A J Morrisroe & Sons Ltd
Winners of the Award for Health and Safety

A J Morrisroe & Sons Ltd are one of the winners of the 2016 Award for Health and Safety, winning the Award for The Virtual Induction at all Morrisroe sites.

Introduction

A J Morrisroe & Sons Ltd (AJM) have developed an exciting induction for all those that come to a site on which AJM are working.

We have found inductions have become dry and repetitive over the years with people attending but not fully engaged due to the presentation style and monotonous content within inductions they have seen previously.

To fully engage with people attending induction; a time which is most critical to understand the site operations, risks and control measures, and operating procedures, we have made an interactive induction called “The Virtual Induction”.

The Virtual Induction is an in-house developed scheme led by the company directors with the H&S department, which takes people on a virtual tour of the site before they even start work.

We have had positive feedback of The Virtual Induction and have seen it have a positive impact on the attitudes, behaviours and H&S culture of the workforce.
1. Factors leading to this development

Over the years we have been focusing on improving our engagement processes through interactive RAMS and standards, which have been successful projects.

We needed to raise the bar on our inductions, the first place where people learn about the site on which they are about to work; to ensure they were fully familiarised with the site before even getting on their PPE. We needed invigorating and effective site inductions, which grabs people’s attention to communicate important health and safety information whatever their age and experience; and also account for a large foreign workforce where English is not always our workers first language.

2. What is The Virtual Induction?

The Virtual Induction is a Prezi (free presentation software) video that displays the site as the main picture. The induction then runs through a virtual tour of the site showing the actual activities on site and discussing the hazards, risks and control measures and embedding additional videos to engage the viewer.

The induction lasts approximately 30-40 minutes, which we found was a good duration to get the information we wanted across without losing the viewer’s attention.

The opening video is of Brian Morrisroe, AJM CEO, who explains why Health & Safety is our number one priority. We felt this was a critical starting point to show those watching that H&S is being led from the top.

Also included are a selection of short (approx. 60 second) video common standards which play when a site activity is displayed; communicating the standard we expect the workforce to follow. These are beneficial for everyone who can clearly see the standards expected in each area, and the key risks and the control measures associated with those activities. Some examples are safe use of scissor lifts, working around excavations, and access and egress routes.

As the induction plays through the site tour, which is voiced over (with additional crib sheets provided in different languages to those who require it), the users get an exact picture displayed to them of where they enter site, key access routes, the actual areas they would be working in, where loading/unloading areas are, activities around them, hazards and control measures in and around their work areas, occupational health controls, first aid and muster points, and the supervisors and managers with whom they are working. Our company policies and procedures, site working hours and additional key information are also communicated.

In developing The Virtual Induction, we aimed to keep the process simple and costs low. The key is in the planning of site setup to minimize the induction quickly becoming out dated. With this planning, not only does The Virtual Induction require less frequent updating, it also sets a discipline with our site management teams to maintain the skeleton of the initial site setup. Updates are then just a change of background picture and relocation of “zoom-points” of areas as works progress.

We have found The Virtual Induction to take approximately 1 day to develop with monthly updates taking less than 2 hours; and all done in-house.

3. The beneficial impact that the entry has had on:

a) A project – Tottenham Hotspur Football Club & Greenwich Peninsula, London

Our prototype began at 2 of our largest projects and were tested with site management, members of the workforce and clients. We took and acted on the feedback to create the core of the induction which has then been used for all our sites to make site specific inductions. These 2 projects have circa 300 (Tottenham) and 200 (Greenwich Peninsula) people working on them who have all undergone The Virtual Induction and we have identified a better culture of following standards that are shown in the induction. This is now evident on all sites (as they now all have Virtual Inductions) through review of the AJM monthly H&S dashboard which relays findings on H&S inspections.

b) The concrete & construction industry

As you can explore the site and activities in a completely safe environment, The Virtual...
Induction engages with people in ways a typical induction doesn’t. It is refreshing and holds people’s attention. In addition, the video standards embedded send the H&S messages we want without any misinterpretation. Using this format across the concrete sector and construction industry would give people the best understanding and information of each site on which they are about to work, reducing unfamiliarity and therefore reducing risks when on site. This is easily replicable as the software to create it is free and only requires photos and videos that the company wish to use to create the overall video.

5. Screenshots
Below are some screenshots from The Virtual Induction. An example Virtual Induction can be provided on request.