



BRITISH
SAFETY
COUNCIL

Because
Experience
Counts



**No one should be
injured or made ill
through their work**

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Foreword

The British Safety Council has a proud history of campaigning for the protection of people and the environment.

This document will shape and structure our policy and activities, and explains how we will deliver against our vision that no one should be injured or made ill through their work.

Today, skilled and knowledgeable people are at the heart of the modern economy, and employers are keen to support and retain them. Brexit and the COVID-19 pandemic has sharpened this focus too, particularly in sectors such as healthcare, hospitality and construction, where there is currently a dependence on skilled labour from other EU countries. Technological advances, and the changing nature of work, mean that many people can now operate effectively from any location with an internet connection. This can result in excessive working hours, but also allows people to work much more flexibly to accommodate personal and family requirements. The gig economy is changing employment relationships as well, and an increasing number of people work remotely, outside of traditional workplaces and contracts, which can impact negatively on health and mental wellbeing.

Technology is also changing the way that people engage in work processes. Automation, augmented reality and artificial intelligence systems are becoming commonplace, with repetitive, manual and precision tasks now routinely handled by machines. This offers an opportunity to remove people from potentially hazardous tasks and environments. People still fulfil a unique function in our workplaces, but their role is changing. There is a requirement to upskill the workforce so that it is equipped and able to engage at an earlier point in the process, or to work alongside new technology.

The time is right to focus on health as an enabler to work. However, this is not just about employing and retaining people with disabilities or long-term health conditions. There is a need to act on health and wellbeing for

the whole working population. People are living longer and pensions are frequently insufficient to support early retirement. As a result, the workforce is ageing, and many more people are having to manage the health effects of getting older while still at work. People need information and support to help them make healthy decisions, and timely access to medical services is a key requirement. Short-term illness and minor injury can easily result in long-term sickness absence if the issues are not addressed promptly. This has negative effects on the physical and mental health of the individual, results in costs for the employer and places demands on medical and social care systems.

There is a growing recognition of the importance of sustainability. We have to reduce the impact of our activities on the climate and on environments around the world. The earth's resources are finite, and we must find new, smarter, ways to manage and replenish them as they underpin our lives, our health, our cultures and our economies.

These are exciting but challenging times for businesses across the world, and The British Safety Council is committed to leading the way in positioning safety, health, wellbeing and sustainability at the very heart of all our futures.



Mike Robinson
Chief Executive

A handwritten signature in black ink, appearing to read 'Mike Robinson', written in a cursive style.



Lawrence Waterman
Chair of the Board of Trustees

A handwritten signature in black ink, appearing to read 'Lawrence Waterman', written in a cursive style.

Our Manifesto

Introduction

The British Safety Council was established in 1957 by James Tye. His vision was that “no one should be injured or made ill through their work” and he campaigned tirelessly in support of this. That vision remains just as relevant today despite very different economic and social conditions.

There have been significant improvements in workplace health and safety, since the British Safety Council was founded. Fatalities and serious injuries have declined to an all-time low, but the needs of business are changing as we transition from an industrial to a professional and service-based economy. People are a key asset, and this is increasing the attention on health and wellbeing, including the mental health, of people in an often stressful world.

Technology is advancing rapidly, changing the role that people play in the workplace. The boundaries between ‘work’ and ‘life’ are blurring as mobile technology, cloud-based computing and the gig economy become established. The population is ageing and people are retiring later, increasing the prevalence of chronic health conditions in the working population.

World politics also has an impact on our safety, health and wellbeing. Economic fluctuations are driving changes in trading relationships across the world and a rise in minority extremism is raising the profile of physical and cyber security.

These changes present both significant opportunities and challenges for organisations, and the British Safety Council remains committed to supporting them as they strive to create an environment in which both organisations and people can thrive.

Action

We will:

- Identify, promote and champion proportionate, proactive, effective management of health, as well as safety and environmental risk, as a positive enabler for people and for organisations
- Raise the profile of health, and in particular mental health, as a key component of sustainable business practice, and promote a positive approach to wellbeing
- Seek opportunities to share UK best practice on an international stage, and to promote effective management of health and safety risk in new and developing economies
- Champion innovation and lead the application of digital technology to enhance risk management and promote best practice, in health, safety and environmental protection.





An Exemplar

The British Safety Council aims to conduct its business in line with the best practice models that we promote. We will invest in the development and wellbeing of our people to ensure that we are an employer of choice and strive to adopt sustainable business practices.

Action

We will:

- Adopt a flexible approach to work which will facilitate open access to employment
- Invest in student-centred learning to support ongoing development for our people
- Develop programmes to support the wellbeing and resilience of our people
- Invest in sustainable practices to reduce our environmental impact.



A Respected Voice in Health and Safety

The British Safety Council will build evidence-based knowledge and raise public awareness of effective and proportionate health, safety and environmental risk management, providing authoritative advice and thought leadership on current and emerging issues.

Action

We will:

- Direct research to identify and explore emerging risks and innovative control approaches
- Monitor political, economic and social developments and evaluate their challenges and opportunities
- Produce evidence-based positions, campaigns and guidance and promote it through multimedia channels to raise awareness, inform decision making and champion positive approaches
- Engage with stakeholders in business, politics, government and the third sector to provide information and support.



A Facilitator of Collaboration and Engagement

The British Safety Council will facilitate collaboration and promote sharing of information, experience and expertise in support of continuous improvement and the effective and proportionate management of safety, health, wellbeing and sustainability.

Action

We will:

- Host collaborative forums to support sharing of information, experience and expertise
- Promote effective management of health, safety and environmental risks as a positive enabler for business
- Engage business leaders and opinion makers to shape thinking on key issues
- Operate award schemes to encourage and celebrate excellence and achievement
- Collate and disseminate case studies to promote best practice
- Hold conferences and events and produce publications, which feature expert opinion and provide thought leadership on topical issues and evolving themes.



An Innovative Educator

The British Safety Council will provide high-quality education and practical, skills-based learning to promote competence in safety, health, wellbeing and sustainability.

Action

We will:

- Promote a student-centred approach to learning
- Utilise technology to offer an engaging and flexible learning experience
- Support a structured and skills-based approach to competence development
- Create sector-specific learning and qualification pathways.



An Advocate for Young People

The British Safety Council will support young people's learning about and understanding of health, safety and environmental issues, to promote effective management of risk and a positive approach to sustainability in the future workforce.

Action

We will:

- Utilise new media to engage young people in the discussion of health, safety and environmental risk
- Provide a platform for investigation and discussion of the risk-related issues concerning young people
- Support innovative approaches to education and competence building to enable young people to manage risk effectively
- Promote a positive approach to personal resilience among young people
- Support opportunities for work-based learning which promotes a positive culture of safety, health, wellbeing and sustainability.



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