis that it does actually make sound business sense to consider health and safety. They also make the important point that H&S is an important priority but not the number one priority. I know the CD was designed for those outside HSE and I think the comments above can equally be applied to those from Business Link etc who could use the CD. It puts across the key messages in non-confrontational, factual ways with little hint of 'selling' or forcing organisations about the benefits of H&S.

My own view on Inside UK is that we need more firms to sign up as the 'provider' of the site tours. There is a huge distance to travel to go to these events, which provide such useful information to those who have little knowledge of H&S and what to see the practical way of dealing with the subject. This allows them not to be 'too' frightened by what they must do. My concern is that many SMEs will not travel more than 30 - 40 miles to go to such an event - they don't have the time etc to devote to it.

Bench marking: this is a useful tool to demonstrate quickly and easily how good / bad and how much work might need to be done by a firm. It also allows them to be 'rated' against other organisations, which again is useful in my view with SMEs.

I think one of the main advantages is that the system is quick and clear, which is a bonus for SME owners.

12 December 2003 The Britannia Stadium,
Marie Louise Riley Roberts
Staffordshire
Tel 01782 602 363
marie-louise.riley-roberts@hse.gsi.gov.uk

Marie's feedback:

As discussed in our telephone conversation the event was organised very well. The presentation was professional and even when there were slight hiccups (i.e. the audio sound at one point not starting when the CD rom/video clip started) another member engaged the audience whilst the problem was sorted.

I was surprised by the audience. It was split into two factions. Professional Health and Safety Advisers/consultants to really large companies and those consultants who had either just started up a business, advised very small firms or were a company employee responsible for health and safety.

24 February 2004 The North West Development Agency
Paul Spurrier
Manchester
Tel 0161 952 8268
paul.spurrier@hse.gsi.gov.uk

4 March 2004 Leeds United Football Stadium
David Powell
Newcastle-upon-Tyne
Tel 0191 202 6213
david.powell@hse.gsi.gov.uk

5 Health & Safety Activity Overview

5.1 Health & Safety Module Viewers April 2003 – April 2004

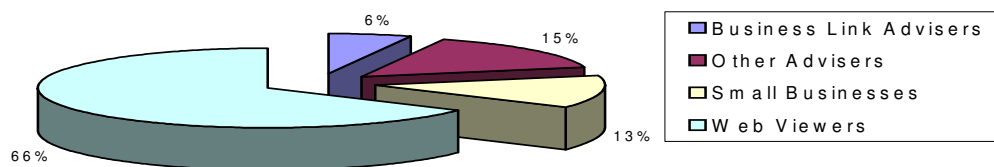
In order to achieve the following figures we monitor and track the advisors on a monthly basis. This is made possible because the modules are registered with each advisor that holds them and their contact details are kept on our database. This provides the mechanism for tracking, distributing information and signposting to Best Practice services. Our website and an e-mail database tool allow communications online and the telephone questionnaires, bulletins, newsletters and other supportive materials distributed efficiently and effectively, 'direct to the delegates' computer terminal.

The following figures have been taken from 1st April 2003 – 1st April 2004.

1230 Delegates have viewed the Health & Safety Module to date; this includes figures taken from website viewings.

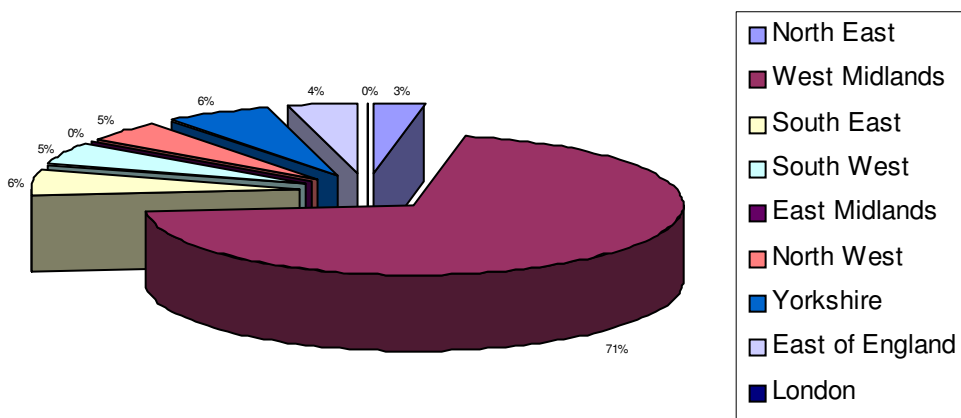
5.2 Health & Safety Module Viewer Breakdown by type of user (April 2003 – April 2004)

