

START Safely:  
A 3 year plan to become the safest business in  
the waste and recycling industry, and beyond.



[Click to watch our Induction Film summary](#)

[Click to watch our EI Awards application summary](#)

# Headline Success Stats

## Year 1

Measurement KPI	2016 to 2017	2017 to 2018*	Shift	Shift Target
RIDDOR RATE - Total divided by employee times 100,000	1428	1052	<b>-26.33%</b>	<b>-10%</b>
Total RIDDORS	5	3	<b>-40%</b>	<b>-10%</b>
Lost Time Incidents	5	4	<b>-20%</b>	<b>-10%</b>
Hazard Reporting	61	232	<b>+280.32%</b>	<b>+40%</b>
Interventions conducted prior to, or during a Breach of Safe Practices	82	125	<b>+52.44%</b>	<b>+20%</b>
Report of Incident (without injury)	73	117	<b>+60.27%</b>	<b>+20%</b>
Reporting Near Miss	85	111	<b>+30.59%</b>	<b>+15%</b>
% accidents reported of total incidents	7%	5%	<b>-28.57%</b>	<b>-10%</b>

## Year 2

- 99% pass rate of 47 managers and supervisors in CMI Leadership & Management training
- 100% of staff and 'new starts' received refresher courses through our bespoke Train-the-Trainer programme.
- A maintenance of Year 1 KPI's whilst laying foundations for Year 3

## Year 3

- Q1 - Safety Climate Tool (HSE Labs) results showed 7 out of 8 benchmarking scores as 'High'
- Year 1 KPI's maintained in Q1
- Training postponed to Q4 due to COVID-19

# Goal

The waste and recycling industry does not have an enviable record on health & safety.

Our clients vision is to become the safest business not only in the waste & recycling industry, but to engage their teams so deeply into a new safety culture that they surpass best practice benchmarks demonstrated by the construction and oil, gas and petrochemical industries.

However, an entrenched legacy of dated safety attitudes meant a unique approach was required.

Using the WISH blueprint as a foundation, Force Four would help LondonEnergy build this culture using the three actuators: Strong Leadership, Involving the Team, and Building Competence.

# The Business Case

An increased safety performance impacts all operational areas of the LondonEnergy business, delivering more efficient working methods by avoiding lost-time incidents.

The START Safely project successes have not only answered the business case, but have also galvanised a hitherto siloed workforce to work together to use their new learning experiences to attack other performance issues within the business.

# Our 5 Guiding Principles



**S**top and question  
all unsafe acts



**T**ake responsibility for  
yours and others safety



**A**lways wear correct PPE



**R**eport all hazards  
and incidents



**T**ake 5 to SLAM  
(Stop, Look, Assess, Manage)

Our creative process started with the creation of the 5 Guiding Principles, finally tweaking them to produce the START acronym.

# Clear Identity



*It's our way of* **LIFE**

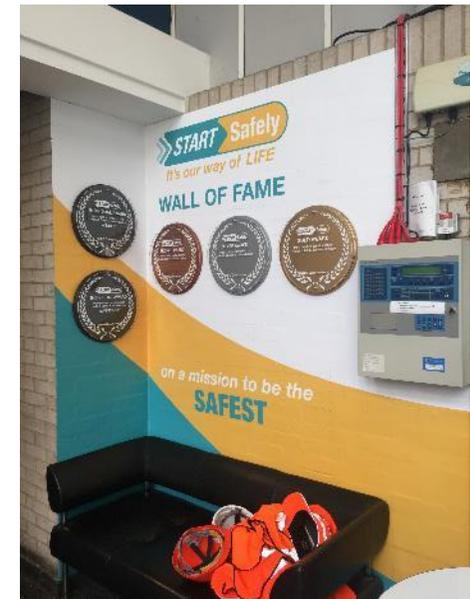
The Force Four creative team developed the START safely logo. We devised the powerful positioning statement "It's our way of LIFE" to further connect to the new culture.

# Visual Roll-out



We wanted to make a big impact. It was important to show our learners that we sought to make a huge step-change in safety culture. The START Safely roll-out across 9 sites went live 4 weeks before the first workshops.

