

SGUK Alan Butler Award Submission from Birmingham Health & Safety Association

1. How the Group is organised and run

Articles of Association describe how BHSEA is to be run and provide for various roles:

- **Trustees** (including Honorary Officers) - *directing (currently 3 elected members)*
- **Management Committee** - *managing (currently 8 members including the trustees)*
- **Council** - *advising (currently 15 members including Management Committee)*
- Also, **sub-committees** and a **Secretary / secretariat** for *day-to-day running, administration and support.* [Evidence/Example](#)

The Management Committee and Council meet 3 x pa using a standard agenda (framework) with action based minutes issued within 3 weeks of the meetings. [Evidence/Example](#)

Actions are monitored and progressed by the secretary and / or honorary officers to ensure progress is made and to try and resolve any issues.

Additional meetings, often of sub-committees, are held to address specific issues, often with a report back to the Council and Management Committee before any key decisions are made.

An important feature of sub-committees - involving all Council and Management members - is to provide **cover, continuity, progression planning and development (shadowing)** for key roles.

Two key tools developed / enhanced during 2015 to guide the running of the Group were:

- **'Strategic Planning & Monitoring'** tool (based on the EFQM Business Excellence model) is regularly used to review the activities, performance and effectiveness of the Association and identify improvement opportunities, aims, objectives & priorities. [Evidence/Example](#)
- **'Key Event / Activity Calendar'** - a day-to-day management tool to ensure actions are taken in a planned and timely way. Linked guidance notes, tools/techniques indicate why, how etc. [Evidence/Example](#)

The effectiveness of the Group and how it is organised and run is regularly reviewed and a full formal review takes place towards the end of each year culminating in the Annual Report and Accounts which is circulated to all members and formally presented at the AGM in January.

The review and report includes:

- Organisation structure including sub-committee membership, names and roles
- Achievements and milestones
- List(s) – titles/topics etc - of meetings/events
- Performance indicators e.g. numbers at meetings / events; membership numbers / changes
- Governance and management
- Future actions / improvement opportunities

[Evidence/Example](#)

We recognise that **attracting and recruiting volunteers** is key to the continuity and success of the Group and produced a guide to inform and attract new people.

[Evidence/Example](#)

During the year we co-opted two new volunteers (both with a leaning towards health issues) to Council with one in the offing, all three to be nominated for election to Council at the AGM.

We also recognise the need to develop and maintain strong **partnerships including with professional health and safety organisations.**

A HSE principal inspector and a representative from Birmingham City Council's Health and Safety Enforcement Section (CIEH) sit on the Council and the Construction Industry Training Board (CITB) regularly sends a representative to BHSEA Construction Section meetings.

We continue to build on the close working relationship with the HSE Birmingham Office and the Working Well Together Forum (WWT) chaired by the BHSEA Construction Sub-Committee chair.

During 2015 we sought to build on other existing partnerships and to develop new ones and made contact with Engineering Employers Federation (EEF), the Fire Protection Association (FPA), Birmingham Chamber of Commerce and the National Metalworking Association (NMC).

We have developed a 'Stakeholder/Partner Map' and a 'Partnership Development' guide to help identify possible partnership opportunities and to plan and monitor progress. [Evidence/Example](#)

2. How the Group communicates with its members, other H&S organisations and the wider community

BHSEA 'Information & ... Programme' leaflet was completely redesigned in 2015 to make it more attractive, informative and professional. It is widely used when communicating with a wide range of people and organisations in order to publicise, 'sell' and promote BHSEA.

It explains who we are, what we do / provide and what the benefit is to various groups and individuals. It includes photos/examples of BHSEA activities and the current programme.

[Evidence/Example](#)

BHSEA Newsletter is produced each month (following each monthly meeting - 10 pa) with details of talks/presentations and other information including news of other BHSEA meetings and events including WWT events and goes to all members (and others). It also advises members of impending changes to legislation, new publications and job/work opportunities.

Having consulted with BHSEA Members, the Newsletter is now issued electronically unless a paper copy is requested. A copy is also posted on BHSEA website.

[Evidence/Example](#)

BHSEA website is publicly available, regularly updated and receives positive comments on a regular basis.

The number of 'hits' - around 8,000 different users pa - are monitored by Council and the Management Committee.

The website includes general information about BHSEA, forthcoming meetings, presentations from past meetings, copies of the BHSEA Newsletter, useful contacts etc.

One other major feature of the website is it provides a 'one stop shop' for new/updated information. This includes information from the HSE, DWP, EA, trade organisations etc.

[Evidence/Example](#)

E-mail communication is regularly used for administrative purposes (e.g. Council/ Management issues), urgent notices, reminders to members, alerts to new information (e.g. from the HSE), product re-calls, notification of job opportunities (from member organisations).

