



SAFETY ON THE SEA GROUP

TERMS OF REFERENCE

1 October 2002

## ***VISION***

The group's goals are to:-

- Identify major safety issues in the marine community
- To design and implement effective incident prevention campaigns
- To agree key safety messages
- To present united organisational support for key safety messages to the marine community

At some point in the future we will need to agree a 'mission statement – e.g. 'Working together for safer seas'?

## ***PARTNER ORGANISATIONS***

At 31 December 2001, the following organisations are members of the group (in alphabetical order):-

- British Marine Federation - (BMF)
- Maritime and Coastguard Agency - (MCA)
- Royal Lifesaving Society (UK) – (RLSS UK)
- Royal National Lifeboat Institution - (RNLI) – **Chair**
- Royal Society for the Prevention of Accidents - (RoSPA)
- Royal Yachting Association – (RYA)
- Sea Fish Industry Authority (SEAFISH)

Membership of the group is equal – all opinions are valued regardless of the ability of each organisation to contribute in terms of money or resources. It is more important that each organisation publicly supports and promotes joint messages and the various relevant products and services offered by other partners.

## ***MEETINGS***

Formal (full) meetings of the group will be fairly infrequent (i.e. twice yearly) and will be concerned with strategic overview and direction – identifying current and future areas of concern and agreeing the approach for addressing the issues. Extra-ordinary meetings of the full group will be called if required.

In order to implement effective campaigns, there will be much ongoing regular informal liaison between partner organisations concerned with particular issues and, if necessary, other organisations may be consulted or involved if required.

### ***EFFECTIVE COMMUNICATIONS & USE OF RESOURCE***

In achieving the above objectives, it is a prime goal of the group to identify where relevant partners can work jointly to the same goals, in order to:-

- Share expertise and knowledge
- Provide common, standard messages to sea and water users, thereby increasing the effectiveness of campaigns
- Increase the importance and credibility of messages & communications by providing united support
- Reduce overall cost by sharing cost burdens
- Avoid duplication of effort between partner organisations
- Where possible, to share market information (e.g. target groups, data, statistics etc)

Partner organisations possess many strengths and specialities which will be relevant to some sea and water safety issues and less so to others. In general terms, once a major safety issue has been identified, the approach would be:-

- Assess which partner organisations' products and services would be useful
- Identify if other external skills/expertise are necessary (i.e. diving, sea angling etc)
- Agree a standard message (including the promotion of partner organisations' products/services)
- Actively promote the standard message (including publications, press and media activity, articles and editorials etc)

Written publications are perhaps the most tangible evidence of the partnership at work and, wherever possible, organisations are committed to ensuring that production of additional material that may dilute the impact of the group material (or worse, duplicate or conflict with it) is avoided.

However, if production of additional material/messages outside the terms of the group is unavoidable (i.e. ministerial, trustee, board directives etc) then the group should be advised at the earliest opportunity in order to avoid conflict of messages and possible to support/endorse the production.

### ***PRIME POINTS OF CONTACT***

BMF	Nigel Parker	nparker@britishmarine.co.uk
MCA	Peter Brown	Peter_Brown@mcga.gov.uk
RLSS (UK)	Di Standley	mail@rlss.org.uk (FAO Di Standley)
RoSPA	Peter Cornall	pcornall@rospa.com
RNLI	Peter Bradley	pbradley@rnli.org.uk
RYA	James Stevens	james.stevens@rya.org.uk
SEAFISH	Kevin Franklin	k_franklin@seafish.co.uk