

Appendix C

Departmental strategies

Occupational Health and Safety Report 2003

The Department has developed a new occupational health and safety policy statement and new management arrangements that introduce a cascade approach through management levels.

The Department produces an annual report on occupational health and safety. This details progress and performance across the Department and its agencies.

The Department and its six agencies achieved an average of 10.4 days sick per average staff year during 2003, against the revised Service Delivery Agreement (SDA) target of 7.9 days for the end of 2003. This is the first full year for which figures for the Department have been available.

Current issues include:

- a major review of attendance management, with the aim of sharing experiences and initiatives to improve monitoring and managing attendance across the Department and its agencies;
- implementing new Departmental health and safety arrangements to reflect improvements identified through continuous monitoring;
- arrangements for dealing with stress;
- arrangements for handling cases of actual and potential violence to staff, both verbal and physical;
- health and safety implications of flexible working and home working;
- further roll-out of electronic accident and incident reporting and improvements to this, including the reporting of cases of stress, harassment, bullying and violence at work;
- review of policies on smoking and alcohol and substance abuse; and
- arrangements for assessing and reducing road-related risks.

Economic analysis and appraisal

The Department uses economic analysis and appraisal to assess the effects of policies, programmes and transport schemes on the economy and the environment, and to indicate their wider spatial and social effects. The analytical and appraisal methods used are based on the extensive evidence that the Department collects in its statistical surveys and as part of its research programme.

The Department's National Transport Model was reviewed at an expert seminar in June 2003 and full details of the model have now been published on the web site (see web site address below). The model, which the Department continues to develop, will be used to assess options for the 2004 Spending Review. In conjunction with some of the models developed for the multi-modal studies, the National Transport Model is helping to indicate the likely effects of the options for road pricing considered in the road-pricing feasibility study.

The Department's appraisal methods have been updated over the past year to reflect some of the changes introduced in the Treasury's Green Book, published in January 2003. The Department issued new advice in August on how to draw up an economic impact report to show the likely impact of a transport scheme on employment in a regeneration area. Work is in hand to provide money values for some of the environmental impacts of transport schemes. This is most advanced in the case of noise nuisance.

Useful web site

National Transport Model

www.dft.gov.uk/stellent/groups/dft_control/documents/contentservertemplate/dft_index.hcst?n=8613&l=2

Evidence and research strategy

The acquisition and use of evidence is an integral part of the policy and delivery process. The Department funds comprehensive research programmes to provide scientific evidence to inform its policy and operational needs. The programmes are the responsibility of individual policy Directorates. Small central units undertake any necessary co-ordination. Total expenditure, including the Highways Agency and the Maritime and Coastguard Agency research expenditure, is around £45 million per year.

The Department needs to ensure that its practices are effective and that it is focusing its efforts on the right areas. In December 2003, a revised and updated evidence and research strategy was published which is organised around the business objectives of the Department and identifies the key evidence gaps and priorities over the coming years.

The strategy stresses that the Department needs to work closely with its research partners to ensure that its research effort complements work going on elsewhere and that the best use is being made of evidence generated outside the Department. The Department also stresses the need to make best use of what we know by effective arrangements for dissemination and knowledge transfer.

Rural proofing

The Rural White Paper, *Our Countryside: The Future*, set out the Government's commitment to ensure that the rural dimension is taken into account in the policy-making process and in the design and delivery of policies, programmes and initiatives.

The report on rural proofing, published by the Countryside Agency in June 2003, highlighted the positive action taken by the Department to reinforce rural thinking in the policy-development process. This included the development of an integrated policy appraisal tool to assess policies against a wide range of factors, such as rurality; the requirement to take account of rural issues in local transport plans; and the promotion of rural proofing to our executive agencies. Progress by the Department in 2003-04 in implementing rural proofing will be the subject of a further report by the Countryside Agency in summer 2004.

Press, publicity and advertising

The Department, like others, regularly needs to explain its policies and work to the outside world – to the media, the public and special interest groups.

Good communication is carefully co-ordinated across all media.

Use of transport is more often than not a local experience and local or regional issues can often make big news in particular places. That is why the Department targets its messages both nationally and locally through:

- liaison with national and regional news media;
- strategic dialogue with key stakeholders;
- Ministerial visits, speeches and articles;
- paid publicity campaigns; and
- electronic and paper publishing.

This work is led by the Communication Directorate, staffed by communication professionals who have established a range of framework contracts covering advertising, design, typesetting, print and research. These help to deliver the Department's publicity needs in the most cost-effective way and in line with EU procurement requirements.

Significant publicity work during the year includes the multi-media *Think!* road-safety campaign, a key part of the Government's road safety strategy delivered through training, engineering, enforcement and education, and the launch of an all-new external web site www.dft.gov.uk to ensure quicker access to topical news items.

The Department's projected operational publicity spending for 2003-04 is some £16 million. This is broken down in Table C1.

Table C1: Publicity and advertising £ million

Medium	
Advertising (primarily road safety)	10.1
Priced publications	0.1
Other publicity (free literature, events/exhibitions, etc)	5.8
Total	16.0

Third party support

The Department has not received any cash sponsorship. However, many third parties have worked with the *Think!* campaign and promoted road-safety messages to their customers and employees. Highlights are shown in Table C2. The Department is grateful for this 'in kind' support but has not put a cash value on it.

Table C2: A selection of companies promoting road-safety messages

Company	Activity
Child road safety	
Britax	Child restraints
Disney Publishing	TV and magazine promotion
JBI Shoes	Road-safety branded clothes
Mitre	Reflective/fluorescent footballs and bags
Tesco Clubcard	Magazine promotion
Virgin Trains	Free magazine distribution
Adult road safety	
Green King/Fosters they didn't drive	Free beer for designated driver next time
Little Chef break over the Christmas period	Incentives to encourage drivers to take a tiredness
Robert Cain brewery	Drink-drive warnings on bottles
Travelodge	Free room rentals for tired drivers
Various mobile phone companies phones while driving	Promotion of new regulations on use of mobile

E-business

E-business allows radical improvement both to how transport services are delivered to customers and the efficiency with which the Departments' objectives are delivered. The Department is making good progress towards meeting the Government-wide 2005 target for electronic service delivery. The Department has delivered a key element of Directgov in the form of a motorists' franchise, and is developing a further franchise on UK travel.

The Department is responsible for delivering four of the Government's top 30 e-services:

- tax-disc renewals;
- vehicle registrations;
- drivers' services; and
- Transport Direct.

The Department continues to modernise its own internal processes, particularly through electronic document and record management. The Department's internal electronic purchasing system is now integrated with its finance system. It uses electronic catalogues, orders and invoices to enable the Department to process at least 60 per cent of routine transactions electronically.