# RoSPA **Review 09:10**

(To be read in conjunction with **RoSPA Report and Financial Statements**)

"RoSPA's **mission** is to **save lives** and **reduce injuries**"

RoSPA
The Royal Society for the Prevention of Accidents

2009:10

RoSPA ADVANCED DRIVERS AND RIDERS


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**www.rospa.com/about/annualreview/**

BUCKINGHAM PALACE

Lord Jordan of Bournville,
President,
The Royal Society for the Prevention of Accidents

Please convey my warm thanks to the Members, Trustees and Staff of The Royal Society for the Prevention of Accidents for their message of loyal greetings, sent on the finalisation of their Annual Review to accompany the Report and Accounts for 2009 to 2010.

As your Patron, I was interested to learn of the success of the national home safety equipment scheme, Safe at Home, as well as the Child Safety Education Coalition. I much appreciate your kind words and, in return, send my wishes to all concerned.

ELIZABETH R.

2010.

Photography by: Rex Features

# President's Message

**Lord Jordan of Bournville CBE**
President

In last year's Annual Review, I said I was looking forward to reporting, in due course, the impact of some initiatives that had recently started. I am delighted to do that now.

Key projects experienced good progress and consolidation - Safe At Home; the Child Safety Education Coalition; the collection of water-related incident data; the Young Drivers at Work project; the Scottish Occupational Road Safety Alliance; the inquiry into occupational health and safety in small firms; and the digital home safety data project in Northern Ireland, to name just some of the highlights. The first research projects funded through the RoSPA/BNFL Scholarship Scheme also got underway, and you can read more about their findings in this year's Annual Review.

New work also began, all the more pleasing given the tough financial climate in which RoSPA, like all other organisations, has had to operate. There were additions to our occupational health and safety portfolio - the pilot of the new NEBOSH Health and Safety at Work Qualification (Level 2), for example, laid the foundations for this course to be added permanently, plus we introduced a series of lighter-hearted safety posters through which we found an unlikely safety pin-up in the form of Homer Simpson!

As ever, campaigning remained an important element of our work. Against the backdrop of recession, we worked hard to share the message that investing in health and safety is even more important when times are tough. During such times, protecting the bottom line by preventing the avoidable losses that come from accidents and ill health is crucial.

We also worked hard to address the safety issues associated with looped cords on blinds and curtains, working with regulators and manufacturers to seek design modifications to improve the safety of such cords, which have tragically claimed the lives of young children. In addition, we continued with our public information campaign, particularly through the media, to raise awareness of the dangers posed by looped cords.

Our long-running campaign for an extra hour of evening daylight - which could be achieved through the introduction of Single/Double Summer Time - continued in earnest, and we took practical action to demonstrate our proportionate approach to health and safety management by running a high-ropes course at Safety and Health Expo.

A great encouragement to all those engaged in lengthy accident prevention campaigns came through the introduction of a Building Regulations amendment requiring the fitting of thermostatic mixing values (TMVs) in new homes in England and Wales. RoSPA had long called for TMVs, which limit the temperature of bath water, to be mandatory and Scotland had adopted a requirement for the devices in 2006. We were delighted that success was finally achieved. It was real testament to the co-ordinated working of a range of organisations.

The launch of RoSPA's new website was certainly one of the year's highlights. The interactive site brought RoSPA firmly into the 21st century and I felt greatly privileged to press the launch button to mark "all change" online.

The year 2009/10 also marked the beginning of significant transition for the Society in another way - for the first time in its 93-year history, RoSPA purchased a headquarters building. This is an incredibly exciting development. The move to its new Grade II listed home in Edgbaston, Birmingham, paves the way for RoSPA to direct more resources to its mission to save lives and reduce injuries.

In closing, I would like to extend my thanks to everyone who has been involved with RoSPA during 2009/10 – to all those who spoke at or attended our events, including ministers from central government and Scotland; the MPs and my fellow members of the House of Lords who visited RoSPA's Parliamentary Exhibition, and particularly to Gisela Stewart MP who facilitated the event; the Society's committed staff, members, national committees and volunteers in the RoSPA Advanced Drivers and Riders network; and my fellow Trustees, particularly those who joined our ranks this year.

**Lord Jordan of Bournville**
RoSPA President

# **Chief Executive's** Foreword

## Accident Prevention in the Big Society

**Tom Mullarkey MBE**
Chief Executive

So much of what we do within RoSPA corresponds to the idea of the Big Society. Taking just one example, the Safe At Home scheme[1] is set to install 60,000 sets of safety equipment into the homes of disadvantaged families living in areas with the highest accident rates and provide advice and education to 300,000 people in these areas. Studies show that a child with long-term unemployed parent(s) is 13-15 times more likely to die from an injury than the average child. Such a child is also 37 times more likely to die from exposure to smoke or flames than children in higher earning and managerial professions. Safe At Home is a project being co-ordinated by RoSPA, representing the third sector, with a range of locally-focused partners including local authorities, Sure Starts, fire and rescue services and housing associations. It is almost the archetypal template for the delivery of a Coalition Big Society programme - evidence-based, community-focused and locally delivered.

Accident prevention does not just save lives and prevent injuries - it saves money. The cost to the UK of home and leisure accidents alone has recently been estimated at £94billion[2] , shared out between individuals, their employers, the insurance industry and the State, with the latter inevitably taking the largest slice of responsibility. A fraction of that cost pays dividends in return, if invested in accident prevention. Another excellent project we are hosting - the Child Safety Education Coalition[3], a remedy to 'cotton wool kids' culture - will educate tens of thousands of children in practical safety at a cost which if it only prevents 60 accidents, will have paid for itself. More likely, it will deliver a near hundred-fold return on Government investment, in how much it will save the NHS in A&E and rehabilitation costs and the DWP in long-term sickness benefits.