72	Business Link Advisers (6%)
188	Other Advisers (15%)
162	Small Businesses (13%)
808	Web Viewers (66%)



5.3 Health & Safety Module Viewer Breakdown by Region (April 2003 – April 2004)

Viewers	Region
13 (3%)	North East
296 (71%)	West Midlands
26 (6%)	South East
23 (5%)	South West
0 (0%)	East Midlands
19 (5%)	North West
27 (6%)	Yorkshire
18 (4%)	East of England
0 (0%)	London



The unbalance of viewing figures in the West Midlands is due to our own CONNECT training, using the Health & Safety CD as we are based within the region.

5.4 Health & Safety Module Distribution (April 2003 – April 2004)

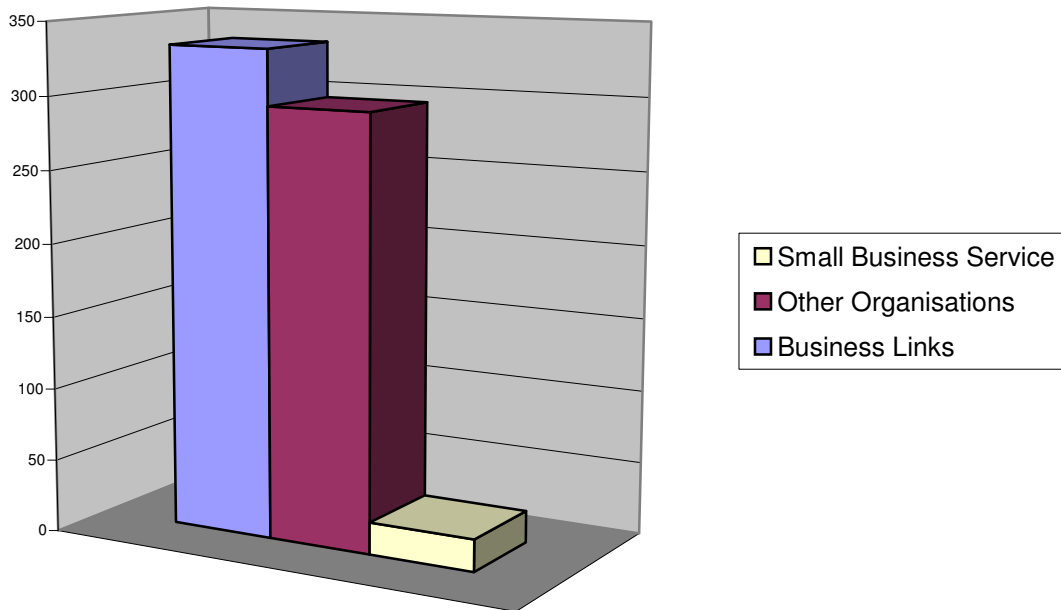
650 Health & Safety modules have been distributed to date

Of which:

333 distributed to Business Links

295 distributed to other organisations

22 distributed to the Small Business Service



5.5 Advisers Trained to date with the Health and Safety Module

129 Advisers have been trained on the new Health & Safety module through the Health & Safety events to date.

6 For the future

Redwaters, through our innovative and design led approach are constantly looking at ways in which we can further develop and enhance our clients projects to ensure it remains at the forefront as a best practice programme.

Building on the success of this project and the positive feedback and knowledge that we have gained we would like to propose a number of ideas to enhance and maintain the continuity of the current project. These ideas would also continue to build the network of HSE advisors that have been involved in the project and could also become a mechanism through which more information and support could be driven.

This continued network support will in no doubt help to raise the profile and importance of Health and Safety within small businesses.

