

Brandfuel Occupational Health & Safety Proposition



Introduction to Brandfuel

Brandfuel is helping to shape the organisations that are reshaping the world.

Our clients are the change-makers who are challenging the way things are and reimagining how they could be, making things better for all of us.

For more than 15 years, we have established partnerships with some of these most revolutionary businesses, creating imaginary impactful experiences, for their most valuable audiences, at their most seminal moments.

The next 15 years are going to be more intriguing, involving further radical transformation and disruption, the birth of new industries and businesses that will redefine what's possible all over again. Our clients will be the ones driving this change and we will work with them to enhance their brand reputation. We are committed to maximising value and making our business work harder to meet these requirements in everything we do and in doing so, we aim for the highest standards in Occupational Health and Safety and well-being to support the needs of both Brandfuel and our clients.

What Does Occupational Health & Safety Mean at Brandfuel?

At Brandfuel we believe in the need to provide safe and healthy workplaces for our workers and, at all costs, to prevent work-related injury and ill-health.

Our workplaces include the Brandfuel office, our workers' homes (when engaged in home working), those locations in the UK and overseas where event activities are being delivered, and at Eventfuel.

This commitment extends to the management of the mental health and well-being of our workers. These workers include Brandfuel staff, freelancers, and contractors engaged to undertake work on our behalf.

We recognise that psychosocial risks - ie, those risks that can cause poor mental health and well-being - can be prevalent in our industry. To this end, we are placing increased emphasis on supporting our workers by taking steps to proactively promote the benefits of good physical and mental health, thus enhancing our health and safety proposition.

In implementing the requirements of the internationally recognised standard for Occupational Health & Safety, BS ISO45001:2018, we aim to achieve our stated intended outcomes and seek continual improvement in our OH&S performance.

To support improvement in the occupational health and well-being of our workers the company has also aligned our Occupational Health & Safety Management System (OHSMS) with the guidelines provided in BS ISO45003:2021. Our aim is to align our well-being strategy and mental health policy with recognised international best practice and the promotion of a positive culture within Brandfuel, where any perceived stigma relating to mental health and well-being issues is eliminated and workers who seek support in this area are treated with dignity, mutual respect, confidentiality, co-operation and trust.

Through the ongoing commitment of the directors, the application of recognised international standards, and the regular consultation with and participation of our workers, we are determined to maintain our role as innovators in the events industry. We aim to use our platform to drive improvements in occupational health and safety performance and aim to be regarded as the creative agency that is setting the standard for others to follow in occupational health and safety performance in the physical and virtual events industry.

Our Commitment: Sue Sawyer, COO

I will ensure that the Occupational Health & Safety Management System (OHSMS) meets the requirements of the business, the requirements of ISO45001 and ISO45003 and supports our ongoing commitment to continual improvement in occupational health and safety management performance.

I will achieve this by:

- Taking overall responsibility and accountability for the prevention of work-related injury and ill-health, as well as the provision of safe and healthy workplaces and activities for Brandfuel workers;
- Demonstrating leadership and a commitment to manage psychosocial risk and to promote well-being at work;
- Identifying, monitoring and being aware of the relevant roles and responsibilities with respect to managing psychosocial (mental health and well-being) risks;
- Ensuring that the Brandfuel OH&S, mental health policies and related OH&S objectives are established and are compatible with Brandfuel's strategic direction, and that they include the reinforcement of the long-term benefits of managing psychosocial risk via the inclusion of mental health and well-being issues in strategic plans and existing systems, processes and reporting structures;
- Ensuring the integration of OHSMS requirements contained in the internationally recognised standards ISO45001 and ISO45003 into Brandfuel's business processes;
- Obtaining and providing feedback to determine the effectiveness of managing and preventing psychosocial risk within the OHSMS, both in implementation and operation;
- Ensuring that the resources needed to establish, implement, maintain and improve the OHSMS are available;
- Communicating the importance of effective occupational health and safety management, and of conforming to the OHSMS requirements;
- Ensuring that the OHSMS achieves its intended outcome(s);
- Directing and supporting persons to contribute to the effectiveness of the OHSMS, including the empowerment of workers to ensure that they are competent to fulfil their roles and responsibilities to identify and manage psychosocial risk;
- Ensuring and promoting continual improvement;
- Supporting other relevant management roles to demonstrate their leadership as it applies to their areas of responsibility;
- Developing, leading and promoting a positive health and safety culture within Brandfuel that supports the intended outcomes of the OHSMS;
- Protecting workers from reprisals and/or threats when reporting incidents, hazards, risks and opportunities;
- Communicating on how whistle-blowers, victims, witnesses and those who report or raise workplace psychosocial risk concerns will be protected;

- Ensuring Brandfuel establishes and implements a process(es) for consultation and participation of workers, including:
 - » Active engagement with workers in a continual dialogue on the management of psychosocial risk;
 - » Supporting and encouraging workers to actively participate in the management of psychosocial risk in the workplace;
 - » Removing barriers that can limit worker participation, and aiming to enhance participation;
 - » Supporting the establishment and functioning of health and safety committees.