So apart from the undeniable moral and humanitarian arguments for accident prevention, it saves money at a time when money is tight, and it provides a localised, sustainable Big Society blueprint which fits with everybody's common sense that prevention is far better than cure.

Before the election, the mood music was that accident prevention might be "too much red tape", unnecessary "health & safety" and an unwelcome "intrusion" into the private lives of the citizenry. But since May, the complexity and interdependence of safety issues must have shown ministers that populist theory does not always match expedient practice. People may not like speed cameras, but more importantly, they do not want to live in a lawless society. Health and safety hasn't gone too far because accidental deaths are increasing[4]. This matters more to the people whose duty it is for Government to protect, than any exasperated headline about daft, minor bureaucracy.

There is an opportunity here for the new idea of the Big Society to reinforce the traditional, without contradiction. Our parents and grandparents, who had lived through a world war, knew well what death and injury looked like and went out of their way to learn how to avoid the unnecessary suffering caused by accidents. Without sensible safety information, people do not have the knowledge and understanding to make coherent decisions for themselves. And accident prevention - balanced, reasonable, informative - is the low-cost, low-intervention, empowering solution and some small antidote to the crushing cost of the NHS. Previous Governments have invested billions in "cure" and comparatively little in "prevention". This Government now has an opportunity to be logically consistent, financially prudent and sustainably radical, if it has the courage and imagination to do so.

**Tom Mullarkey MBE**
Chief Executive

[1] Funded by the Department for Education
[2] TRL Report PPR483 commissioned by RoSPA 2010
[3] Funded by the Department for Education
[4] Mortality Stats 2008: England & Wales, Scotland and NI – accidental death up by 3% to 14,100.

# Our **Objectives** and **Activities**

## The Royal Society for the Prevention of Accidents: who we are and what we do

At the Royal Society for the Prevention of Accidents (RoSPA), we promote safety and the prevention of accidents in all areas of life: at work, at leisure, on the road, in the home and through safety education, in schools and other settings.

We are a registered charity and have been at the heart of accident prevention in the UK and around the world for more than 90 years.

We are committed to preventing accidents, all the while seeking to strike the right balance between prescription and individual choice. A quest for "absolute safety" in all areas of life is not feasible and would come at a cost to freedom. Weighing up a risk against the potential intervention to reduce it is one way of striking this balance, as is considering the effect of risk-taking on other people. Unless risks are intolerable, good accident prevention is about managing them, rather than stopping activities altogether.

*The number of accidental deaths in the UK has been increasing in recent years. Mortality figures show that more than 14,000 people died as a result of accidents in the UK in 2008. Millions of people are also injured in accidents each year.*

**Errol Taylor**
Deputy Chief Executive

Our **mission** and **vision** are fundamental in setting our priorities - both for our long-term strategic goals and day-to-day operations. They are the foundation on which our work is based and they guide how we communicate with our stakeholders (those we work with and for), which range from multinationals and small/medium-sized enterprises (SMEs) to national governments, charities and public sector organisations, as well as the media and members of the public.

Our mission, a statement that describes our passion, our belief in our cause and our energy and commitment to improving the lives of others, is:
**To save lives and reduce injuries**

Our vision, which encapsulates how we work towards our mission, is:
**To lead the way on accident prevention**

We aim to bring about change and help others, including our much-valued members, to prevent accidents by promoting key issues and providing services which are relevant. Our varied activities include: campaigning; collecting data; carrying out research; developing policies; informing and educating; including through high quality training and leading-edge seminars and conferences; auditing; and providing expert consultancy.

Here's a snapshot of our objectives in each of the main areas of our work:

## Saving lives and reducing injuries...in the home

- **Improve** the collection, reporting and analysis of UK-wide accident data
- **Support** local accident prevention partnerships
- **Improve** the focus on home safety by working at national and European levels
- **Improve** safety in the built environment of homes and gardens
- **Update** and deliver home safety training courses
- **Provide** expert advice to improve the safety of consumer products and services

## Saving lives and reducing injuries...on the road

- **Raise** awareness of the need to Manage Occupational Road Risk (MORR™) and help organisations to do this
- **Improve** driving and motorcycling standards
- **Improve** the behaviour of drivers and motorcyclists
- **Encourage** high standards by supporting the development of RoSPA Advanced Drivers and Riders (RoADAR)

## Saving lives and reducing injuries....at work

- **Help** small and medium-sized enterprises by cutting health and safety red tape and confusion
- **Strengthen** corporate leadership of health and safety
- **Celebrate** the success of high performers
- **Support** local groups that provide health and safety assistance to their peers
- **Increase** competence by running continually-evolving and effective training courses
- **Encourage** continuous improvement, including through benchmarking and consultancy

## Saving lives and reducing injuries...at leisure

- **Address** the lack of a strategic approach to water safety across government
- **Provide** expert consultancy, audit and training
- **Support** and carry out pioneering research
- **Promote** recognition that leisure and play should be exciting and as "safe as necessary, not as safe as possible"
- **Encourage** the growth of high-quality practical safety education

## Saving lives and reducing injuries...by influencing and informing

- **Maintain** the national and international profile of accident prevention through public affairs
- **Share** best practice and information through events
- **Enhance** the RoSPA Membership experience
- **Promote** safety and risk education from primary school to business school

Examples of how we achieved the objectives given above during 2009/10 are outlined in the following sections of this annual review. As you find out more about what we do and why we do it, we hope you will be inspired to join us in our mission.

**Errol Taylor**
Deputy Chief Executive

# Our **highlights** 2009/10

## Helping families make their homes safer

By March 2010, 109 local schemes had joined Safe At Home, the national home safety equipment scheme for England and more than 17,000 sets of home safety equipment had been distributed to them. The scheme's educational programme for families also got off to a fantastic start – with more than 5,000 copies of the Safe At Home DVD and more than 250,000 awareness-raising height charts distributed to children's centres. RoSPA runs Safe At Home, which is funded by the Department for Education.

