

# Appendix C

## Departmental strategies



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#### Occupational Health and Safety Report

As a Department, we cover a range of activities, which in turn exposes staff to a wide variety of occupational health and safety risks. In line with the Revitalising Health and Safety initiative, we have reviewed our policy statements and occupational health and safety arrangements. The Department has continued to raise the profile of occupational health and safety issues across the organisation.

The Department has set up an agency management personnel directors subgroup on occupational health and safety. This will share experience and best practice between agencies and the centre of the Department. It has also led to occupational health and safety data being collected and monitored more consistently throughout the Department.

The Department has produced an annual report on occupational health and safety, which also covers the agencies. This provides a detailed analysis of the Department's occupational health and safety performance, and sets an action programme for the coming year.

The Department has improved monitoring and recording of sick absences. The Department's Service Delivery Agreement target for the end of 2001 was revised to 8.9 days sick absence per staff year. The actual recorded sick absence for the Department in 2001 was 9.0 days, compared with 9.3 days in 2000.

#### Rural proofing

The white paper *Our countryside: the future*, published in November 2000, included a commitment to take account of the rural dimension in the development of all Government policies. David Jamieson is the Department's 'Rural Proofing' Minister and we report regularly on progress to the Sub-Committee on Rural Renewal. The Department will report on its 2002–03 progress in implementing rural proofing in the annual report on rural proofing to be published by the Countryside Agency in summer 2003.

## Publicity and advertising

The Department's Communication Directorate is staffed by press, marketing, internal/e-communication, print, publishing and distribution specialists. Typical work to communicate core messages includes:

- **media:** news conferences, briefings, news releases and regional tours, as well as answering media enquiries;
- **marketing:** further development of the *Think!* road safety campaign, with highlights including the launch of advertising on fatigue and year-round advertising to counter drink-driving;
- **publications/print:** major items during the past year include the *Delivering Better Transport: Progress Report* and the consultation papers on the future development of air transport in the UK; and
- **e-communications,** where a major restructure of the Department's web site will make it more customer-focused. Our intranet, *Transnet*, has also been radically restructured.

The Department plans and co-ordinates production for all publicity within small specialist teams. These teams develop strategy and contract out virtually all production. This ensures maximum output for minimum overhead, by concentrating on specifying, procuring, project managing and evaluating. The highly successful cross-Government contract for recycled paper continues. The Department has also established its own framework for purchasing advertising space.

The Department estimates its projected operational publicity spend for 2002–03 is some £17.9 million. This is broken down in Table C1.

Table C1: Publicity and advertising	£ million
<b>Medium</b>	
Advertising (primarily road safety)	10.6
Priced publications	0.13
Electronic publishing	0.11
Other publicity (free literature, events/exhibitions, etc)	7.06
<b>Total</b>	<b>£17.9</b>

The Department's marketing specialists have liaised closely with a range of road safety campaign supporters. Typical support has included:

- a nationwide Cat's Eyes initiative aimed at reminding children to be seen when out in the dark;
- free usage of Disney's Recess characters in cycle safety materials;
- educational web sites maintained by BMW, Renault and others; and
- films, posters and leaflets at motorway service areas, reminding drivers of the dangers of driving while tired.

It is impossible to quantify the cash value of this in-kind support, but we are grateful to the many organisations that have promoted road safety messages. The Department has not received any cash sponsorship support.

## **E-business**

E-business gives customers more choice about how and when they access our services, and it means we deliver them more efficiently. We have made good progress on delivering our high-priority projects – driver, vehicle and operator services and Transport Direct. These projects will continue to be a priority in 2003.

In addition to priority projects, the Department is on track to meet the Government's target of e-enabling 100 per cent of services by 2005. We have met the target for information and consultation services, and we are now focusing e-enabling of all finance and regulation services.

The new DfT web site will be launched in summer 2003. The site will use a content management system, Stellent, to allow devolved content creation. This provides the foundation for a more customer-focused site, which is more closely aligned with services provided by the agencies.

The Department continues to work to modernise its own internal processes, particularly through electronic document and record management and the completion of the next generation accounting system (NGAS).