Key Roles and Responsibilities

The Directors of Brandfuel have assigned responsibilities and authorities for relevant roles are assigned and communicated within Brandfuel via the use of job descriptions and awareness/communications.

The **COO** has assigned the following responsibility and authority to:

The **Group Production Director** - has operational responsibility for occupational health and safety within Brandfuel and holds the responsibility for ensuring that the OHSMS conforms to the requirements of the ISO45001 and ISO45003 standards and for reporting on the performance of the OHSMS to senior management.

Other key responsibilities are assigned to:

HR Manager – has responsibility for establishing the company strategy for mental health and well-being, for managing psychosocial risk in the workplace, and for the protection of confidentiality where workers approach the company in confidence.

Account Managers – are responsible for undertaking hazard identification and risk assessment of physical, health and psychosocial risks, and determining actions to address them for events and activities in the scope of certification.

Production Managers – are responsible for operational delivery of events, and for the incorporation of occupational health and safety controls and initiatives where possible in event-related planning and delivery activities.

Lead Project & Event Managers/Event Managers – are responsible for operational delivery of events and for the incorporation of occupational health and safety controls and initiatives where possible in event-related planning and delivery activities.

Wellbeing Ambassadors - are responsible for fulfilling the company strategy for mental health and well-being, and undertaking events to drive improvements.

All Employees – are responsible for following company policies, procedures and for seeking to drive continual improvement in occupational health and safety performance where possible.

Contractors/Freelancers – are responsible for following company policies, procedures and for adherence to contractual requirements.

Determining Occupational Health, Safety & Well-being Issues at Brandfuel

The Brandfuel Directors meet regularly and undertake SWOT and PESTLE analysis to determine external and internal occupational health and safety issues that are relevant to Brandfuel's strategic purpose and those issues that affect our ability to achieve the intended outcome(s) of the OHSMS.

Examples of these issues can include, but are not limited to:

External issues:

- The supply chain in which Brandfuel operates, (eg, issues via time pressure, schedules or production pressures);
- Relationships with contractors, subcontractors, suppliers, providers and other interested parties;
- The safety issues relating to sharing of workplaces, resources and equipment with other parties during the build-up, delivery and breakdown during onsite event activities;
- Client requirements for event services;
- Economic pressures that can affect availability, duration and location of work;
- The nature of work contracts, remuneration and employment conditions;
- The demographics of workers who are available for work;
- Rapid technological changes;
- Labour force mobility, creating greater diversity among workers with different backgrounds and cultures, and speaking different languages;
- Other social, economic and public health issues (eg, pandemics, natural disasters, financial crises).

Internal issues:

- How Brandfuel is governed and managed;
- Brandfuel's level of commitment and direction with respect to occupational and psychological health, safety and well-being at work;
- Other management systems adopted by Brandfuel that can interact with the management of OHS and psychosocial risks (eg, ISO20121 and ISO27001);
- The size and nature of Brandfuel's workforce;
- Characteristics of workers and the workforce, including gender, age, ethnicity, religion, disability, language, literacy and numeracy;
- The competence of workers to recognise physical, psychosocial hazards and manage risks;
- Locations where work is undertaken (eg, working at event venues, working at home, working in isolation or working in overseas or remote locations);

- Workers' terms and conditions of employment/engagement;
- Adequacy and availability of Brandfuel resources.

Engaging Our Stakeholders

Brandfuel will identify and determine the needs and expectations of our stakeholders in relation to the activities in scope of our ISO45001 certification. The purpose of stakeholder engagement is to identify interested parties who are relevant to the OHSMS and to understand their specific/evolving/ongoing requirements to meet and, where possible, address them through setting objectives or taking a specific action to address an identified risk or opportunity.

During OHSMS planning activities, stakeholders will be identified, and steps will be undertaken by identified Brandfuel employees to identify and document their needs and expectations, along with any that may be legal obligations. The identification of needs and expectations can be achieved through one or more of the following means:

- Regular correspondence and event planning meetings;
- Discussions and reviews of feedback received;
- Review of client/supplier contractual requirements;
- Awareness of legal and other requirements;
- Identification of best available occupational health and safety practices;
- Benchmarking.