The following ideas have been formed from feedback attained from each event so far and have been formatted for discussion purposes only. If you feel you would like to explore these ideas in more detail, then we would be happy to produce a detailed proposal against each idea.

6.1 What our proposals include

Our approach to our client's projects is to consistently challenge the programme so that it remains dynamic and continually evolved; therefore ongoing development needs to take place.

Redwaters would include against each selected idea a detailed proposal highlighting

6.2 Project management

- 6.2.1 Detailed project plan
- 6.2.2 Development of the overall programme content
- 6.2.3 Develop and deliver content of support materials
- 6.2.4 Develop and deliver content of agreed delivery mechanisms
- 6.2.5 Continuous telephone technical support
- 6.2.6 Customer support services
- 6.2.7 Client website extranet with published plan

6.3 Marketing strategies

- 6.3.1 Detailed marketing plan
- 6.3.2 Design, print and distribution of marketing literature
- 6.3.3 Design, print and distribution of training materials
- 6.3.4 Provision of multi media channels and delivery tools
- 6.3.5 Intermediaries service, internal and external

6.4 Funding

If funding cannot be sourced directly from HSE then redwaters will be able to assist in the development of a strategy plan to source funding from Regional, National and European sources.

As well as the continued developments to our communication and delivery channels, Redwaters, through our innovative and design led approach has always strived to constantly improve our anticipated performance to our clients.

6.5 Idea 1 – CD toolkit (step-by-step H&S assistance in a 'take-away' format)

It is envisaged that this would help the HSE to improve SME confidence in Health and Safety support and to create an easy to use tool for SME's and advisers.

The feedback gathered from the Health and Safety intermediaries that we worked with indicated that there is still a very high proportion of businesses who are extremely reluctant to communicate and work with the HSE directly or their local inspectors.

The idea is to create a Health & Safety CD 'toolkit' for advisors to give to their clients (SME'S) and to be available through the HSE website/channels.

We envisage that it should include tools and advice in order to help the companies to help themselves, thus saving advisers' time & providing a 'take-away' step by step resource that they can use unaided.

The selection of tools could include for instance...

- 6.5.1 H&S Policy document creator + laws surrounding this
- 6.5.2 H&S Risk assessment form + guidance on how many & which are needed
- 6.5.3 Who your company needs to register with and how to register + contact details for local authorities etc.
- 6.5.4 Employers liability insurance guidance
- 6.5.5 Where to get relevant materials from – RRP's for materials and consultants
- 6.5.6 Laws relating to H&S
- 6.5.7 Accident book templates
- 6.5.8 Signposting next steps
- 6.5.9 Key website links
- 6.5.10 General contact details and relevant information

Some of these tools will come with templates and step-by-step instructions to make it an easy resource for the small business owner to use unaided.

This should incorporate a vast wealth of tools, knowledge, resources, facts and contacts.

With discussion we propose to develop your anticipated distribution routes however we see 3 main channels:

We could distribute completed CD's with all of the available tools to:

- 6.5.11 SME's & advisers that request them – marketed through Business Links and other enterprise agencies
- 6.5.12 Intermediaries in the network ready for distribution to SME's
- 6.5.13 Business Links
- 6.5.14 HSE website and local FOD offices

The CD tool Kit could also be developed similar to www.connectclipfinder.com but tailored totally for Health and Safety content. This would be managed from a central resource at redwaters. The individual advisers could build a bespoke selection of tools for their client, this bespoke CD toolkit would then be sent either to the adviser or directly to their client as requested.

These CD's would also allow each regional FOD office to mail out to their targeted SME audience. The CD would reassure the SME with filmed case studies of how important health and safety is and crucially how the HSE Inspectors are there to help.

Again if the HSE agreed, Redwaters would like to present their ideas in a detailed proposal.

6.6 Idea 2 - Regional Intermediaries

It also seems relevant that the HSE Inspectors are charged in communicating with their local Health & Safety Intermediaries.

From the seven regional FOD offices:

Wales and South West
East and South East
London
Midlands
Yorkshire & North East
North West
Scotland

We would propose an awareness and training session campaign to this audience.

