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*Exclusives aren't what they used to be*

*We tend to put 'exclusive' on everything*

*We write just to annoy other papers.*

*I once put 'exclusive' on the weather report By mistake.*

Piers Morgan 1965

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# PASMA and the year ahead

In the 2011/12 PASMA Annual Review, managing director, Peter Bennett, talked about the importance of communications to the future growth and development of the association. So as we kick off 2013 it is appropriate to highlight some of the communication channels that the association will be employing in the months ahead.

## Facebook and last minute training



The recently introduced scheme that uses Facebook to help more people find tower training by offering last minute spaces has got off to a good start and will be developed further throughout 2013.

The scheme allows PASMA's accredited training centres to use the association's Facebook page to post details of any last minute places available on their respective training courses, giving those who need to be trained, a reliable single source for locating the most convenient PASMA course across the country. By offering a trusted, last minute service online, the association hopes to help as wide an audience as possible to find the best training and understand the dangers of working at height.

PASMA training committee chairman Ian Fyall said: "We believe it's important to continue to press forward with new ways of delivering training to those who need it, especially the micro, small and medium sized companies that have traditionally been the hardest to reach with the safety message."

The online scheme is the latest in a series of moves the association has made to embrace new media. Since creating a new social media role within the organisation last year, PASMA now updates its online channels daily and regularly produces multimedia content such as online videos. Through this scheme and future projects, the association plans to continue to be at the vanguard in using technology to widen the safety message.

## Work at Height Twitter Symposium

In a similar vein, a Work at Height Twitter Symposium is planned for 2013. PASMA will be a major contributor to this event which is being organised by the Access Industry Forum (AIF). The symposium aims to offer advice and guidance on all aspects of work at height as represented by the 10 organisations of the pan-industry forum. The date will be announced shortly.

The association will also contribute to a new information and advice hotline created by the AIF for the Designers' Initiative on Health and Safety, (DIOHAS) which comprises representatives from major architectural practices, other construction disciplines and the HSE. This now runs alongside the existing hotline for members of the Association for Project Safety (APS).

## Toolbox Talks

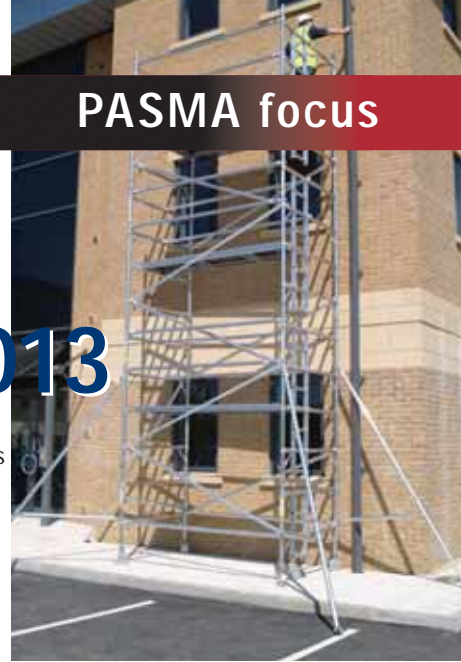
Two more Toolbox Talks are currently in production: 'Best practice guidance for working safely near electricity on mobile access towers' and 'Pavement licences for mobile access towers'. Existing videos can be viewed on the PASMA website.

C&a

PASMA focus

## PASMA Tower Week 2013

Following last year's successful launch which saw PASMA members in the Yorkshire region give tower demonstrations and deliver workshops, drop in surgeries and on-site advice and guidance, including tower health checks, a national PASMA Tower Week is planned for Autumn 2013. It will run in advance of the second of two refurbishment inspection initiatives planned by the Health & Safety Executive for 2013. Members are invited to watch the PASMA website for 'early bird' details [www.pasma.co.uk](http://www.pasma.co.uk)



## Exhibitions

The association will represent its members and the tower industry at three events during 2013. The first is a brand new exhibition called Roofex dedicated exclusively to all aspects of the roofing industry. It will be held at the NEC, Birmingham, on May 1st and 2nd and is supported by the National Federation of Roofing Contractors (NFRC) and the Institute of Roofing (IoR). PASMA will be part of an Access & Safety Zone hosted by the AIF. For more information visit [www.ukroofingshow.co.uk](http://www.ukroofingshow.co.uk)

In addition, PASMA will again have a strong presence at the Safety & Health Expo, 14th to 16th May, Europe's largest exhibition dedicated to health and safety. It will provide speakers for the highly regarded Knowledge Base and offer advice and guidance from the Work at Height Information Centre. [www.safety-health-expo.co.uk](http://www.safety-health-expo.co.uk)

For the third year running, members will be exhibiting at Vertikal Days, but this time in the busy, indoor Marketplace which will also include a seminar theatre available to PASMA members to discuss and/or demonstrate their products and services.

One of the most popular features of the show, the move to the Marketplace promises to deliver more visitors and create a better focus for towers than ever before. PASMA will take the opportunity to deliver a series of presentations/seminars in its own right and the Annual Members' Meeting will once again be held at Haydock Park. [www.vertikaldays.net](http://www.vertikaldays.net)



## stop press....stop press....stop press.... Training breaks all records

In 2012 a record breaking 60,000 candidates attended and successfully completed a tower training course at an approved PASMA training centre. This compares with 50,000 for the previous year - an increase of 20% - and reflects the major contribution that the association and its members are now making to the safety, competence and productivity of tower users in the work at height sector.



As a PASMA member, if you have an interesting or unusual story to tell about towers and tower training, please send it to [michael.fern@asma.co.uk](mailto:michael.fern@asma.co.uk)