RoSPA
SAFE AT HOME
The National Home Safety Equipment Scheme

**Students from Heartlands Academy in Birmingham worked with CSEC to develop a safety education project for their peers.**

## Supporting high-quality safety education

More than 90 organisations had joined the Child Safety Education Coalition (CSEC) by March 2010, with 120 expected by the autumn. Members, which include local authorities, charities and commercial organisations, are working together to promote high quality practical safety education. CSEC co-ordinators began working with members to develop, trial and roll out practical projects; a highly successful first international seminar on young people's involvement in injury prevention was held; and CSEC members began work on defining the risk competencies they would expect children to demonstrate at different ages. CSEC is hosted by RoSPA.

## Enabling pioneering safety research

The first research projects to be funded through the RoSPA/BNFL Scholarship Scheme got underway. The scheme supports research that could have a real impact on improving safety in the UK and around the world. Two of the first-year projects published findings that generated interest and sparked discussion among safety professionals and the wider public – one about how young people learn to drive and the other about techniques for survival after falling into cold water.

## Building the evidence base for accident prevention

WAID - the UK's first national database of water-related deaths, injuries and near-misses – was unveiled at RoSPA's National Water Safety Congress. The database, which will be used to inform and target prevention strategies, was developed by members of the National Water Safety Forum, including RoSPA, and funded by the Department for Transport (DfT).

## Promoting MORR in Scotland

A new website was launched for the Scottish Occupational Road Safety Alliance (ScORSA), an initiative that came about as the result of a multi-partner working group initiated by RoSPA. ScORSA's online presence enables smaller firms to easily access the latest information about managing occupational road risk (MORR).

ScORSA
scottish occupational road safety alliance
Driving forward road safety in Scotland

## Helping small firms manage health and safety

An ongoing inquiry into the health and safety help available to small firms, being conducted by RoSPA's National Occupational Safety and Health Committee, inspired the development of RoSPA's "core criteria" services that help small firms cover the key bases of safety and health management. RoSPA seeks to reduce the administrative burden of health and safety management while making the essential requirements clearer for SMEs.

## Enhancing the safety of young drivers at work

RoSPA's Young Drivers at Work project, funded by the DfT, went from theory to practice. The findings of groundbreaking research into the training needs of young people who drive as part of their jobs were used to develop a workshop. A guide to leading the workshop was made freely downloadable to enable employers and road safety professionals to run their own sessions.

## Celebrating success

More than 1,650 businesses and organisations from the UK and overseas were honoured through the 53rd RoSPA Occupational Health and Safety Awards. The award ceremonies in Birmingham and Glasgow provided a great opportunity to recognise winners' commitment to continuous improvement on health and safety management.

## All change online

The RoSPA website was re-launched following a two-year overhaul, demonstrating that the charity is very much leading the way on accident prevention in the 21st century. Among the new features are videos and an interactive heritage timeline that charts many of RoSPA's campaigns and successes during its 93-year history. There is up to the minute news on all of RoSPA's campaigns, products, services and training and visitors can customise the homepage.

**RoSPA's website was re-launched following a two-year overhaul, demonstrating that the charity is very much leading the way on accident prevention in the 21st century.**

**RoSPA's new headquarters are in a four-storey Grade II listed building situated in Edgbaston, Birmingham.**

## Building for the future

For the first time in its 93-year history, RoSPA purchased a headquarters building, with occupation set for autumn 2010 following refurbishment. Like RoSPA's current leased premises, the four-storey Grade II listed building is situated in Edgbaston, Birmingham. The future cost savings to come from the move will be ploughed back into RoSPA's mission to save lives and reduce injuries.

# Saving lives and reducing injuries...**IN THE HOME**

## Improving data collection

**Why?** The UK was once a leader in injury surveillance, which identifies how people are hurt in accidents and enables targeted prevention campaigns, but no fresh data has been collected since 2002.

**What we did:** Following a study about the feasibility of collecting injury causation data - conducted by RoSPA, Intertek and the Electrical Safety Council - a shortage of resources within pilot hospitals has meant a considerable delay in the South West Public Health Observatory's (SWPHO) report into how data might best be collected in hospital emergency departments. Fortunately, however, we now expect a much easier national roll-out for the project because many hospitals use the same computer software, which, as part of the pilot, is being modified to include new injury causation fields. The SWPHO report is now expected by December 2010. In the meantime, we have kept in touch with project stakeholders, who range from politicians and insurers to healthcare providers and accident prevention practitioners.

*"Far too many children are hurt as a result of accidents in the home, so it is a privilege to have support from RoSPA to help us prevent these unintentional and unnecessary injuries. We are indebted to RoSPA for offering us support in protecting the borough's children. Safe At Home really is a wonderful scheme."*
*Councillor David Stanley, Dudley Council's lead member for the environment and culture, talking about the Safe At Home scheme*

## Supporting partnerships

**Why?** Partnership working is an effective way to promote good practice and support the implementation of strategies.

**What we did:** There were some excellent examples of partnership-working in Scotland. Home Safety Scotland designated 2010 as the Year of Home Safety. Members of the group, which include RoSPA Scotland, have been co-ordinating their efforts. RoSPA Scotland also gave its support to NHS Greater Glasgow and Clyde's pre-Christmas hair straightener burns awareness campaign. We have also continued our support for Glasgow Community Safety Partnership and welcomed its focus on the safety of older people and the relationship between accidental injury and deprivation.

**A poster produced for NHS Greater Glasgow and Clyde's hair straightener safety awareness campaign, which was supported by RoSPA.**

In Northern Ireland, a digital pen project that records information during home safety checks (e.g. about the presence of home safety equipment) went live with an older people's checklist. The project is a partnership between RoSPA and the Chief Environmental Health Officers Group and is running in association with the Department of Health, Social Services and Public Safety and the Public Health Agency. Information is uploaded to a web-based database which can provide evidence about the effectiveness of home safety checks and equipment. Sponsorship has been secured to develop a child safety checklist.