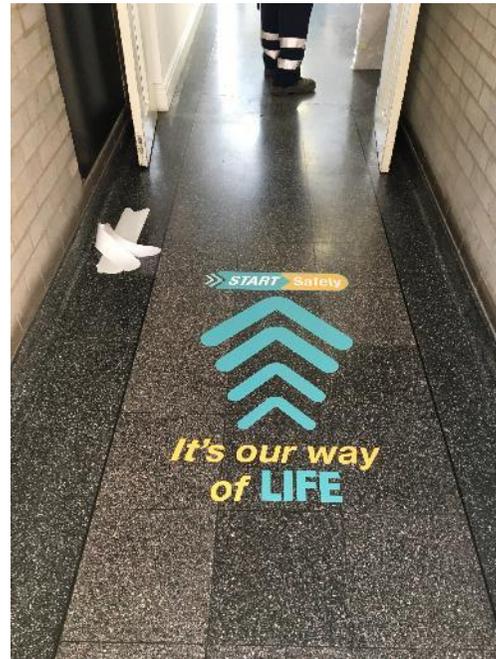
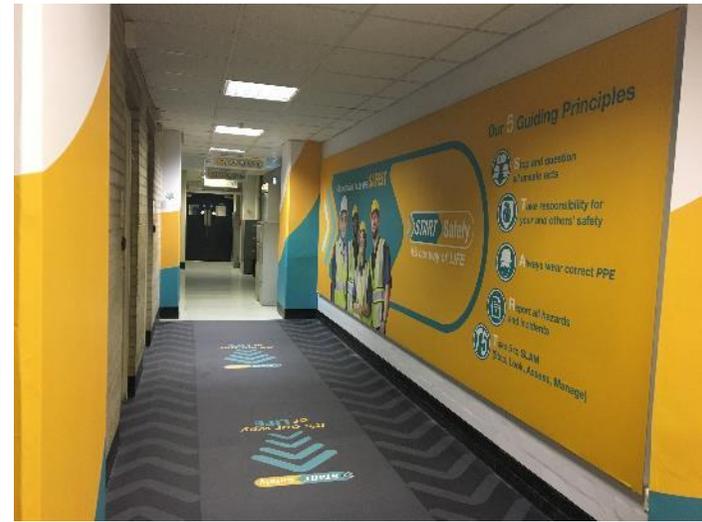
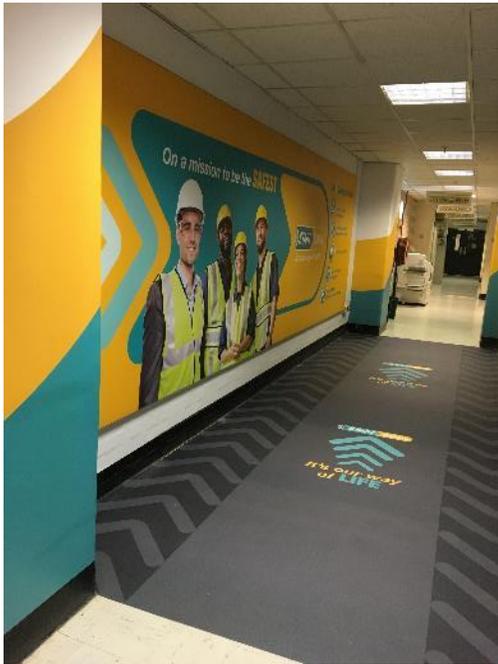
# Visual Roll-out



The hapless 'Colin' was born to help show good and when needed, poor safety behaviours in human form without identifying specific staff roles or departments.

A new awards structure was invented, recognising both departmental and individual contributions to company safe working practices. Directly linking staff performance to donations to local charities leveraged emotive support for the new culture

# Visual Roll-out

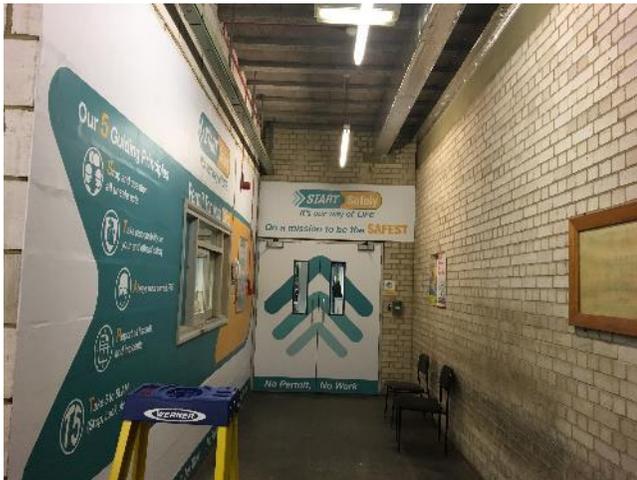


We used the 'spare canvasses' throughout the sites. Messages appearing in the peripheral vision (floor and ceiling) gained more 'visual hits'.

