

South Midlands Branch Strategy

We believe that we must work together to achieve a safe and healthier world of work and IOSH, as the chartered body for health and safety, can lead the way.

The vision – a safe and healthy world of work – is a galvanising goal and WORK 2022 defines how we will lead our profession and collaborate with our stakeholders toward achieving it. It is a strategy and plan of action that should make a real difference to the lives of people at work.

There are three broad aims that underpin WORK 2022.

Enhance, Collaborate and Influence



“Enhance” is designed to elevate the status and capability of the occupational safety and health profession and promote it as an attractive first career of choice.

The Branch aim to give individuals the tools they require to be more effective and work to build appreciation for the added value the profession provides.

To support this aim the Branch will:

- Support member development, particularly through the process of IPD/CPD and membership progression.
- 1) Committee members to act as coaches or mentors, with a focus on category progression.
- 2) Support and resource the Development self-help group organised by the committee.
- 3) Promote the use of Blueprint at branch – committee members to



“Collaborate” acknowledges that IOSH and our profession must work hand-in-hand with organisations and their representative bodies, maximising the benefits to business of good health and safety at work.

The Branch will draw from members' expertise, experience, skills and networks to develop and implement initiatives for how we work with organisations and businesses to move forward together

To support this aim the Branch will:

- Encourage attendance of non-OSH professionals at branch activities and events.
- 1) Use our website to promote the values of attendance and involvement.
- 2) Use social media channels.
- 3) Network with organisation and external bodies to promote attendance



Knowledge gathered in looking after people at work – whether it's through research, innovation or lessons learned from mistakes – can move the health and safety profession forward and raise standards in worker protection.

The Branch will engage with organisations to understand their own, local challenges in protecting people from work-related injury and illness.

To support this aim the Branch will:

- Actively promote the value and relevance of our OSH community in the regional community.
- 1) Communicate and engage with major employers in the area.
- 2) Encourage members to promote attendance and engagement with our branch to non-members of IOSH.
- 3) Offer facility to undertake sessions to promote OSH with local education

- act as role models for grade profession.
- 4) Encourage the uptake of coach and mentor roles by appropriate branch members.
- 5) Develop and implement the use of branch USB knowledge sticks.
- To develop and support members through the promotion of working groups and use of social media to develop industry specific skills and knowledge.
- 1) Analyse the industries our members operate in and develop and implement sub-groups to enhance and develop skills and increase knowledge and competence.
- 2) Utilise social media to enhance and develop sub-groups.
- 3) Promote development with other industry groups to develop co-operation and enhance skills and knowledge development for our members.
- Provide a welcoming networking environment for OSH professionals and OSH as a career of choice.
- 1) Actively engage with new attendees to our branch meetings.
- 2) Encourage and engage with young practitioners and professionals in branch activities and promote and assist in career development.
- 3) Encourage students and graduates to engage with OSH and branch activities.
- 4) Facilitate networking opportunities for members.
- Work with other OSH groups within the region to develop
 - of activities by non-OSH professionals.
 - 4) Network with other professional bodies to promote attendance of branch activities and where possible organise/collaborate in joint activities.
 - 5) Develop branch activities and programme to include generic leadership, management and non-specific OSH subjects.
 - 6) Explore promotion strategy to attract new members.
 - Work with relevant bodies and major employers in the region to develop outreach activities to promote the OSH profession.
 - 1) Make connection with local Chamber of Commerce, Institute of Directors and regional business organisations.
 - 2) Build an effective and credible relationship with local MP's and local governments.
 - 3) Identify and engage with major employees in the region.
 - 4) Engage and develop relationships with local Emergency Services.
 - Work with other OSH groups within the region to develop activities and promote the OSH profession.
 - 1) Develop effective working relationships with other independent OSH groups within the region.
 - 2) Develop effective working relationships with HSE promotional groups to develop OSH such as Working Well Together groups.
- establishments and other organisations.
- 4) Actively engage with local Chamber of Commerce, Institute of Directors, Federation of Small Business and other relevant organisations.
- 5) Actively engage with local government and local MP's and all Emergency Service organisations.
- Welcome guests and visitors from global companies with regional presence and international members.
- 1) Communicate with local organisations who have a broad global influence.
- 2) Continue to hold Branch meetings at current premises of a local global organisation.
- 3) Build links with the wider IOSH membership and with other branches and groups.
- Demonstrate the effective contribution and enhancement OSH advice and guidance can provide to organisations, relevant bodies and educational establishments.
- 1) Actively engage with local Chamber of Commerce, Institute of Directors, Federation of Small Business and other relevant organisations.
- 2) Actively engage with local government and local MP's and all Emergency Service organisations.
- 3) Develop effective working relationships with other independent OSH groups and Working Well together groups within the region.
- 4) Actively promote the benefits OSH

activities and promote
the OSH profession

can provide to
productivity,
efficiency and
profits to business.

- 5) Promote
“sensible” OSH and
promote “Myth
Busters”.

Our Branch strategy defines the steps that we, as a Branch, need to take. We believe that we can make a change and improve the workplace – today and in the future. Help us to shape the future of health and safety and make WORK 2022 a reality.

We will monitor and evaluate our programmes and their impact and provide feedback to members accordingly.