## Improving the focus on home safety

**Why?** Home accidents often go unnoticed because they happen behind closed doors, and continuing effort is needed to raise awareness of their causes and how they can be prevented.

**What we did:** Collaboration between RoSPA and the European Child Safety Alliance led to the first European conference on child home safety. Participation from across Europe provided an insight into the latest developments and thinking.

We were once again heavily involved in preparations for Northern Ireland's annual Home Accident Prevention week – this time, the focus was on the safety of those who live on farms.

In Scotland, we contributed home safety information to Safer Communities-Safer Scotland, a new booklet covering many aspects of community safety which was issued by the Association of Scottish Neighbourhood Watches.

## Improving safety in the built environment

**Why?** Simple design improvements can prevent home accidents, as past developments including fire safety and safety glazing requirements have demonstrated.

**What we did:** We have been at the forefront of efforts to address the safety of window blinds, following the deaths of more young children who became tangled in blind cords. We have been working with government and blind manufacturers to raise awareness of safety issues and to seek design modifications to make blinds safer. In Scotland, the sheriff at a fatal accident inquiry outlined the massive awareness-raising potential of a co-ordinated push by RoSPA, government and the blind industry.

RoSPA was once again involved in organising Home Accident Prevention Northern Ireland's annual awareness week, which, this time, focused on farm safety.

We are thrilled to report that success was finally achieved in the hot bath water campaign which called for a Building Regulations amendment to make thermostatic mixing valves compulsory in new homes to bring the rest of the UK in line with Scotland, which made the change in 2006. This measure should significantly reduce the estimated 600 severe bath scalds that are suffered by vulnerable people every year.

*"I would encourage all parents with babies and small children to take advantage of Safe At Home and to get their safety equipment fitted free of charge. You have nothing to lose and a lot to gain from going ahead with the scheme."*
*Mum Julie Davies, of Sunderland, speaking about Safe At Home*

Interest in RoSPA Scotland's Can the Home Ever Be Safe? policy, which outlines accident prevention measures for new homes, continued. Fife Safer Homes Group has agreed that every house in its latest new-build programme will include all the document's recommendations.

## Delivering home safety training

**Why?** Training home safety professionals enables them to reduce accidents through the initiatives they run in their own communities.

**What we did:** Among the year's successful courses were: a Home Safety for Older People course for representatives of Care and Repair in Edinburgh, East Lothian and Clackmannanshire; a City and Guilds Home Safety Auditors course for Strathclyde Fire and Rescue cadets; refresher training for 179 practitioners with a home safety remit in Northern Ireland – 105 of the delegates took an optional City and Guilds Assessment, for which there was a 100 per cent pass rate; home safety courses for a further 541 people in Northern Ireland; and a RoSPA-led home safety officer seminar in Northern Ireland.

Puppets were among the varied approaches to safety education shared at the first European Child Home Safety Conference.

## Providing expert product safety advice

**Why?** There has been significant progress in product safety in recent years, but new issues continue to be raised that require our input at a regulatory level and in response to individual enquiries.

**What we did:** In light of worrying injury data from the US, and with flat screen television sales rising in UK, RoSPA sought to raise awareness of the topple risk of such sets and gave advice about preventing accidents involving young children and televisions.

RoSPA's product safety adviser continued to respond to individual enquiries from other professionals in the field and members of the public.

## Spotlight on...Safe At Home

Representatives of local Safe At Home schemes had the chance to share best practice at a conference.

Safe At Home, the national home safety equipment scheme, achieved the following milestones:

- First local scheme established in Dudley in April 2009
- By March 2010, schemes had been established in 109 of the 141 areas receiving an allocation of home safety equipment, including the 20 areas with the highest allocations
- More than 1,300 children's centres across England were involved in delivering Safe At Home
- More than 17,000 sets of equipment had been distributed to local schemes
- Bradford became the first area to install more than 1,000 sets
- A training package was devised and delivered to more than 2,500 children's centre staff and others delivering Safe At Home
- A home safety DVD was produced and more than 5,000 copies distributed to children's centres. The film was also uploaded to the Safe At Home website and YouTube
- More than 250,000 copies of a specially-produced height chart were distributed
- A Safe At Home conference took place to share good practice among local schemes.

Dudley mum Laura Duckhouse and her daughter Lauren were among the first to benefit from the Safe At Home scheme.

# Saving lives and reducing injuries...**ON THE ROAD**

## Raising awareness of managing occupational road risk (MORR)

**Why?** With around a third of crashes on Britain's roads involving someone who is at work at the time, we campaign for managing occupational road risk (MORR) to be taken seriously by employers and regulators and provide practical help for employers. MORR makes sense for moral, legal and business reasons.

**What we did:** The Scottish Occupational Road Safety Alliance website (**www.scorsa.org.uk**) was launched to enable smaller firms to access information about at-work road safety. ScORSA is the fruit of a multi-partner working group initiated by RoSPA Scotland, and we were thrilled it was recognised by The Scottish Government in Scotland's Road Safety Framework to 2020.

**The ScORSA website was launched to enable smaller firms to access information about at-work road safety.**

*"The RoSPA bespoke driver training is of great benefit to Yell people, ensuring they are equipped with the knowledge and practical skills to drive safely and efficiently in their day-to-day roles."*
*Phil Barr, head of HR for Yell in the UK*

Following our groundbreaking Young Drivers at Work report, a workshop based on the findings was developed. Pilots took place and two seminars were held for employers and road safety professionals wanting to run their own sessions for young drivers. A resource pack was made freely downloadable from **www.rospa.com/roadsafety/youngdriversatwork/** to enable the workshop to be rolled out across England. A groundbreaking element of the workshop is encouraging employers to see the role they can play in helping their employees stay safe the road e.g. by addressing deadline pressures.