This method of delivery has been proven throughout the course of the current contract as a successful way to promote the CONNECT case study video clips, their uses and the assistance that can be gained from the HSE. It is relatively risk free as it has been tried and tested and a successful format has now been developed. This could be operated in conjunction with idea 1 and the CONNECT Clipfinder and has various possibilities for development.

6.7 Idea 3 – Regional HSE Inspector workshop

Supported by the feedback and valued interest expressed by the HSE inspectors, we feel it would be valuable to run a series of regional CONNECT workshops for the HSE inspectors.

Through our research and impact assessment we will:

- 6.7.1 Incorporate and develop an innovative and stimulating marketing strategy for the HSE FOD offices Inspectors and relevant staff.
- 6.7.2 From implementing key marketing tactics, marketing management, multi-media delivery channels, regional training events, literature, telesales and impact assessment.

6.8 Idea 4 - Extranet and continuity marketing strategy

Experience shows us that other than specialists, business intermediaries return from attending events full of enthusiasm.

What we also find is that their attention is always distracted to other awareness programmes and current initiatives in the following months.

To make any awareness programme effective a continuity of support is required to continually engage this community.

It was evident that during the workshop and the feedback we gathered many of the advisers were in agreement that they would like to join a new network of Health and Safety intermediaries that the HSE could then communicate with in the future.

We would like to propose the development of a continuity marketing strategy and extranet.

The marketing strategy would build on the foundations that we have laid with the project so far and include techniques to constantly remind and stimulate your new network.

Using technology the extranet would be a way of communicating with this network, allowing a forum of open discussion where both the community and the HSE gain valuable Impact Assessment, market research and a notice board type function.

6.9 Idea 5 - Working with other organisations

Business start-ups are a key focus for ensuring that they have all the right best practice elements in place for future growth. As well as business planning, sales and marketing, innovation and finance, health and safety should be equally as important.

We would like to propose that the HSE approach other business support organisations intercepting them and their clients at incubation level. At this point new businesses will understand the importance and commercial benefits of embracing health and safety from such an early stage.

We would achieve this through researching and understanding the intermediary business network. We would target those that are receptive to Health and Safety awareness training.

Redwaters can assist the HSE in attracting these potential partners, building on our existing key relationships and understanding of such networks we will co-ordinate and develop:

- 6.9.1 an innovative and stimulating marketing strategy
- 6.9.2 implementation and delivery
- 6.9.3 programme and marketing management
- 6.9.4 innovative multi-media delivery channels
- 6.9.5 stimulating regional training events
- 6.9.6 design and produce key marketing literature
- 6.9.7 continual telesales support
- 6.9.8 feedback and impact assessment reports

Utilising existing and developed case study material from the Health and Safety CONNECT module.

7 Attendees & Feedback

7.1 21 October 2003 – The Brewhouse Theatre, Taunton

Name	Company
Philip Constandinos	AHS Systems
Terry Deakin	Aseriti
Emlyn Williams	BEMA Ltd
Jonathan Ionides	British Printing Industries Federation
Grace Davies	Business Link Somerset
Gwyn Muxworthy	Business Link Somerset
Ken Rock	Domino Risk Management
Ian Cowan	Gordon Cowan Associates
Judy Hillman	GOSW
Raymond White	Health & Safety Southwest
Allan Turner	Industrial Safety Training
Jon Wilkins	Jon Wilkins & Co (UK) Ltd
Dave Kelley	Kelley's H&S Management Services
Penny Hutton	Ken Hutton Ltd
John Tivnan	Kernow Safety Advisory Services Ltd
Linden Ruskin	Linden Ruskin Training Ltd
Anthony Sherman	M A Risk Solutions
Phil Sturgess	OCP Media Ltd
Peter Dando	Peter Dando
David Shepherd	Risk Management Services
Peter Evison	Safe-t-training Ltd
David Middleton	Steps 2 Safety
Ian Macdonald Watson	System Design Evaluation Ltd
Ted Roe	Ted Roe & Associates
Patrick Fowler	Workplace Health Service

Feedback Overview

Attendees	25
Attendees who provided feedback	25
% Business Link Advisers	8%
% Other Advisers	25%
	Average Score
Venue	3.4
Length of training	3.0
Welcome & introduction	3.2
CONNECT show	3.4
CONNECT – a guided tour	3.2
Questions & answers	3.4
Facilitators Input	3.6
Information & communication prior to training	3.1
Material distributed at the training	4.0
Organisation during training	3.4
Average Score	3.2