# Visual Roll-out



High traffic operational areas were targeted, including canteen and break rooms. These were fitted with poster sites advertising next workshop content and dates.



# Visual Rollout



Large external areas of our 9 sites were dressed with mega-banners, to ensure awareness

# The Workshops

- 1. April 2017 – Our 5 Guiding Principles.** Share our newly devised Guiding Principles and what they mean for all of us. Educate what is Safety Culture, Cogs of Culture, why a safe business is good for business, why embark on this journey. Set context and expectations. Handle objections. Give feedback.
- 2. May – Manual Handling Workshop.** Instruction on latest techniques with practical hands-on activities. We also developed 10 in-house ‘trainers’ to give in-depth training to all 300 team members over the following 2 months.
- 3. June - STF & Hazard Reporting Workshop -** An introduction into the technique of ‘Intervention’ safety conversations using professional actors. Why we intervene and report. Real-life, real-time ‘how to spot a hazard’ treasure hunt and intervention practice.
- 4. July - PPE Workshop.** Need for comfort and proper fitting. A complete overhaul of the PPE system coinciding with the company’s brand change to LondonEnergy.
- 5. August - Fleet & Plant Operator Safety Workshop**
- 6. August – Catch-up Workshop** summarising all workshops for any new starters
- 7. September - RRC Safety Workshop** – actor facilitated sessions dealing with public safety and conflict management
- 8. October - RAMS & COSHH Awareness Workshop**
- 9. November - Driver Winter Preparedness Workshop.**

The launch of the 10 icons of Driver Safety and winter campaign to engage staff and their families.
- 10. December – Health & Well Being Workshop.** Combatting physical and mental health issues. Launch of confidential mental health helpline.
- 11. January 2018 – Fire Safety Workshop** – all staff being trained on home and work fire risks, evac drills and how to use a fire extinguisher.
- 12. February 2018 – Safety Leadership Workshop.** A full day course for all managers & supervisors to assist them in training the START Safely messages to their teams.
- 13. March 2018 - Major Incident Training.** A full-scale event involving all emergency services and authorities.
- 14. March 2018 - Wash-Up Workshop.** Where we are, success measurement. Departmental and individual Safety Awards. Charity donations winning department. Set Year 2 agenda commencing April 2018.
- 15. April 2018-Sept 2019** – Train the Trainer workshops by Force Four commence to enable the client to own their training regime and further embed the culture.
- 16. April 2018-April 2020** – All managers and supervisors embark on CMI ‘Management & Leadership’ training blended with soft skills training provided by Force Four.

# Workshop Tools



We devised and launched the 10 Driver Safety Standards for fleet and plant drivers during the May workshop.



We invented a unique pop quiz to help awareness around Slips, Trips & Falls. Song titles were stuck to roads around our sites – all staff were encouraged to tour the site looking for the titles and spotting & reporting hazards as they went.



Giant Snakes & Ladders boards were developed to investigate Manual Handling techniques.



The START Safely bespoke classroom board was produced with a dry-wipe, magnetic surface to help facilitate the workshops



The game of Pic'charades was invented to help embed positive safety behaviours.