Yell, the directories business, joined the ranks of organisations working closely with us on MORR. The firm underwent a RoSPA MORR Review, after which it launched a three-year programme of driver assessment, training and education for 1,700 of its people in the UK.

Among other MORR-focused activities, we launched a fully-updated Safer Driving for Work handbook and a new guide for SMEs, published at **www.rospa.com/roadsafety/resources/employers/**

## Improving driving and riding standards

**Why?** Road deaths continue to fall but, with seven people still killed and many more injured each day, there is no room for complacency. A driver or rider error or reaction remains the most frequently reported contributory factor in accidents.

**What we did:** RoSPA Scotland welcomed the publication of Scotland's Road Safety Framework to 2020 and was delighted to join the new Operational Partnership Group which is tasked with fostering, monitoring and reporting on collaborative working to deliver the framework's commitments. In particular, we were impressed with the framework's challenging targets and proposals, including a lifelong approach to driver training and the establishment of a Strategic Partnership Group on road safety. We jointly hosted a conference for road safety professionals about taking the framework from paper to practice.

We continued to contribute to the development of GB-wide road safety policy, including through our response to the Department for Transport's A Safer Way consultation, which looked at taking forward Britain's road safety strategy.

## Spotlight on...RoSPA's 75th Road Safety Congress

International lessons were sought for our 75th Road Safety Congress in Stratford-upon-Avon. The event, which began with a keynote address by Paul Clark MP, parliamentary under-secretary of state at the Department for Transport, included an introduction to Sweden's approach, which focuses on completely eradicating road deaths. The Netherlands, Australia, the USA and Spain were among the other countries represented. Scotland's Road Safety Framework to 2020 was also showcased.

**Paul Clark MP, parliamentary under-secretary of state at the Department for Transport, (centre), was among the speakers at RoSPA's 75th Road Safety Congress.**

## Supporting RoSPA Advanced Drivers and Riders

**Why?** RoSPA Advanced Drivers and Riders (RoADAR) groups exist across the country, aiming to reduce road accidents by encouraging an interest in road safety and improving driving standards, knowledge and skill.

**What we did:** RoADAR was re-launched in Northern Ireland with support from the Northern Ireland Fire & Rescue Service. We then appealed for more volunteer observers to enable the group to meet demand for training. Cornwall Advanced Motorists, Merseyside Advanced Drivers and Devon and Somerset Advanced Riders also joined the RoADAR network.

We have been working with other voluntary organisations; in particular, a number of St John Ambulance county groups are using the RoSPA advanced test to complement their driving training programmes.

## Spotlight on...RoSPA/BNFL Scholarship Scheme

A RoSPA/BNFL Scholarship Scheme project evaluating Staffordshire's Young Driver Coaching Programme got underway, led by the University of Keele and Staffordshire County Council. It found that allowing parents to sit in on driving lessons and equipping them with a resource pack greatly improved the relationship between the learner, parent and approved driving instructor and made private practice sessions more useful. Other local authorities have contacted us wishing to replicate the approach.

## Improving drivers' and riders' behaviour

**Why?** With common contributory factors to road accidents including speeding, drink driving and careless driving, and failure to wear a seatbelt claiming nearly 400 lives a year, it is clear that improved behaviour could cut road casualties.

**What we did:** RoSPA was at the forefront of national policy discussions, contributing oral and written evidence to Sir Peter North's review of drink and drug-drive legislation, and responding to the Department of the Environment's drink and drug consultation in Northern Ireland.

Speeding remained a key concern and we took our Top 10 Tips to Stay Within the Limit into poster form. To inform the public on other subjects, we issued advice about rearward facing child car seats and produced a new paper about older drivers.

*"Encourage and support the Royal Society for the Prevention of Accidents (Scotland) with the formation of the Scottish Occupational Road Safety Alliance in order to raise employers' awareness of the need to have a policy on the Managing of Occupational Road Risk."*
*A Scottish Government commitment, outlined in Scotland's Road Safety Framework to 2020*

To help consolidate training received during the learner period, we launched a new Young Drivers Assessment. Taken six to nine months after the learner test, it gives 17-24-year-olds an objective appraisal of their driving, enabling them to improve skills and attitude.

Our work with the Iain Goodwill Trust to raise awareness of child safety in and around cars continued. A survey gathered information about incidents involving children and cars on driveways and children being left alone in cars.

Jenson Button talked about road safety in an interview with RoSPA's Care on the Road journal.

A significant project which sees us working with the Department for Transport and local authorities to produce a toolkit for evaluating road safety education, training and publicity began in earnest. It is vital that interventions are evaluated to understand where resources can be used most effectively, particularly important during tough economic times. The web-based tool, called E-valu-it, will be launched in 2010 and a team of "regional champions" has been recruited to promote its benefits.

Formula 1 driver Jenson Button talked to our Care on the Road journal about road safety and particularly driver behaviour, highlighting the importance of good awareness.

# Saving lives and reducing injuries...**AT WORK**

## Helping SMEs

**Why?** Small and medium-sized enterprises (SMEs) face specific challenges when it comes to preventing accidents and ill health. Many report that "red tape" and a lack of resources make it hard for them to manage health and safety.

core
criteria for managing health and safety

**What we did:** We are taking significant prompts from our National Occupational Safety and Health Committee's far-reaching SMEs inquiry to ensure that what we do is relevant to smaller firms, and we will continue to champion this approach. In line with this, we introduced a set of core criteria services designed to help SMEs cover the "key bases" for demonstrating their health and safety management capabilities; services which include workshops, e-learning packages, board-level briefings, mentoring for clients and contractors and training needs analyses.

The committee's inquiry continued, with the publication of a third report examining a range of sector-specific initiatives that have tried to help small employers improve occupational safety and health management.

