

## Category 1 - Best Membership Recruitment and Retention Approach

Please complete this **submission sheet** if you are entering Category 1 – Best Membership Recruitment and Retention Approach. You are welcome to attach supporting documentation, please ensure any such documents are clearly cross referenced on this sheet.

### 1.1 Membership Recruitment / Retention

Please state whether the Group has recruited new members or retained its membership at the same level for the last year 08/09.

#### 1.1

BAOHSF (Bradford Area Occupational Health and Safety Forum) membership numbers for the year 2009 currently stand at 714. The number of members we had in 2008 was 670. So not only has the group retained most of its old members but it has recruited new ones also.

Out of our membership we elect 16 Working Group members each year. These are comprised of 2 Enforcing Officers, 2 Health Service reps, 3 Private Businesses, 3 Trade Union reps, 3 Voluntary Sector officers and 3 Local Authority officers. See current list of Working Group members at 'about us' at the bottom of our home webpage <http://baohsf.org.uk>

Bradford District Metropolitan Council does all the posting out for BAOHSF, as part of its commitment to BAOHSF. The post goes out with the council logo and a return address on, and after each mailout there are half a dozen or so returns. These are handed to the Development Worker of the Forum who double checks the company addresses and removes all old memberships from the membership database. This helps to keep the database cleansed and up to date.

### 1.2 Incentives

Please give details of any incentives that helped to retain /recruit new members.

for example: awards schemes, cpd points, health and safety updates; interesting programme, seminar/conference; social event; networking opportunities

#### 1.2

In October last year the two BAOHSF Working Group enforcement members targeted retail outlets, garages and engineers in the Bradford District for an 'inspection blitz'. 164 companies were visited resulting in 66 Improvement Notices being handed out as well as 10 Prohibition Notices. The enforcing officers worked along the rest of BAOHSF and organised a free seminar that addressed some of the issues found. The 164 companies were invited to attend the free seminar, which took place in February of this year and this resulted in 13 new members of the Forum.

In March BAOHSF Chair and the Development Worker went to the Trade Union Studies Department at the University of Bradford and gave a presentation about the work of the BAOHSF. This resulted in attracting 8 new members.

In June this year BAOHSF worked in partnership with the Bradford District Strategic Disability Partnership to run a seminar around 'Dispelling the Myths of Employing People with Disabilities'. This partnership work resulted in the production of a myth busting information pack for employers. Through working with the Strategic Disability Partnership, BAOHSF membership once again grew, in this example this included voluntary organisations who are working to help adults with disabilities into employment.

### 1.3 Programme

Please give details of how your programme was developed to retain / recruit new members.

for example: a relevant, important and interesting variety of presentations

#### 1.3

The programme for the Dispelling the Myths seminar included multi media presentations from disabled people who had experienced barriers to work, these were videos of interviews of local people which were projected onto a screen and proved quite popular and effective in the evaluation reports.

Following on from a seminar a programme was developed around Dame Carol Black's agenda on Working for a Healthier Tomorrow. BAOHSF has a strategy *The Securing Health Together in the Bradford District 2006-2009 strategy for local Occupational Health and Safety*; this is reflected and

supported in other local strategies, plans and actions. Over the past year BAOHSF been progressing some of the Local Actions in the Securing Health Together in Bradford Strategy to develop a programme around Dame Black's Review these include:

- LA 1.4 Facilitate the development of expert groups around particular issues
- LA 2.7 Ensure the Forum is recognised as the major partnership for occupational health and safety in the district
- LA 2.9 Explore the return to work agenda with other organisations
- LA 3.15 Invite expert groups to identify gaps in the provision of occupational health and safety data
- LA 4.24 Lobbying Government to get better occupational health support
- LA 4.25 Identify gaps in the provision of advice in Occupational Health and Wellbeing support and develop programmes to tackle this.

In March Bradford Area Occupational Health and Safety Forum paid for Eleanor Green, an independent consultant in Health improvements policy, practice and partnerships to put together a 'Working for a Healthier Tomorrow in Bradford' proposal for the Bradford Strategic Health and Wellbeing Partnership. The proposal included steps that would help integrate Occupational Health, Safety and Wellbeing into the new joint planning arrangements and the development of an action plan. Following on from this a report was presented to the Health and Wellbeing Partnership and to the Employment and Skills Board, and a Health Work and Wellbeing Task Group was established.

Throughout this very strategic painstaking process the profile of BAOHSF rose amongst very influential leaders of the LSP (Local Strategic Partnership). This piece of work started off with a seminar where Dame Carol Black came to speak, followed by presentations made to high level leaders of Bradford District Partnership/ As a side issue, it is looking hopeful that the NHS Bradford and Airedale, one of the main partners of the LSP, will be commissioning BAOHSF to continue its good work for the next three years.

#### 1.4 Workshop / Seminar / Event

Please give details of any event that helped to retain /recruit new members.

for example: *who were the target audience; were supported places offered to group members or the target audience; was membership discount offered to attendees*

**1.4** Speaking over at BAOHSF seminars over the last year were:

Working Together for a Healthier Bradford - Dame Carol Black, Hilda Palmer (Hazards), Mick Gledhill (Communication Workers' Union), Sue Gee (Occ Health Bradford Council) - 79 people attended this seminar.