7.2 30 October 2003 – The DTI Conference Centre, London

Name	Company
Claire Butterfill	Allen & Overy
Alan Burnett	Armstrong and Burnett Consultants Ltd
Paul Mayhew	Associated Business Advisers Ltd
Norman Warr	Astral Premises Management
Steven Barton	Barton Safety Consulting Ltd
Debbie Cairns	Business Link for London
Ben Hayes	Business Link for London
Alastair Keir	Business Link for London
Nick Wilkinson	Business Link for London
Peter Kimbell	Business Link Northamptonshire
Shahzad Butt	Business Link Surrey
Peter Cunningham	Constructing Excellence
Sheila Robin	Healthworks for Business
Robert Ashlee	London Borough of Hillingdon
Kieran Lonergan	MBHS
Graham Dockrill	MBHS
Richard Voisey	NWES
Clive Ormerod	Paramode Consultants Limited
Ron Rattenbury	Rattenbury & Associates
John Day	Safety Exchange Ltd
Graham Reeves	Safety Exchange Ltd
Soren Sorenson	SPA Training
Nick Storer	Storer Associates
Sarah Smith	The Archbishops Council
Jacqui Welham	Total Control (Anglia) Ltd
Anthony Lees	Health & Safety Executive

Feedback Overview

Attendees	26
Attendees who provided feedback	25
% Business Link Advisers	23%
% Other Advisers	77%
	Average Score
Venue	4.0
Length of training	4.0
Welcome & introduction	4.0
CONNECT show	4.0
CONNECT – a guided tour	4.0
Questions & answers	4.0
Facilitators Input	4.0
Information & communication prior to training	4.0
Material distributed at the training	4.0
Organisation during training	4.0
Average Score	4.0

7.3 4 November 2003 – The Millennium Stadium, Cardiff

Name	Company
Alan Walters	Alan Walters Safety Consultants
Julian Stamp	Business in Focus Ltd
Terry Powell	Business in Focus Ltd
Mark White	Business in Focus Ltd
Keith Walker	Business in Focus Ltd
Gareth Evans	Business in Focus Ltd
Ian Eldridge	Business in Focus Ltd
Paul Powles	Business in Focus Ltd
Alan Prosper	Business in Focus Ltd
Julian Nettleton	Health & Safety Executive
Janet Scicluna	Janet Scicluna & Associates
Richard Mathias	Private Consultant
John Collins	Quorum Business Services
Les Nettleton	Safeteenet Ltd & Safety Trainers Forum Ltd
Simon James	The Event Safety Shop
Tim Roberts	The Event Safety Shop

Feedback Overview

Attendees	16
Attendees who provided feedback	14
% Business Link Advisers	53%
% Other Advisers	47%
	Average Score
Venue	3.9
Length of training	3.3
Welcome & introduction	3.3
CONNECT show	3.5
CONNECT – a guided tour	3.5
Questions & answers	3.6
Facilitators Input	3.7
Information & communication prior to training	2.5
Material distributed at the training	4.2
Organisation during training	3.9
Average Score	3.6

7.4 4 December 2003 – Wyboston Lakes Conference Centre, Bedfordshire

Name	Company
Lisa Evans	
Anne Evans	
Tony Payne	Adams Payne Safety
Wendy Tindsley	Business Link MKOB
Denis Bishop	Business Link Norfolk
Ron Seddon	Consultant
Sally Roe	Consultant
Simon Randall	Countec Ltd
Gary Jepson	Curry Motors
Ron Shrimpton	Derbyshire Chamber & Business Link
Rupert Lown	Health & Safety Executive
Adrian Jennings	NFU Mutual Risk Management
Mervyn Coldron	NFU Mutual Risk Management
G Peters	North Hertfordshire Homes
Elaine Gillingham	Obelisk Technology Ltd
Geoff Barber	Safety Plan Services
John Thoday	The Health & Safety People
Alan Bunting	Training & Safety Services