Face-to-face contact with and between members is a key feature of BHSEA monthly meetings. This is one of the most effective and most valued means of communication.

Telephone contact is often used for one-to-one communication in order to provide a more personal feel / personal service where this is appropriate. BHSEA also receives several health and safety calls / enquiries each week. Where appropriate callers are referred to others who are better able to help with their enquiry e.g. road safety issues.

Social media including Twitter is increasingly being used and BHSEA is looking at other means of effective electronic communication with and between members.

Communicating with other H&S Organisations takes place using all appropriate means including those outlined above.

Other communication actions/opportunities during 2015 included:

- Establishing a BHSEA 'Publicity sub-group lead by the Vice Chairman
- Delivering a short presentation on the benefits of BHSEA Membership and having information and application forms available at WWT events
- Targeting of SMEs with WWT publicity/events and encouraging the larger players to involve and invite their supply chain
- Promotion of BHSEA at the Birmingham City Council's Local Authority Business Forum
- Communication via membership of SGUK
- Open invitation to Worcester Group to BHSEA events including WWT events

Looking forward BHSEA will be exploring the possibility of joint meetings/events with others including other midlands safety groups as part of our development of partnership opportunities mentioned under Topic/Question 1 and exemplified in the BHSEA 'Stakeholder/Partner Map'.

3. Topics and speakers included in our Group's annual programme and/or seminar and why

Programme topics and events are listed in the BHSEA Annual Report and Accounts which shows the date, event/topic title, the presenter/organisation, and the number of attendees.

This indicates:

- 10 monthly meetings - total attendance (to-date) 416; average 46
- 8 Members' Corner presentations - total attendance (to-date) 333
- 6 Construction events (4 WWT) in conjunction with HSE – total attendance 996
- 7 Health related talks/events (incl. above) – total attendance 823
- Construction event* (Barclaycard Arena) – 280 attendees & 30 exhibitors (incl. above)

* *Chaired by an occupational physician with keynote from an HSE Board member*

[Evidence/Example](#)

The first presentation of the year (as in previous years) - at the AGM in January - was from the Regional HSE Director with a progress and performance update and future plans and priorities. This is chosen as a particularly important and useful start to each year as it helps BHSEA and its members and others review their own plans and priorities.

With the recognised need and increased focus on **health issues**, not least by the HSE and SGUK, the 2015 BHSEA programme including Members' Corner presentations and WWT events have featured several health related topics / events.

Monthly (programme) meetings are open from 1.15pm to allow time for a networking and a (free) light buffet lunch before the formal start at 2pm. The opportunity to network both before and after the formal presentations is highly valued and also provides an opportunity for Council and Management members to mingle and get feedback and ideas for future presentations (and also to get seek new candidates/volunteers for Council etc).

As well as inviting suggestions from members e.g. at monthly meetings, Council and Management members are asked for ideas from their experience of good speakers/good topics.

At Council meetings in June and September a short list for the following year is prepared and the final selection chosen taking account of:

- HSE plans and priorities - helped by HSE member on the BHSEA Council
- SGUK initiatives - recent greater publicity/recognition of these
- Any opportunity for HSE presentations/input - always good/relevant and attracts people*
- New legislation – particularly of a general or wide application nature
- The needs of SMEs - basic health and safety knowledge, tools and techniques
- Members suggestions incl. results from members online survey/questionnaire.

[Evidence/Example](#)

[Evidence/Example](#)

* *a CDM presentation by HSE in 2015 attracted a record number of 134 members & guests*

Certificates of meeting attendance are given those who require them and speakers receive a certificate in recognition of their contribution to BHSEA's aims and objectives.

Members' Corner presentations (at most meetings) are short (10 minute) practical presentations where practical experience - problem, solution, concern, success etc - is shared.

Topics are often chosen and arranged at fairly short notice so as to capture current issues, experiences and initiatives - e.g. **3M (SGUK) 'SafeTea' Break** in a practical way. .

Working Well Together (WWT) events in the form of 'SHADs' - Health and Safety Awareness Days - have been a particular success during the year.

The SHADs have been organised and the topics chosen to reflect continued concern about health risks in the construction industry and with the need to reach SMEs with the larger construction companies being asked and encouraged to reach down their supply chains.