Sensible Risk Assessment – John Blanchfield (Enforcement Bradford LA), Stefnie Krzyszczyk (Unison), Neil Hunter (HSE), Charles Buxton (Stylo PLC) – 92 people attended this seminar.

After the Inspector Called – Jeanne Morton (HSE), Envirocare Ltd (private company), David Kean (Env Health) – 57 people attended this seminar.

Dispelling the Myths – Pamela Coulson (Mind in Bradford), Lynne Carter (NHS Bradford and Airedale), Phil Cutler (Bradford Alliance on Community Care) – 75 people attended this seminar.

BAOHSF endeavours to have a trade union rep as one of the speakers at most seminars. Speakers from the HSE, Local Authority, NHS, Voluntary organisations and Private Business also present regularly on a wide range of topical occupational health and safety issues. The diversity of speakers often leads to lively debates at the question and answer sessions held at the end. This diversity of speakers also attracts a wide and varied audience from large to small employers from different sectors.

All the seminars are free to all our members, and open to non members also.

BAOHSF has a directory of Occupational Health and Safety Services in the Bradford District and this attracts some more companies and organisations to become members.

Details of the seminars and presentations, along with photographs and some video coverage of the events can be viewed on our website. See [www.baohsf.org.uk](http://www.baohsf.org.uk). The Directory is also available here.

## 1.5 Target Audience

Please give details of how you reached out to your target audience to recruit new members

for example: *inviting guests to attend presentations of interest; promoted group at Health and Safety events*

### 1.5

As was mentioned above certain retail outlets, garages and engineers in the Bradford District were targeted to invite to a seminar. On this occasion the HSE and Bradford Environmental Health sent out the prepared flyer/booking slip that BAOHSF had produced to the targeted group. On previous occasions we have bought in databases for specific business types we have targeted eg we bought 135 names and addresses of textile and clothing manufacturers in Bradford from Bradford Chamber of Trade (at a cost of £40). As we are very sensible about data protection we did not and never would just add such contacts to our database. We sent an invitation out to this list of 135 and only the interested parties who responded were added to our membership database.

The services provided by the Forum help to deliver some of the priorities outlined in 'The Big Plan' that is the Bradford Sustainable Community Strategy. In Bradford we have a working-age population which is forecast to be the fastest growing of any major UK city, but low pay and reliance on benefits are a sizeable challenge. The Forum helps to secure 'good' employment via its five main programmes set out in the '*Securing Health Together in the Bradford District 2006-2009 – A local occupational health and safety strategy*' These are: Improving compliance with the law; continuous improvement; obtaining knowledge; improving competence and skills; and ensuring support and advice mechanisms are in place. Linked to the Community Strategy is the Bradford District's Local Area Agreement and BAOHSF services help target key National Indicators and Public Service Agreements within this. These include:

NI 119 - Self-reported measure of people's overall health and well-being

NI 120 - all-age all cause mortality rate (also PSA 18 – to promote better health and well-being for all)

NI 121 - Mortality rate from all circulatory diseases at ages under 75

NI 122 - Mortality rate from all cancers at ages under 75

NI 146 - Adults with learning disabilities in employment (also PSA 16 – to increase the proportion of socially excluded adults in employment etc.)

NI 150 - Adults receiving secondary mental health services in employment. (also PSA 16 – to increase the proportion of socially excluded adults in employment etc.)

NI 151 - Overall Employment rate (working-age) (also PSA 7,8 – Reduce the gap of economic growth rates and Maximise employment opps for all)

NI 152 - Working age people on out of work benefits (also PSA 8 – Maximise employment opps for all)

NI 153 - Working age people claiming out of work benefits in the worst performing neighbourhoods

NI 173 - Flows on to incapacity benefits from employment

It is clear that the work of the Forum is very strategic, but this gives it strength to raise the awareness of major decision makers. On a more down to earth level, the Forum seminars, newsletters and website communicate regularly with its membership. It was interesting to note from a snap shot survey that we undertook at the Dispelling the Myths seminar that out of the 35 employers who took part in the survey they considered themselves to Influence the health and safety of 51,256 workers in the Bradford District this is approximately 20% of the districts workforce.

As was mentioned above the diversity of speakers at BAOHSF seminars attracts a wide and varied audience, and as they are all free and open to anyone they attract employers across the spectrum including workers and union representatives.

## 1.6 Awards

Please give details of how your Awards scheme helped to retain / recruit new members  
for example: *recognising and promoting members achievements*

### 1.6

The Alan Butler Awards we have received ourselves in the past have helped us to gain kudos and we very proudly mention them in our strategy. We do not have an award scheme for our members at present. We do provide CPD certificates to attendees of our seminars on request.

Professor Rory O'Neill, from Sterling University recently commented on BAOHSF "The Forum plays a high profile role and nationally recognised role promoting best practice on work and health. At a time when health and safety is portrayed repeatedly as a 'burden', BAOHSF's award-winning team instead demonstrate to its broad-based and growing audience how straightforward measures can and do make work safer, healthier and better".

