

CCG'S ASSURANCE TOOL FOR PROCURING CONSTRUCTION WORK

PRODUCT AND MARKETING STATEMENT – SEPTEMBER 2008

Overview: This statement has been prepared to help CCG members, industry stakeholders and the press understand our web tool

1. THE PRODUCT

- A web based tool
- Focussed on assisting businesses with their safety obligations when procuring construction work
- Built around a respondent selecting responses to a set of 12 questions based on legal compliance
- Can be completed anonymously
- Can be completed by or on behalf of a client
- Allows respondents to record their own actions against the core questions in non-mandatory free text fields
- The tool provides the respondent with a summary of strengths and weaknesses to help them focus on priority areas for action
- The respondents get an overall picture as to whether or not they are compliant with the law
- The tool cross references extracted links from industry guidance to help the respondents and improve their understanding
- The tool allows the respondent to compare their performance as a whole, and for each question area, against their peers
- The tool takes less than 20mins to complete, is simple and easy to understand
- The tool will provide helpful links to other CCG products and reference material, such as the clients charter,

2. THE PLACES IN WHICH THE PRODUCT WILL BE AVAILABLE

- The product will be available to anyone who wishes to use it, but it is principally aimed at small, infrequent and one-off businesses and organisations that procure construction work
- The tool will be delivered through the CCG web site {insert link}
- CCG will host and maintain the tool
- Three types of Business and industry organisations will act as sign posts to increase the outreach of the tool, =
 1. principally. those organisations whose members do not carry out construction work as part of their day to day operations.
 2. supply chain organisations that serve the businesses that need construction work, inclusive of all relevant organisations on the Strategic Forum.

3. organisations whose members do carry out construction work regularly, such as the BPF, will also be asked to provide links to the tool

3. HOW AND WHERE THE PRODUCT WILL BE PROMOTED

- The tool will be launched via a press release through key property related business journals, such as Estates Gazette, Property Week, Building.
- Press interviews will be given by key members of the CCG team that built the tool
- 40 client organisations will test the tool before it is launch and some will provide testimonies to help promote its use and value
- The tool will be released (based on 4 below) to relevant member organisations
- Presentations will continue to be given to CCG client forum meetings, and any other industry bodies that show an interest in the tool
- Presentations will be offered to the Association of British Insurers, IOSH and to the Health and Safety Executive and appropriate endorsements sought
- A small number of opportunities may exist for limited sponsorship links in the tools links pages – fees on application

4. THE PRICE OF THE PRODUCT

- The tool will be free to individual users
- a nominal one-off fee will be charged to membership organisations to allow CCG to recover its development costs. This will be based on a sliding scale relative to membership size –
 - < 1000 = £50,
 - 1000-5000 =£100,
 - 5000-10,000=£150,
 - 10,001-25000 = £200,
 - 25,000-50,000=£300,
 - 50,000+=£500
- Be-spoke amendments will be at member organisations costs with copyright and permission rights granted by CCG
- Updates and cost of maintenance to the core product (i.e. non bespoke) will be undertaken free of charge by the CCG

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