

BeSMART.ie

Business electronic Safety Management And Risk Assessment Tool (received via the European Prize for Innovation in Public Administration)



Published On: 17 June 2014

Organisation: Health and Safety Authority

Country: Ireland

Level of government: Regional/State government

Sector: Economic affairs, Public order and safety

Type: Communication, Digital

Launched in: 2011

Link to the innovation's website

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Description

BeSMART.ie is the Business electronic Safety Management And Risk Assessment Tool for small businesses. It is a comprehensive, free online resource available to businesses so that they can proactively manage health and safety within their workplace. It allows small businesses to prepare site specific risk assessments and a safety statement using a simple 4-step process, with the content written in plain English. With 200 business types covered in the retail, hospitality, manufacturing, service industry and private healthcare, and 320 hazards risk-assessed, BeSMART.ie allows business owners and managers to take ownership of their workplace health and safety. It is also a valuable educational tool that contains a library of information, guidance and templates all free to download. Previously, small businesses either had no risk assessments or engaged the services of a consultant to prepare their risk assessments at substantial cost.

Why the innovation was developed

There are approximately 140 000 small businesses in Ireland in the above sectors. Research shows they experience an accident rate of 1:6 per annum, at an average cost of over EUR 9000 per business. In most cases they do not have the resources or competence to manage health and safety in house. Added to this was the stated agenda in the Irish Government's programme of work to reduce the administration burden on small businesses and thereby reduce costs. Used correctly BeSMART.ie will help protect worker health and safety and reduce the financial burden of accidents on both businesses and the economy.

Objectives

Develop staff capacity, Enhance public trust, Improve effectiveness, Improve efficiency, Support economic growth

- Reduce accidents rates.
 - Raise safety standards.
 - Simplify health and safety.
 - Reduce administrative burden and red tape for businesses.
 - Increase awareness through education.
 - Enhance employee involvement.
 - Reduce paperwork.
 - Reduce cost.
 - Provide guidance and support.
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Main beneficiaries

Businesses, General population, Government staff

The 60 000 self-employed and small businesses (with less than 50 employees) that have no risk assessments in:

- Retail.
 - Service industry.
 - Hospitality.
 - Manufacturing.
 - Private Healthcare.
 - Voluntary Sector.
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Existing similar practices

HSK UK on-line risk assessment tool

Health and Safety Executive (UK)

HSE UK has 4 business types available.

<http://www.hse.gov.uk/risk/assessment.htm>

Results

Efficiency

- A survey of 500 users indicated an 86% reduction in the cost involved in preparing risk assessments and compiling a safety statement.
 - The same survey reported a 71% reduction in the time involved.
 - The Department of Enterprise, Jobs and Innovation estimate BeSMART.ie can reduce the administration burden by EUR 60 million.
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Effectiveness

16 800 small businesses have used BeSMART.ie to date.

Service quality

Accessibility:

As BeSMART is an online resource users have access 24/7 to their risk assessments and to a library of health and safety information.

Evaluation

Irish Times/ Intertrade Ireland Innovation Awards 2012

The project was evaluated by an independent panel of judges on the following criteria:

- Proven originality.
- Market/User impact.
- Proven business impact on profit/efficiency.
- Innovation project management.
- Proven sustainability.

BeSMART was shortlisted to the final 3 in the Public Sector Innovation Category.

Development

Design

The idea was generated by policy planning staff within the health and safety authority and involved consultation with small business owners and managers across Ireland to understand their needs.

Testing

The innovation went through extensive user acceptance testing prior to launch and 12 months after launch was subject to a usability review, which resulted in a radical revamp of the site 18 months after launch in order to improve the user experience and simplify navigation through the tool.

Implementation

Tools used:

To develop and launch BeSMART.ie, the management put together a team of personnel with a broad range of skills including:

- Policy.
- ICT.
- Communications & Marketing.
- Health and Safety Expertise.

Resources used:

- 9 staff for development and launch.
 - Eternal ICT company for software development.
 - EUR 30 000 budget for development.
 - 4 staff currently manage. development, content and implementation.
 - Average annual budget of EUR 190 000.
 - Back up support in place via a call centre.
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Challenges and solutions

- Content had to be easily understood and written in simple English therefor, all staff undertook NALA training.
 - Business owners' reluctance to engage with the Health and Safety Authority – BeSMART.ie accounts are confidential & HSA staff do not have access.
 - Country-wide awareness raising of the innovation with limited budget: Third party agencies, organisations, trade associations and business interest groups utilised to inform their members e.g. Enterprise Ireland, Local Development Companies, Insurance Institute of Ireland, etc.
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Partnerships

External ICT development company

Private sector

An external ICT development company was partnered with for development of the website. This partnership continues as we are constantly reviewing and improving the website, especially on foot of feedback from users or in light of changes in health and safety legislation, and extending the platform as well as adding to the content.

Lessons Learned

Lessons Learned

It is essential to ensure the resource is:

- User friendly.
 - Easily navigable.
 - Easily understood.
 - Customer feedback implemented into the resource.
 - Keeping subject matter updated and relevant to business.
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Conditions for success

- Continued availability of resource as a free service to business.
 - Staff and financial resources for;
 - Improvement and expansion of the platform.
 - Content is always updated and relevant, especially when changes in health and safety legislation occur.
 - Supporting infrastructure to ensure a quality service with maximum uptake.
 - Internal & external communications.
 - Develop trade/industry alliances.
 - Apply customer feedback.
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Other information

Currently BeSMART.ie does not include the agriculture, construction or education sectors. However we hope to expand the platform into these sectors in coming years.

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