In Scotland, a new Health Risks at Work Toolkit for SMEs was launched as part of a pilot project involving RoSPA Scotland, the HSE, the Scottish Centre for Healthy Working Lives and the Scottish Chamber of Safety. Consisting of a DVD and booklet containing rapid reference cards, the pack helps SMEs identify and manage health risks and, if it is successful, it will be rolled out across the UK.

Our membership services have helped many SMEs that are too small to have their own specialist health and safety staff, providing them with free access to information and consultancy.

## Strengthening corporate leadership

**Why?** Health and safety should be led by those in senior positions, not just for ethical and legal reasons, but because preventing accidents and ill health makes good business sense.

**What we did:** To contribute to a key national debate, we surveyed RoSPA members and hosted discussions at our conferences in Birmingham and Glasgow on the best way to enhance senior management leadership of health and safety. There was clear support for further guidance on the issue, rather than stronger regulatory intervention, a finding we communicated to the Health and Safety Executive (HSE).

A RoSPA occupational health and safety training course in action.

In response to ongoing interest, we ran training courses for company directors focused on their legal responsibilities, and strong senior management leadership of health and safety remained a critical requirement of organisations entering the RoSPA Awards.

There was a welcome addition to the health and safety leadership landscape in north-west England with the establishment of the North West Higher Performers' Forum. An initiative of RoSPA and the National Nuclear Laboratory, the forum seeks to raise health and safety standards across the region, with a focus on sharing experience and learning.

The second lecture in memory of respected health and safety practitioner Allan St John Holt OBE, an annual event initiated by RoSPA and Royal Mail, was delivered by Lawrence Waterman, head of health and safety for the Olympic Delivery Authority.

## Supporting local groups

**Why?** Safety Groups UK is a valued self-help network, offering practical assistance to SMEs seeking to improve their health and safety arrangements.

**What we did:** We continued to support more than 70 local occupational health and safety groups by providing the secretariat for Safety Groups UK. Ongoing work included organising the Alan Butler Awards for Excellence, celebrating good practice across groups, and the establishment of a new project to support employers in selecting and using respiratory protective equipment.

*"Organisations such as NEBOSH and RoSPA are internationally recognised as leaders in their field and we're delighted to have been given the opportunity to assist in developing and delivering this new scheme."*
*Mike Humphrey, head of health, safety and environment for Cable&Wireless Worldwide*

## Increasing competence

**Why?** Lives can be saved and injuries reduced when managers and workers better understand how to prevent accidents and ill health and have the necessary skills. Training courses should evolve in order to remain relevant and effective.

**What we did:** At RoSPA, we base what we do on evidence of where problems lie and what is needed to address them. For this reason, we conducted market research into the changing job roles of health and safety managers in order to determine what competence levels are required, to inform the evolution of our own training courses and the wider health and safety training sector. We conducted further research to establish demand for new training courses in the midst of an economic downturn.

Also contributing to cross-sector developments, we participated with other key safety organisations in the development of proposals for a register of safety consultants and, working with Cable&Wireless, we ran a pilot of the new NEBOSH Health and Safety at Work Qualification (Level 2). The course provides a basic understanding of health and safety principles and practices in the workplace and can be taken in an international setting. It is a useful route to further professional development and competence.

**Homer Simpson - perhaps the most accident-prone safety inspector of all time – appeared on a range of new posters from the Royal Society for the Prevention of Accidents. The Simpsons™ posters are part of the S*A*F*E* Start™ programme, which was created by SafetyWorld™ of Canada and is distributed in the United Kingdom by Abeceder® Limited. The characters from The Simpsons™ are used under license © Twentieth Century Fox Corporation. All rights reserved.**

Other new offerings from RoSPA during the year were the Employee Safety Profiler – a psychometric assessment that assists managers in identifying and prioritising development and training needs among existing and prospective employees – and a range of occupational safety posters featuring characters from The Simpsons™.

Among our training clients, we were delighted to work with South Staffs Water and, in line with our commitment to make our services accessible to other third sector organisations, the NSPCC.

## Encouraging continuous improvement

**Why?** Complacency about accident prevention in light of success already achieved could lead to a rise in injuries. Benchmarking tools inspire firms to enhance their performance, while consultancy helps them address specific needs.

**What we did:** We took steps to encourage continuous improvement of the UK's entire health and safety system by pledging support for the HSE's Be Part of the Solution strategy.

We continued to develop our consultancy services, including the introduction of our new Working Time Regulations Review, and we worked closely with some clients, helping them strive for continuous improvement in areas of specific interest to them. For example, in Scotland, we worked on procedural development with Heriot-Watt University, which also takes the IOSH Managing Safely course with us, and we completed third party risk assessments for property

Northern Rail won the Sir George Earle Trophy in the RoSPA Occupational Health and Safety Awards.

management company, Homestead Consultancy Services Ltd. NHS Blood and Transplant, Transport for London, the Ministry of Defence and Johnson Matthey were among our other valued health and safety consultancy and review clients.

Strong foundations were also laid for research and future activity aimed at promoting workforce involvement in safety and health.

## Celebrating success

**Why?** Organisations that have shown a commitment to saving lives and reducing injuries should be honoured. Awards encourage future improvements and set a good example to others.

**What we did:** Another record-breaking achievement in the RoSPA Occupational Health and Safety Awards saw more than 1,650 businesses and organisations honoured in 2009 - the scheme's 53rd year. York-based Northern Rail lifted the Sir George Earle Trophy – RoSPA's premier accolade – in addition to the Transport, Storage and Distribution Sector award and the WIS&H Trophy for workforce involvement in safety and health. For the second time in three years, Tesco Dotcom won the Managing Occupational Road Risk (MORR) Trophy.

We are always looking for ways to improve the RoSPA Awards experience and ahead of the launch of the 2010 scheme, we introduced a pre-registration option and a new waste management category. We were also delighted to announce that the MORR Trophy would be sponsored by Allianz Insurance for the first time.