4. How the Group supports the HSE and its strategy

- Inviting the HSE Divisional Director, Wales, Midlands and the South West to give the first presentation of the year to our members. The presentation included a review of the year's HSE activities and the plans for the coming year(s).
- Inviting the local Principal Inspector of Construction, HSE to present at our programme meeting (CDM) in March.
- Inviting HSE Board Member, Frances Outram to open our Seminar - SHAD at the Barclaycard Arena in April.
- Inviting HSE Visiting Officer, Lucy McDonnell to present on the topic of the 'Management of Health in Construction' at our meeting in October.
- Programme is developed in conjunction with the HSE's (as well as other Enforcement Agencies e.g. Birmingham City County) strategies and targets in mind.
- An HSE Principal Inspector sits on our Council Management Committee and advises on relevant and topical issues which BHSEA and its members need to be aware of.
- The local Principal Inspector (Construction) is a member of BHSEA Construction Sub-Committee.

[Evidence/Example](#)
[Evidence/Example](#)

5. How the Group encourages retention and recruitment of members

It is clear that retaining members and attracting and recruiting new members is key to the continuity and success of the Group.

Membership numbers with a breakdown/analysis to include members lost and new members (together with other key performance indicators) is included in an 'Interim Report' (introduced in 2015) which is presented and reviewed at all Council meetings. (At year end the 'Interim Report' becomes the 'Annual Report')

Regularly reviewing the membership numbers helps focus Council and Management attention on the need for everyone to recognise and pursue recruitment opportunities.

[Evidence/Example](#)

We recognised that to be/main attractive to current and potential new members (and partners) and their organisations we needed to make improvements and demonstrate a more professionalism approach. As a result several changes and additions have been made:

- Use of the new BHSEA logo (first designed and introduced in 2014)
- A revised, simplified and more attractive leaflet to include the annual programme*

[Evidence/Example](#)

- A 'Welcome' slide with agenda to start the monthly meetings

[Evidence/Example](#)

- Renewed focus on 'Members Questions' to make meetings relevant to them
- Introduction of a BHSEA slide template (strong and consistent branding)

* produced in time for the major SHAD event at the Barclaycard Arena where there would be many potential new members

It is well established that face-to-face contact is the most effective and successful means of recruitment.

Council and Management members, particularly those who have regular contact with businesses including SMEs, play a key role by face-to-face contact with potential new members/candidates.

This has been the main source of recruitment during 2015 with 47 new members recruited.

We also take every other opportunity to sell and promote the Group including:

- Personal invitations to organisations/companies that may have interest in a particular programme topic
- Mailshots targeting particular industries and workplaces in relation to particular topics
- Giving a short presentation about BHSEA, the services and benefits of membership e.g. at Birmingham City Council's Local Authority Business Forum
- Having membership application forms available at BHSEA and other events
- Targeting SMEs via WWT publicity/events
- Encouraging the larger players to involve and invite their supply chain
- Following up any leads from SKUK promotion/publicity activities

Non-Members/guests are frequently invited to come to a meeting free of charge and with no obligation and number of new members have been gained in this way.

Council and Management members are identified by name badges and are encouraged to 'buddy up' with a new member to make them feel welcome and to answer any questions. Often they are also introduced to existing members where there is a common interest/industry.

6. The single achievement that the Group is most proud of in the last 12 months

Without any doubt the major achievement in 2015 – in fact the major achievement in several years was the Construction 'Looking Back – Moving Forward' seminar at Birmingham's 'new' Barclaycard Arena which attracted 280 delegates and 30 exhibitors.

"... absolutely tremendous to see so many people from so many different parts of the industry here today seeing what else they can do to keep people safe ..."

Frances Outram – Board Member HSE (special guest and keynote speaker)

Late in 2014 whilst considering possible construction events for 2015 the Construction sub-committee considered the possibility of a major event – a WWT Seminar - to mark 60 years of the BHSEA Construction Section.

2015 would also mark 40 years of the HSE and 16 years of the very successful WWT initiative. Last but not least the long awaited CDM 2015 was due to be launched in April.

The idea of a BHSEA 'Anniversary Event' was thus born with a target date of sometime in April.

The idea for the event coincided with BHSEA being offered free use of the new prestigious (re-furbished) Barclaycard Arena via one of its members who had been the main contractor.

The Construction sub-committee which included the HSE and other key players in its ranks quickly got to work with the detailed organisation and planning.

It was decided early on that the event - including refreshments - would be free of charge to help attract and in order not to deter SMEs. BHSEA initially footed nearly all of the costs (catering, projection equipment and team etc) with the idea of getting this back from the HSE WWT fund and by charging exhibitors. The plan was to break even – which was achieved.

The event was a resounding success – and an opportunity to 'showcase' BHSEA - with much positive feedback.

As a result of putting on this event we have learned a lot about partnership working and hosting large events which will take us through the coming years when we plan to hold other large events. A number of organisations joined BHSEA following attendance at the event.

Plans are already underway for a seminar 'Effective Claims Management' in April 2016.

[Evidence/Example](#)