

# Creating an HSE video for Iceni Marine Services

Helping Suffolk-based workboat charter company, Iceni Marine Services, communicate essential health and safety procedures to staff with a 3D animated HSE video.



Case study by  
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## Communicating Essential Health & Safety Procedures to Staff

Iceni Marine Services, based in Lowestoft Suffolk, charter workboats for the Wind Farm industry, particularly for transferring personnel to and from the offshore wind farms including Greater Gabbard off the Suffolk coast and Gwynt y Môr off the North Wales coast.

As part of their legal duties, Iceni must ensure that the strict emergency, health and safety procedures are communicated to the passengers and crew onboard each vessel. Traditionally Iceni had communicated this message with a rather old video using a set of static images and a voice-over.

Iceni decided to replace this with a four-minute fully animated health and safety video to communicate the exact safety procedures required, reflecting the company's professional operation. The animation needed to be tailored to the nine different operating workboats.

CADS initially created 3D models of the workboats from Iceni's 2D CAD plans and then developed the animation in storyboard format. CADS worked in close collaboration with Iceni at every stage to ensure the desired quality and accuracy of the HSE video was achieved.

## The benefits of using animation to communicate health & safety procedures

The most practical benefit was in illustrating dangerous situations that would have been costly and difficult to recreate, such as launching a lifeboat and rescuing a man overboard. In addition, because a number of the procedures were consistent across all nine boats, CADS was able to use modular video sections that could be re-used across the five individual animations for the different vessels.

Furthermore, the animations have commercial longevity. They are quick and cost-efficient to update as procedures and legislation change, particularly when compared to a film crew, who would have historically been used.

CADS was also able to supply an interactive panoramic model which was created from the laser survey information captured for the client's health and safety video.

## Guy Gibson, Director, Iceni Marine Services

"When commissioning our new health and safety video we wanted a result that reflected the technical expertise of the business. and were delighted to find CADS and having seen what they were capable of. They engaged us in the creative process, working with us to create storyboards and voiceover scripts as well as in the process of reviewing and making final amendments.

We wanted our health and safety videos to be updated easily when processes changed or new boats acquired. As a result CADS proposed a modular solution where video clips could be swapped in and out, which means for our new boats we only have to



create new clips for the unique elements particular to that boat. I would heartily recommend CADS. We thoroughly enjoyed working with the team and are extremely happy with the final HSE videos that we now have playing in all our boats. The videos are informative and engaging and help to keep passengers and crew informed and safe when travelling on board our boats."

# Ready to get your project started?

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