*"These awards are fantastic recognition of the hard work and effort put in by everyone across Northern Rail, in partnership with our trades union colleagues to ensure we are operating safely and demonstrate that our health and safety management practices are highly regarded as amongst the best in the UK."*

*Gary Stewart, safety and assurance director, Northern Rail*

# Saving lives and reducing injuries...**AT LEISURE**

## Addressing the lack of a strategic approach

**Why?** A strategic approach to water safety, including data collection to establish the evidence base for accident prevention and joint-working, means resources can be appropriately targeted and professionals can learn from an established pool of knowledge.

**What we did:** WAID - the UK's first national database capable of holding details of all water-related deaths, injuries and near-misses - was unveiled at our National Water Safety Congress. It was developed by members of the National Water Safety Forum, including RoSPA, thanks to funding from the Department for Transport. Since its launch, WAID members have entered thousands of case records into the database. The collection of data on such a massive scale will help to reliably identify trends in the causes of accidental drowning and serious incidents, enabling targeted prevention strategies to be developed. By working together and sharing information, WAID member organisations and communities will be able to better manage risks than if they worked alone.

*"We are all aware of the dangers water can pose...I am grateful to RoSPA and the National Water Safety Forum for the excellent work they have done to date. Today's launch of the Water Accident and Injury Database is an important step towards making our waters safer."*
*Paul Clark MP, parliamentary under-secretary of state for transport, marking the launch of the WAID database*

**The latest in lifejacket technology was demonstrated at RoSPA's Water Safety Congress in Cardiff.**

The congress held in Cardiff also featured a host of other examples of leading-edge water safety thinking and good practice. The focus was on putting principles into practice, with the underlying context being that water risk management involves balancing an individual's right to make informed choices against the impact of those choices on society in general. There was an update on how the UK's strategies for dealing with flooding had developed since the devastating floods of summer 2007 and practical sessions included a demonstration of the latest in lifejacket technology.

## Supporting new research

**Why?** Establishing the causes of drowning and developing new prevention strategies are essential to make an impact in reducing the tragic loss through drowning each year.

**What we did:** Having been among the first successful applicants in the RoSPA/BNFL Scholarship Scheme, researchers from the University of Portsmouth investigated cold water immersion. A key finding was that if someone fell into cold water, floating for a few minutes before attempting to swim could increase their chance of survival. Staying as still as possible in the first few minutes was found to trap air in clothing, keeping the person's head above water, protecting the airways and slowing the rate at which the body is cooled. We are now looking to develop ways of sharing the "float first" message as widely as possible.

## Spotlight on...taking part in the debate

We contributed to a range of wider public debates and government reviews, guided by our "as safe as necessary, not as safe as possible" ethos and what we believe is in the best interests of the public. For example, we took part in a review of school trip guidance, "The health and safety of learning outside the classroom", with the Department for Education.

## Providing expert consultancy, audit and training

**Why?** The advice, training and consultancy we provide benefits recipients seeking assistance with the management of a specific site or activity. It also helps to shape our own policy positions by bringing us into direct contact with the realities faced "on the ground".

**What we did:** We continued to work with numerous local authorities, both training staff and auditing sites, along with advising on particular water safety aspects of new construction and sports developments. We have also been involved in aspects of the athletes' village for the London 2012 Olympics, and our review of signage for the 2015 EU Bathing Water Quality Directive was published and presented to the European Commission in January.

*"The course gives you ideas for things you could do in your setting, especially things that could get the children thinking about being safe, rather than us just telling them. It is all about getting them to think for themselves."*
*Nicola Cox, a qualified nursery practitioner at Highfield Day Nursery, Birmingham, who attended CSEC training for playworkers*

## Promoting exciting leisure and play

**Why?** We advocate that people should understand the risks they take, rather than being risk averse. Play enables children to learn important lessons about dealing with risks, and, to this end, the provision of stimulating play environments should be encouraged.

**What we did:** We continued to work with local authorities and other play providers, helping them implement their inspection regime and running training courses on play management, encouraging widespread adoption of the pragmatic RoSPA ethos: "as safe as necessary, not as safe as possible".

### Spotlight on...reaching those at most risk of injury

csec
Child Safety Education Coalition

Practical road safety education during a CSEC project.

Through a CSEC project, RoSPA was able to work in inner-city Birmingham to develop innovative road safety training that focused on children and parents learning together. The pilot project at Marlborough Infant School in Small Heath will be rolled out to many other schools in the future. Shavanna Wali, who took part in the training with her seven-year-old daughter Zara, said: "I learned a lot. We are the role models for our children and my daughter participated really well with me there. I think she learned something." And Zara said it was "fun" to have her mum in class. "I learned some new things," she added.

## Encouraging practical safety education

**Why?** Practical safety education gives children the opportunity to develop life-long skills by learning about hazards and how to deal with them.

**What we did:** The Child Safety Education Coalition (CSEC), which is hosted by RoSPA, has gone from strength to strength. Coalition members, of whom there were around 90 by March 2010, include a diverse range of local authorities, charities and commercial organisations that are working together to promote high quality practical safety education, where the education is proven to deliver outcomes such as improved risk competence and hazard awareness.

As part of its work, CSEC develops practical safety education frameworks that can be delivered through everyday activities to help children and young people learn about danger and how to cope with it. Project highlights have included:

- play workers taking part in new training designed to give them the confidence to lead activities sometimes deemed "too risky"
- training of outdoor activity instructors focused on how children can learn safety skills through adventure pursuits like canoeing, mountain biking and sailing
- university students developing innovative computer games to help children learn about fire safety
- reviewing and developing injury prevention and immediate first aid training for children within the Injury Minimization Programme for Schools (I.M.P.S.)
- parents of primary school children taking part in road safety training
- a peer-to-peer safety education project at an academy, led by Year 10 students
- free access for all to the CSEC online resource library of project information and management tools – **www.csec.org.uk**

**CSEC worked with Sandwell's Injury Minimization Programme for Schools, reviewing its training and resources.**

CSEC also jointly hosted a groundbreaking international seminar about youth involvement in injury prevention with AdRisk (the Community Action on Adolescents and Injury Risk project, a European initiative).