The key stakeholders relevant to the OHSMS have been identified and they are summarised in a table contained in appendix 1 of this document.

Brandfuel Occupational Health & Safety Policy

General Statement

The Directors and management of Brandfuel fully recognises the duties placed on them under the Health and Safety at Work Act 1974 and all other relevant legislation. Brandfuel are committed to fulfil all applicable legal and other requirements relating to health, safety and well-being at work and, wherever reasonably practicable, they shall exceed them. The company recognises the obligations it has to others with regard to its activities, including other partners in relation to the delivery of training. Brandfuel are committed to working with these partners to ensure that a safe and healthy working environment is provided that promotes a positive safety culture and robust physical, mental health and well-being practices.

Brandfuel recognises the duties it has not only to its staff, but also to trainees, contractors, visitors and any other workers who may be affected by its activities, and it shall adopt the principle of zero tolerance with regard to accident prevention. This principle is underpinned by the organisation's acceptance that no accident at work is acceptable.

Brandfuel is committed to the use of high-quality health and safety training materials both online and in person.

Policy Objectives

Health & Safety must be regarded as a mutual objective for management and employees at all levels.

Therefore, Brandfuel management will:

- Provide safe and healthy working conditions for the prevention of work-related injury and ill-health (including well-being at work) and maintain safe access and egress;
- Seek to enhance the working environment to promote the principles of dignity, mutual respect, confidentiality, co-operation and trust in the OHSMS;
- Seek to eliminate hazards and reduce OH&S risks, including the management of psychosocial risks;
- Ensure the health and safety of staff who are mobile workers or those who work from home;
- Provide safety training, information and instruction as required for all employees, trainees, visitors and contractors etc;
- Provide all necessary safety devices, protective equipment and supervise their use;
- Seek to drive continual improvement of the OH&S management system;
- Maintain monitoring of safety procedures and OHS performance;
- Consult workers on matters relating to workplace health, safety and welfare, and the development and review of policy and procedures;
- Communicate relevant health and safety information through the internal policies manual.

Brandfuel workers have a duty to co-operate fully in the operation of this policy by:

- Working safely and efficiently, complying with any instruction, information and training in accordance with all procedures and statutory obligations;
- Immediately reporting incidents (including accidents/near hits that have resulted in, or may lead to, injury or ill-health);
- Assisting with the investigation of accidents and aiding the introduction of measures to prevent a recurrence.

Policy implementation

This policy shall be reviewed and updated whenever circumstances require it, such as changes to legislation or activities, and at least annually.

This policy shall be made available on the intranet for all members of staff and will be made available to interested parties on request.

Scope of ISO45001 Certification

The scope of certification of the Brandfuel Ltd OHSMS extends to:

“The design, management and delivery of virtual and physical events, conferences, showcases, exhibitions and retail environments”

These activities are centralised at our company office, which is located at Elgin Lodge, Eversley Road, London SE19 3PY.

The company has incorporated the requirements of the international standard BS ISO45003:2021, Psychological health and safety at work — Guidelines for managing psychosocial risks into the OHSMS. This is aimed at demonstrating the company’s commitment to our workers’ ongoing mental health and well-being and to reducing psychosocial risk within the company.

The scope of certification includes all activities and services within Brandfuel’s control or influence that can impact company OH&S performance. This includes:

- All onsite and offsite activities related to Brandfuel’s scope of activities and services;
- Eventfuel, which provides storage facilities for equipment and sets and can also provide studio space to support the delivery of virtual events.

Eventfuel is located at: Unit J, 12 Imperial Way, Croydon, CR0 4RR

The scope of certification does not apply to Brandfuel activities undertaken in our international offices in the US, Ireland and Singapore.

The requirements and commitments contained in the Brandfuel Occupational Health & Safety policy and all applicable legal and other requirements will be adhered to and implemented at these locations.

Development of Event Occupational Health & Safety Objectives, Targets & Programmes

Our occupational health and safety objectives have been determined with the aim of supporting the commitments relating to:

- The Brandfuel Occupational Health & Safety Policy;
- The Brandfuel Well-being Strategy;
- Identified legal and other requirements;
- Best available technological options;
- Financial, operational and business requirements;
- Relevant legacy issues;

- Consideration of alternative options for improved health and safety performance to find the best overall available solution(s);
- The greatest improvement practicably possible, within the objective's timescale and our capacity to address it;
- The feedback from our stakeholders; and
- Relevant supply chain issues.