# Workshop Activities

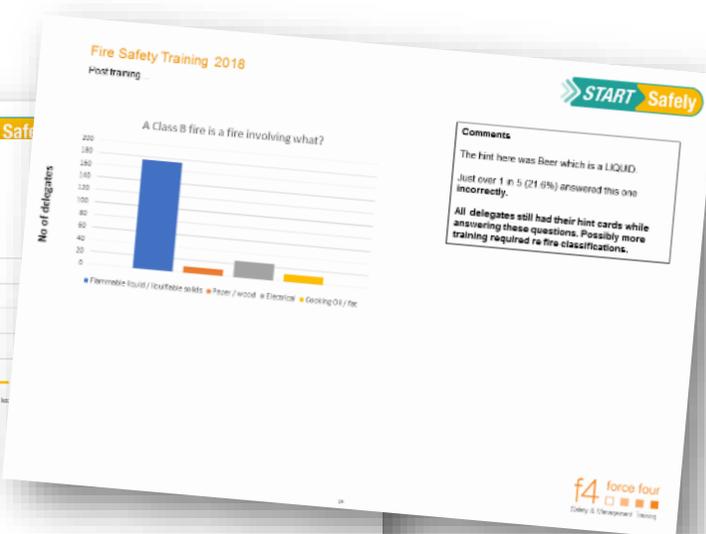
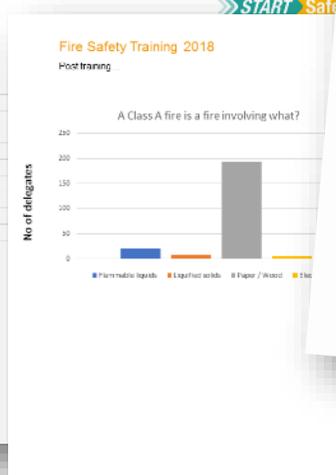
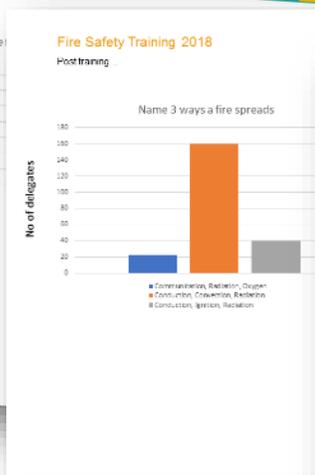
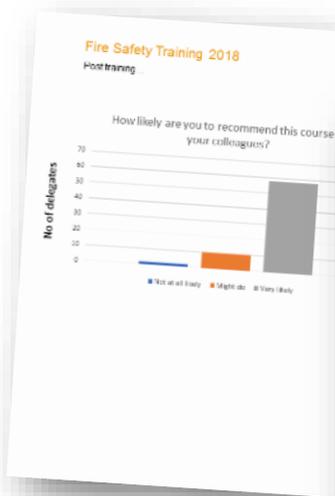


# Monthly Management Reporting

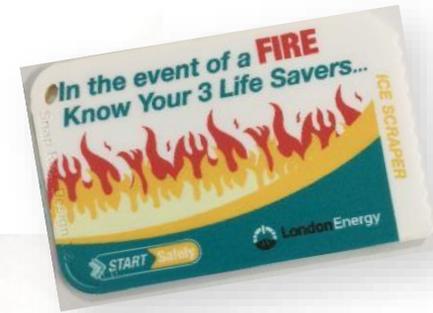
The collage features several documents from the 'START Safety' program:

- Executive Report January 2018:** Titled 'START Safety Training Risk Management and RAMS Training', it includes a 'START Safety' logo and the 'f4 force four' logo.
- Departmental scores overview of month by month:** A table showing scores for April across various departments like Engineering, Operations, and Maintenance.
- Executive Summary:** A document with a 'START Safety' logo and text discussing general comments from delegates.
- Executive Summary Headlines:** A document with a 'START Safety' logo and a list of key findings, such as 'Approx 32% of delegates were not confident in using a fire extinguisher'.

Highly detailed reports were produced each month, giving opinion stats, Q&A results, safety successes and items for further investigation.



# Aide Memoirs



Where budget allowed, Force Four developed a different and useful 'aide memoir' given to learners at the end of each training session they attended.

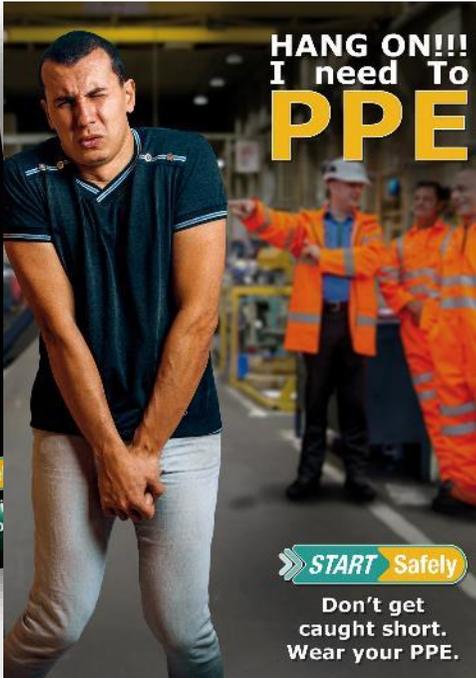
# Awareness Communications

“The most important piece of PPE is the **human brain**”



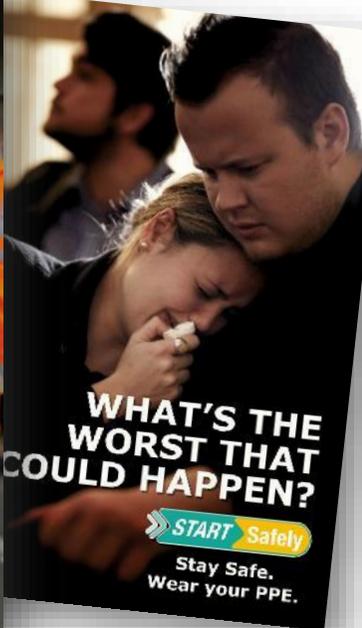
START **Safely**  
Think about PPE is a no brainer.