It was partly due to our previous Alan Butler Awards that this very encouraging statement was made. The Forum membership feels proud to be part of this award.

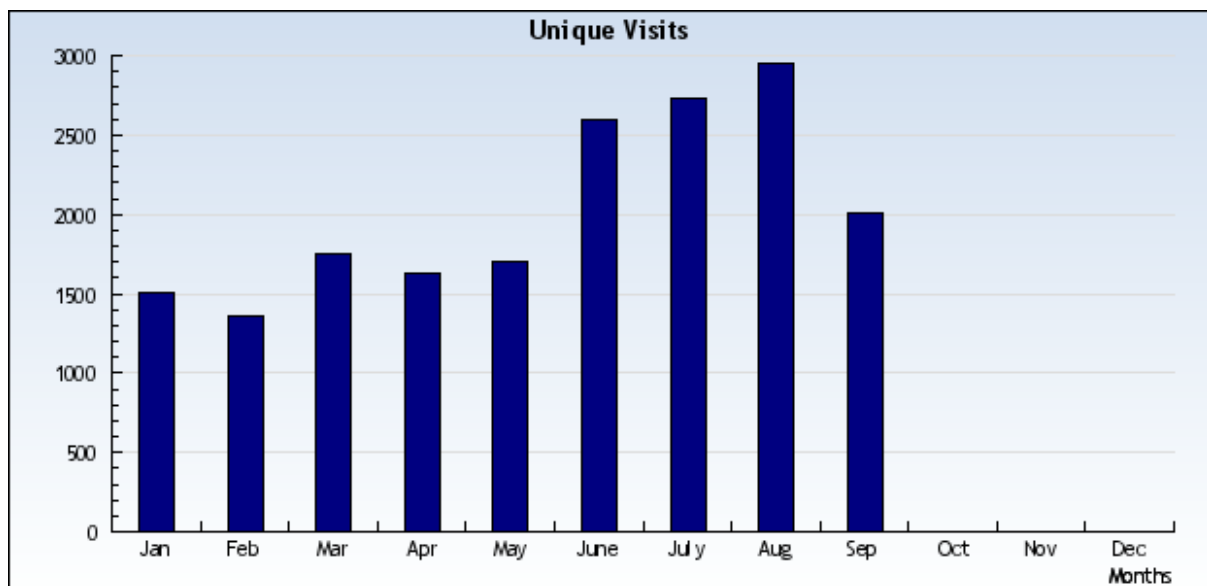
## 1.7 Website

Please give details of how your Website helped to retain / recruit new members  
for example: *communicating how group serves the local area; providing examples of current members; promoting group and activities; delivering health and safety information*

Below is a graph showing how many people accessed our website in 2009, this reading was taken on the 24<sup>th</sup> of September so the September figure is not complete. The graph shows a general trend of increased visits to the website.

The website [www.baohsf.org.uk](http://www.baohsf.org.uk) has details of upcoming events, has downloadable presentations from all our seminars, has copies of all our newsletters and also has some video footage of the more interesting moments during the year. A very moving video this year is found on our website on the following link <http://baohsf.org.uk/basra.html> This is a Workers' Memorial Day event we organised where Doves were released over Bradford City Hall by the family and friends of people who have lost their loved ones due to their work, seventy five people attended.

The website helps our members feel part of the BAOHSF and keeps them updated on the latest legislation and best practices, this helps when members can not actually attend our events. The Directory page <http://baohsf.org.uk/hsservices.html> is useful for members to use as a resource.



## 1.8 Publicity

Please give details of any publicity that helped to retain /recruit new members.

### 1.8

BAOHSF edits a quarterly newsletter called 'Well @ Work' this goes out to all our 700 plus members free of charge. It covers issues raised at seminars and has news on occupational health and safety both locally and nationally. At the back of the newsletter there is a tear off slip for people to complete to become a new member. The newsletter is posted on our website and copies go out to all GP practices in the Bradford District.

For each seminar and event that is organised by BAOHSF an eye catching poster/booking form is produced and is circulated to the full membership and placed on our website. The returned booking forms are checked against our membership database and new contacts are approached and invited to become members.

The evaluation slips at all our events have a space for new members to join.

## 1.9 Other information

Please include any other information on your Group's approach to retaining /recruiting new members

### 1.9

The forum guards its database and will not give out details to anyone. If someone wishes to contact our membership they can do it via submitting an article to our Well @ Work newsletter.

BAOHSF believes that its high membership numbers and retention of members is down to membership being free. BAOHSF has been in the fortunate position of being in receipt of funding from a Healthy Communities Fund grant over the past six years and hope that this funding will continue after next March. The funding pays for a part time Development Worker (16hours) for a small office, running costs and seminar and publishing costs. In total we get £24,000 a year. The services provided by BAOHSF have much added value this is due to the hard work and dedication of the valued Working Group members whose individual organisations and businesses allow them to have time to attend meetings.

There is some debate within the Working Group around charging a fee for entries into the Directory. On one hand it is felt that the administration costs of chasing up fees and the inconvenience for organisations to draw up payments would not be worth the income generated.