A programme of actions to support the achievement of objectives has been developed, based on decisions relating to:

- Identified risks and opportunities relating to events in scope of ISO45001 certification;
- The results of SWOT and PESTLE analysis;
- Results of assessment of strategic and operational risks and opportunities;
- Identified quick wins (low/no cost impact and ease of implementation).

The following commitments form the basis for setting occupational health and safety objectives and targets for events within the scope of our ISO54001 certification:

Providing Safe Places to Work

We will work with relevant interest parties to ensure that risk assessments are undertaken and controls implemented to ensure safe working conditions are provided to Brandfuel workers when:

- **Working at the Brandfuel office**
We will liaise with the building owner to ensure that the facilities provided to Brandfuel staff are effectively managed and maintained in accordance with their legal obligations as a landlord.
- **Working from home**
We will undertake the necessary risk assessments and provide the necessary equipment to ensure workers can undertake their activities from home where their job requires it.
- **Working at Eventfuel**
We will liaise with Scena to ensure that they provide safe access and egress and that a suitable working environment is maintained.
- **Working at events**
We will work with event organisers and liaise with venues to ensure that the safety of Brandfuel workers is considered during build-up, event delivery and breakdown activities. This extends to others who may be in the vicinity of Brandfuel activities.

Maintain OHS Management Systems

We will implement and maintain our Occupational Health & Safety Management System (OHSMS) in accordance with the requirements of the ISO45001 and ISO45003 international standards. We will seek to obtain third party certification of our OHSMS with a UKAS-accredited certification body and will seek to pursue continual improvement in our OH&S performance.

Brandfuel Directors will demonstrate their leadership and commitment to the OHSMS as described in the Brandfuel Health & Safety Proposition.

Consultation & Participation

Brandfuel undertakes to consult with our non-managerial workers on the following:

- Determining the needs and expectations of interested parties;
- Establishing the OH&S policy;
- Assigning organisational roles, responsibilities and authorities, as applicable;
- Determining how to fulfil legal requirements and other requirements;
- Establishing OH&S objectives and planning to achieve them;
- Determining applicable controls for outsourcing, procurement and contractors;
- Determining what needs to be monitored, measured and evaluated;
- Planning, establishing, implementing and maintaining an audit programme(s);
- Ensuring continual improvement;

Brandfuel will encourage non-managerial participation in the following activities:

- Determining the mechanisms for their consultation and participation;
- Identifying hazards and assessing risks and opportunities;
- Determining actions to eliminate hazards and reduce OH&S risks;
- Determining competence requirements, training needs, training and evaluating training;
- Determining what needs to be communicated and how this will be done;
- Determining control measures and their effective implementation and use;
- Investigating incidents and non-conformities and determining corrective actions.

Mental Health, Well-being and Management of Psychosocial Risk

Using the best practice guidelines provided in ISO45003, Brandfuel will develop and communicate its well-being strategy and mental health policy to its workers and aim to provide the necessary support where psychosocial risks have been identified. The company aims to integrate as far as possible mental health and well-being into its day-to-day business activities and commits to:

- Identify issues proactively and early on to reduce staff sickness, burnout and churn;
- Treat all aspects of staff well-being seriously, especially mental health;
- Support employees and freelancers who face mental health problems;
- Appreciate and treat all staff fairly;
- Create pleasant workplaces in collaboration with managers, employees and health experts.

Provision of Training and Awareness

Brandfuel undertakes to invest in and provide the training necessary to maintain OHS competencies among all Brandfuel workers. This can include:

- Formal qualifications in Occupational Health & Safety;
- Event specific safety;
- Online e-learning courses;
- Company and event safety inductions;
- General awareness and mentoring.

Where training is undertaken, the HR team will maintain records to confirm the competencies of Brandfuel employees. Other worker competencies will be retained as part of contractor management processes.

Monitoring & Measurement of OHS Performance

Brandfuel will develop leading and lagging indicators to monitor and measure our H&S performance across a number of areas of the business. Monitoring and measurement includes as a minimum:

- The extent to which legal requirements and other requirements are fulfilled;
- Activities and operations related to identified hazards, risks and opportunities;
- Progress towards achievement of Brandfuel's OH&S objectives;
- Effectiveness of operational and other controls;

Monitoring and measurement results are analysed and discussed at management review to determine trends and whether improvement action is required.