HANG ON!!!  
I need To  
**PPE**



START **Safely**  
Don't get caught short. Wear your PPE.

WHAT'S THE WORST THAT COULD HAPPEN?



START **Safely**  
Stay Safe. Wear your PPE.

No harm in a quick chat.

**0800 555 555**

Sometimes we all need to talk. Whether the problem is big or small. If it matters to you, it matters to us.

START **Safely** WORKSHOPS

**DECEMBER: Health & Wellbeing**

Friday Dec 1st To be held in the LCR starting at 9am & 1pm	Monday Dec 4th To be held in the LCR starting at 9am & 1pm	Friday Dec 8th To be held in the LCR starting at 9am & 1pm
Monday Dec 18th To be held in the LCR starting at 9am & 1pm	Tuesday Dec 19th To be held in the LCR starting at 11am & 3pm	Wednesday Dec 20th To be held in the LCR starting at 11am & 3pm

**JANUARY: Fire Safety**

Tuesday Jan 16th To be held in the LCR starting at 9am & 1pm	Wednesday Jan 17th To be held in the LCR starting at 9am & 1pm	Thursday Jan 18th To be held in the LCR starting at 9am & 1pm
Tuesday Jan 23rd To be held in the LCR starting at 9am & 1pm	Wednesday Jan 24th To be held in the LCR starting at 9am & 1pm	Thursday Jan 25th To be held in the LCR starting at 9am & 1pm

See your line manager or supervisor if you have not been given your date and time.

Amazing Monthly Prizes on Offer!

WIN A £5000 FAMILY HOLIDAY!

ANNUAL PRIZE

START **Safely** and Win Big!  
AUG & SEPT WORKSHOPS  
AUGUST: RRC Safety | SEPTEMBER: PPE

AUG: [Workshop details]  
SEPT: [Workshop details]

Monthly Prizes on Offer!!

WIN A £5000 FAMILY HOLIDAY!

Awareness campaigns that supported each month's training were strategically designed to appeal to 3 groups of viewers: (LtoR) 'intelligent', 'humorous' and 'emotive'

# Feedback Communications

## Our World

### WALK CYCLE ENJOY

#### ARE YOU UP FOR A CHALLENGE?

You've heard of the famous triathlons but what about the famous **WALK CYCLE ENJOY** triathlon? Can you take on the challenge? It's a 10k walk, 10k cycle and 5k run. The event is held on the 1st of July at the Broomfield Sports Centre. It's a fantastic opportunity to raise money for the charity and enjoy some great activities. Book your place now!

#### START Safety JULY DRIVER WORKSHOP

##### Vehicle Safety

Join us for a FREE workshop on the 1st of July at the Broomfield Sports Centre. We'll be covering the latest in vehicle safety, including the new regulations for the 2024 season. It's a fantastic opportunity to learn from the experts and get your questions answered. Book your place now!

#### START Promotions

Join our team and earn £2601 per month. We offer a competitive salary, excellent benefits, and a flexible working arrangement. If you're looking for a challenging role with a great company, we'd love to hear from you. Contact us today!

#### NEWSTARTERS

Join our team and earn £2601 per month. We offer a competitive salary, excellent benefits, and a flexible working arrangement. If you're looking for a challenging role with a great company, we'd love to hear from you. Contact us today!

## Taking 5 with... Mark Beattie

How long have you worked at...? What's your favourite thing...? What does your average day...? What's the best piece of...? What's the most interesting...? What's the most interesting...? What's the most interesting...?

## START Safety

### START Safety so far...

START Safety has been a success story since its launch. We've seen a significant increase in safety awareness and compliance across all sites. Our workshops and training sessions have been well-received, and we've seen a reduction in safety incidents. We're proud of the progress we've made and look forward to continuing our efforts to create a safer working environment for everyone.

## WORKSHOP Brew & Biscuits

Join us for a FREE workshop on the 1st of July at the Broomfield Sports Centre. We'll be covering the latest in vehicle safety, including the new regulations for the 2024 season. It's a fantastic opportunity to learn from the experts and get your questions answered. Book your place now!