Feedback Overview

Attendees	18
Attendees who provided feedback	18
% Business Link Advisers	17%
% Other Advisers	83%
	Average Score
Venue	3.7
Length of training	3.5
Welcome & introduction	2.8
CONNECT show	3.4
CONNECT – a guided tour	3.7
Questions & answers	3.4
Facilitators Input	3.4
Information & communication prior to training	3.4
Material distributed at the training	3.8
Organisation during training	3.9
Average Score	3.8

7.5 12 December 2003 – Britannia Stadium, Stoke on Trent

Name	Company
Stephen Midgley	Business Link South Yorkshire
Andrew Deacon	D A Safety Ltd
Ian Woolley	EMS Training
Pat Perrins	Health & Safety UK Ltd
Joe Perrins	Health & Safety UK Ltd
Marie Louise Riley Roberts	HSE
Max Willey	Jen Shoes
Teresa Beckford	Jen Shoes
David Williams	NSE Consultancy
Peter Oldfield	Peter Oldfield
Georgie Mann	Private Consultant
Tony Capper	Private Consultant
Dennis Wilson	Royal Air Force
Kevin Coley	Royal Air Force
Alex Lowe	Rural Development Service (DEFRA)
Tim Brian	Wardell Armstrong

Feedback Overview

Attendees	16
Attendees who provided feedback	14
% Business Link Advisers	6%
% Other Advisers	94%
	Average Score
Venue	4.0
Length of training	4.0
Welcome & introduction	4.0
CONNECT show	4.0
CONNECT – a guided tour	4.0
Questions & answers	4.0
Facilitators Input	4.0
Information & communication prior to training	4.0
Material distributed at the training	4.0
Organisation during training	4.0
Average Score	4.0

7.6 24 February 2004 – North West Development Agency, Warrington

Name	Company
Jean Muttitt	Proactive Health & Safety Services
Malcolm Cooke	Tameside MBC
M Nixon	Simply Safe Consultancy
Tammy Allman	Encia Group Ltd
Stephen Brown	Business Link North Manchester
Ian Palmer	Business Link North Manchester
Paul Hodgson	Sightsafe UK
Tim Keegan	Sightsafe UK
Simon Cullen	H Cullen Consulting Engineers
Nick Morrall	Kingsdowne Consulting Ltd
Geraldine Boardman	TBV Business Services
P Boardman	TBV Business Services
Paul Spurrier	Health & Safety Executive

Feedback Overview

Attendees	13
Attendees who provided feedback	13
% Business Link Advisers	2
% Other Advisers	11
	Average Score
Venue	3.6
Length of training	3.3
Welcome & introduction	3.5
CONNECT show	3.4
CONNECT – a guided tour	3.5
Questions & answers	3.3
Facilitators Input	3.7
Information & communication prior to training	3.2
Material distributed at the training	4.1
Organisation during training	3.5
Average Score	3.7

7.7 4th March 2004 – Leeds United Football Club, Leeds

Name	Company
Tuesday Jones	Inland Revenue
Richard Forster	Kirklees Metropolitan Council
Roger Gaunt	Gauntlet Health & Safety Ltd
Frank Brewis	Inland Revenue
D Powell	Health & Safety Executive
Sally Hanley	Astute Recruitment Services Ltd
Ian White	Gaddon Consultants
Tom Halliday	TC Consulting
Mark Bamforth	Business Link South Yorkshire
Phil Wass	Business Link Nottinghamshire
Tony Greenstone	National Britannia Limited
Tracey Boysfield	Kirklees Metropolitan Council
Paul Goddard	The Safety Company Limited
Jayne Gun	Inland Revenue

Feedback Overview

Attendees	14
Attendees who provided feedback	14
% Business Link Advisers	14%
% Other Advisers	86%
	Average Score
Venue	3.7
Length of training	3.7
Welcome & introduction	3.4
CONNECT show	4.0
CONNECT – a guided tour	3.6
Questions & answers	3.2
Facilitators Input	4.1
Information & communication prior to training	3.1
Material distributed at the training	3.9
Organisation during training	3.6
Average Score	3.8

8 Contact details

If you would like to discuss the proposal in more detail, please do not hesitate to contact either:

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Alison Hulson

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