

I was once told that safety people are really sales people; I agree - it's about getting the message across and bringing others with you...

Basics:

- Love your work
- Know your people, know your business
- Regard legal compliance as a baseline rather than an aspiration

What you need:

- Camera (or mobile phone)
- PC
- £385

What Helps:

- Continuity of people and long term relationships
- What creates an environment that will encourage positive attitudes?
 - Trust, mutual respect, shared values
 - Decent kit – people take pride in how they look and also value decent quality clothing and equipment
 - Decent welfare – should be facilities where people want to be
 - Decent sites – should be places where people want to work
- All this promotes continuity and commitment from everyone

Make a Start:

- Tell your own story
- Who you are
- What you do
- What you expect
- Promote your culture
- Listen to staff, operatives, contractors and anyone else who wants to comment
- Take lots of pictures of your people and sites (lots looked for pictures of themselves or people they know, also what sites featured)
- Edit your pictures to reduce the file size
- Use PowerPoint – simple to include video if desired
- Use this pack as a start

Benefits: 3 areas

- Personal - more interesting for the viewer
- Easy to deliver
- Easy to update
- Gives you a better understanding of your works and sites
- Useful tool to check where you are
- Provides clear and consistent information
- Sets out your stall – shows your positive standards and expectations – no negatives – no need
- Marketing tool – shows the whys and wherefores of what you do – good introduction for clients, local and regulatory authorities

Safety Health and Welfare Guide - PDF format booklet from original slides

Induction Card – decent quality plastic card individually numbered, valid for one year. Make it look good to show that it is of value.

Induction Test Paper – designed to be light and to serve as a gentle reminder of the induction contents. However, serious in that it is a record of assessment and also for the inductee to know that it's not merely a formality to sit an induction.

Induction Register: individual record, kept on site.

Records kept on a master spreadsheet – better management of people across all sites.

Smart TV with DVD

- Training aid, also internet so can access company intranet and also tool box talks and other training and information – HSE and Youtube very useful – and free.
- Showing large pictures and images is a great way of discussing ideas or showing new ways of working, or examining any issues.
- Contractors can use it for training and briefing
- Share events of national importance...

Video – because PPTs won't play on a TV

- Each site has a specific introduction and then the content is from across the business
- Heavy on images, light on words
- No voice-over to allow the site managers to actually do the talking as required – otherwise the message is in the pictures
- Voice –over if wanted suggest female (easier to listen to and also will be more accepted) and preferably someone in the company who knows what's what

Costs:

Quality of what you provide is an indicator of the importance your business places on all this.

£385 500 x A5 Booklets

£20 PowerPoint to video conversion software

£200 42" Smart TV/DVD

£145 500 x Safety Induction cards

Further Steps:

Add specific trade inductions – including RAMS

Do it yourself – everything supplied

Workshop

Finally...

We are agents for change. For me, safety is a platform for bringing about better working. It gives us the opportunity to bring about environments where people can flourish.

It's about helping others to achieve their potential and bring about change themselves. So that ultimately, they have the tools and the confidence to lead the charge