## WINNERS!!!

Winners of the Brew & Biscuits workshop. Congratulations to all participants who took part in the workshop. We were impressed by the knowledge and skills demonstrated by everyone. Well done to the winners and a big thank you to all who attended.

## START Safety

### START Safety in June & July

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## Manual Handling

### WORKSHOP

Join us for a FREE workshop on the 1st of July at the Broomfield Sports Centre. We'll be covering the latest in vehicle safety, including the new regulations for the 2024 season. It's a fantastic opportunity to learn from the experts and get your questions answered. Book your place now!

## Song Titles & Free stuff!

### It's a Pop Quiz - but different!

Join us for a FREE quiz on the 1st of July at the Broomfield Sports Centre. We'll be testing your knowledge of song titles and offering prizes to the winners. It's a fun and interactive way to spend your day. Book your place now!

## START Safety

### Feedback & Responses

As we move forward with our safety initiatives, it's important to listen to the feedback from our staff. We've received a lot of positive feedback on our recent workshops and training sessions. We're pleased to hear that you found the information useful and that you're taking steps to improve your safety. We'll continue to work with you to address any concerns and ensure that we're providing the best possible support.

#### About Supervisors/Manager Issues

There have been concerns throughout the business that the support we're providing to our supervisors and managers is not meeting their needs. We're aware of this and are working to address it. We'll be providing more training and resources to help them better support their teams and ensure that they have the tools they need to succeed.

#### Conversations

We've had a number of conversations with our staff about safety. We've heard that some of our staff are feeling overwhelmed by the amount of safety information they're receiving. We're working to simplify our communication and make it more relevant to their roles. We'll be providing more targeted training and resources to help them better understand the importance of safety and how they can contribute to a safer working environment.

## Reports on the SME System & Fixes

The level of reporting hazards continues to grow. Multiple comments were made about successful reports where a change that was made has been noted. This is a positive sign and shows that our staff are taking ownership of their safety. We'll continue to encourage and support this behavior.

#### Vehicle Checks

Staff have commented that team members are being more proactive in reporting vehicle checks. This is a positive sign and shows that our staff are taking ownership of their safety. We'll continue to encourage and support this behavior.

#### Feedback from Compliance

A lot of feedback has been received on the air quality control and continuing work on this area. We're working to address this feedback and ensure that we're providing the best possible support to our staff.

#### Focus on Health & Safety

Staff members have noted that there's been a focus on health and safety. This is a positive sign and shows that our staff are taking ownership of their safety. We'll continue to encourage and support this behavior.

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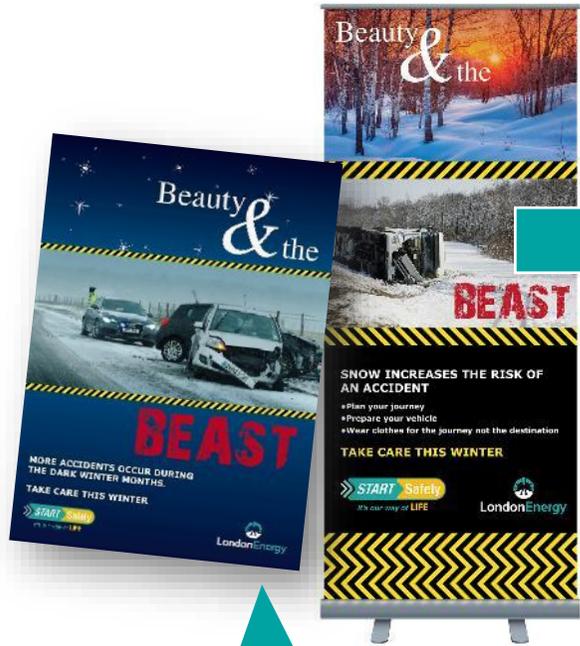
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A feedback bulletin focussing on the safety issues shared in workshops is also sent to staff homes

A company newsletter was reintroduced with special feature articles on the previous months training. Newsletters were sent directly to staff home addresses to engage family involvement.

# Home Engagement Campaigns



A unique Winter Driver Awareness 'Advent Calendar' fridge magnet with integral 'drinks calculator' encouraged families to visit an online quiz and get great prizes.



Home engagement campaigns were specifically designed to raise awareness with families and to get them involved and supporting the safety culture goals



Fridge Magnet letters sent to homes to encourage kids to 'write' a safety story, send in a photo of it to win a prize.