Links to supporting information and procedures

Brandfuel Documented Information	ISO45001 Clause Requirement	ISO45003 Clause Requirement
Brandfuel Occupational Health & Safety Proposition	4, 5.1, 5.3, 5.4, 6.2	4, 5.1, 5.3, 5.4, 6.2
Brandfuel Occupational Health & Safety Policy	5.2	5.2
Brandfuel Well-being Strategy		4, 5, 6.2
Brandfuel Mental Health Policy		5.2, 5.3, 8.3
Fuelling Station - People	5.3	5.3
Brandfuel Legal Register	6.1	6.1
Brandfuel OHS Objectives & Measures	6.2, 9.1	6.2, 9.1
Brandfuel SWOT/PESTLE	4.1	4.1
Fuelling Station – Learning	7.2	7.2
Fuelling Station – New Fuellers	7.3	7.3
Fuelling Station - Resources	7.4, 7.5	7.4, 7.5
Fuelling Station – Resources/The Brandfuel Way	8.1, 8.2	8.1, 8.2
Brandfuel Internal Audit Procedure	9.2	9.2
Brandfuel Management Review Procedure	9.3	9.3
Brandfuel Non-Conformity & Corrective Action Procedure	10	10

Appendix 1 – List of Interested Parties Needs & Expectations

Interested Party	Example	Requirements of Interested Party	Related Compliance Requirements
Top management	Brandfuel Directors	Brandfuel staff compliance with OHSMS policies and procedures	ISO45001, Brandfuel OHS policy and procedures
Event organiser	Person or entity that produces and/or manages all or some aspects of an event.	Risk assessment and risk management. Provision of effective OHS controls. CDM compliance (if applicable). Training and induction in OHS requirements while onsite. Compliance with client/organiser H&S requirements	ISO45001, All applicable OHS legislation, including CDM compliance if required.
Event Owner/ Client	Person or entity that commissions the event.		
Event Manager / Studio Manager	Person or entity that produces and/or manages all aspects of the event. The event manager is not necessarily the owner of the event.		
Partner and Sponsor	An organisation or individual that funds the event or provides products or services in place of funding.		
Founder and Investor	An organisation or individual that funds the event, in agreement to the intentions of such event.		

Interested Party	Example	Requirements of Interested Party	Related Compliance Requirements
Workforce	Body of people working for Brandfuel or the event.	Safe place to work, safe egress and ingress; financial security; social interaction and support; inclusion, recognition, reward and accomplishment; training and awareness to support personal development and growth; equal opportunity and fair treatment at work.	OHSMS requirements. All applicable OHS legislation. Contractual terms and conditions. Crew packs.
Employee	Brandfuel employee engaged in delivering the event.		
Staff	Person who works at the event.		
Volunteer	Person who undertakes an activity at the event willingly without being paid.		
Supply chain	Sequence of activities or parts that provide products or services to Brandfuel.		
Supplier	Entity that provides products and/or services related to the event.		
Venue/studio	The studio location or venue where the event is held.	RAMS for activities being undertaken.	All applicable OHS legislation.
Emergency services	Institutions in co-operation regarding call requests during the event, ie, fire, police, ambulance, etc.	Access to emergency plans and CoSHH risk assessments.	All applicable OHS legislation, eg, Regulatory Reform Fire Safety order, CoSHH regs.
Participants	An organisation or individual that takes an active part in the contents of an event.	Safe venue, safe experience while at event.	Venue safety requirements.
Attendee/ Delegate	An organisation or individual that takes part in an event for the primary purpose of receiving services or contents.	Safe venue, safe experience while at event.	Venue safety requirements.
Regulatory body	Organisations that have the power to regulate an area of business and/or industry (eg, HSE).	Compliance with all local and UK OHS laws.	All applicable OHS legislation.

Interested Party	Example	Requirements of Interested Party	Related Compliance Requirements
Local authority	Organisation that is responsible for the government of a local area.	Compliance with all local and UK OHS laws.	All applicable country and UK OHS legislation.
Local community	Those residing near the location of the event.	No impact on public health or noise/nuisance.	
Sector interest organisation (trade/industry bodies)	Industry/industry bodies to which the organisation belongs.	Engagement and communications, promotion of effective OHS practices.	G Guide (voluntary).
Relevant non-governmental organisation (eg, environmental groups)	Non-governmental organisation, non-profit organisation relevant to the purpose of the event/organisation.		
Media	An organisation or individual that provides news and information for the public.	Access to company information and news.	Press releases, external comms.
Insurers	An underwriter that provides insurance services for the event / event activities being delivered.	Compliance with insurance policy requirements, disclosure of incidents.	ISO45001.
Certification bodies	An organisation providing certification services for ISO45001 on behalf of Brandfuel	Compliance with ISO requirements and brand guidelines	SGS brand guidelines, ISO45001, ISO45003.