And members got to work on defining the "risk competencies" they would expect children to demonstrate at different ages (i.e. what children and young people could be reasonably expected to do to reduce unintended injuries to themselves, their family and friends).

# Saving lives and reducing injuries by...
# INFLUENCING AND INFORMING

## Maintaining the profile of accident prevention

**Why?** Persuading the public, professionals and policy makers of the rationale for accident prevention and sharing advice is crucial if there are to be co-ordinated efforts to reduce the number of people killed and injured.

The in-house team behind RoSPA's new website.

**What we did:** It was an exciting year for our website, which was relaunched after a two-year overhaul carried out by RoSPA's own in-house web team. Brighter, sharper and more interactive than its predecessor, the new website, which attracted 13,347 visits on its first full working day, features a huge frequently-asked-questions database, videos and a heritage timeline that charts many of our campaigns and successes from our 93-year history. Visitors can check up-to-the-minute news about all of RoSPA's current campaigns (and log support for them) as well as searching for the latest information about our products, services and training.

With many thousands of enquiries, the RoSPA Infocentre continued to provide a valuable service to our members, the general public and commercial organisations searching for information about health and safety and accident prevention. The Infocentre's entire catalogue of more than 28,500 resources was transferred to the new Liberty library management system, enabling RoSPA members to search the catalogue at any time of day or night, from anywhere in the world, free of charge. Once they have found the resource they're looking for, they can ask to borrow the item or request a .pdf version or photocopy.

Our Safety Connections E-Bulletin grew in popularity once again, with the number of subscribers receiving the fortnightly email alert rising to around 60,000. Our journals covering occupational health and safety, home and leisure safety, road safety and safety education also remained an important source of information for professionals. The Occupational Safety and Health (OSH) Bulletin was incorporated into the monthly OSH Journal to make it easier for readers of our flagship publication to keep up with the latest in occupational safety and health research, consultations, guidance, publications and new and updated technical standards.

RoSPA was privileged to hold a four-day Parliamentary Exhibition at Westminster.

RoSPA remained a popular port of call for journalists seeking information and comment on a range of safety issues, with our representatives appearing regularly on television and radio and in the pages of regional, national and international newspapers. We were also commissioned to write articles for external publications, both consumer and professional. Among the popular subjects of press enquiry were winter safety, a Department for Transport consultation on a new road safety strategy, health and safety management during the recession, window blind cords, inland water drownings, speeding, children on driveways, seat belts, daylight saving, pushchair safety and the risk of flat screen televisions toppling over.

The All Party Parliamentary Group on Accident Prevention, for which we provide the secretariat, continued to operate at Westminster, chaired by our President, Lord Jordan of Bournville. During its annual meeting, held in December, members discussed changes to British Summer Time and the dangers of babywalkers as well as hearing updates on recent RoSPA projects. Also at Westminster, we were able to share details of RoSPA's accident prevention remit more widely through a four-day Parliamentary Exhibition, sponsored by Gisela Stewart, MP for Birmingham Edgbaston. Welcome support was received during the event from Mark Hunter MP and several of our close friends in the Lords.

**Tom Mullarkey, RoSPA chief executive, interviews Geoffrey Podger, chief executive of the Health and Safety Executive, during RoSPA's Occupational Safety and Health at Work Congress.**

At a European level, we continued to play an active role in the European Child Safety Alliance. The first European Child Home Safety Conference, which was hosted by RoSPA and the Alliance, took place in Stratford-upon-Avon. The event was a tremendous success in terms of the networking opportunities it provided and the sharing of best practice.

Working with international partners even further afield, RoSPA continued to be represented on the National Organising Committee for the 10th World Conference on Injury Prevention and Safety Promotion, which will be held in London in 2010.

## Sharing best practice and information

**Why?** Events give professionals the opportunity to keep up-to-date with current issues and offer advice and inspiration about accident and ill health prevention.

**RoSPA's high-ropes course at Safety and Health Expo.**

**What we did:** Our varied programme of events continued to span an unrivalled breadth of issues within accident prevention.

Some of the highlights - our 75th Road Safety Congress, the National Water Safety Congress, the first European Child Home Safety Conference and the CSEC/AdRisk Joint International Seminar - are mentioned elsewhere in this annual review.

Another sector-leading event was the RoSPA Occupational Safety and Health at Work Congress, which took place alongside Safety and Health Expo 2009 in Birmingham. Entitled, Staying Focused Under Pressure, the event looked at how firms could strive for continuous improvement in health and safety, even when budgets were tight. An interview with Geoffrey Podger, chief executive of the Health and Safety Executive, and a debate on the regulation of director leadership were key features of the day.

Safety and Health Expo, for which RoSPA was once again an official show partner, was memorable for other reasons too. RoSPA staff were available on our huge stand to advise visitors on their specific health and safety management needs and we put our "as safe as necessary, not as safe as possible" principle into practice through a high-ropes course.

Among the other events we ran or managed on behalf of other organisations were: Health and Safety in Waste Management conferences in Berkshire and Manchester; a workplace transport conference in Birmingham; a seminar covering health and safety in housing associations, which took place in Stratford-upon-Avon; work-related road safety seminars in Stirling; and worker involvement focus groups in Aberdeen, Edinburgh and Glasgow.

## Enhancing RoSPA Membership

**Why?** We are privileged to be a society of members who are dedicated to reducing accidents through the education of others. We aim to enhance the RoSPA Membership experience for those who make a valued contribution to our work, with a range of benefits, and seek to encourage more individuals and organisations to join us in our mission.

**What we did:** We were happy to welcome a variety of new members and also that many organisations continued their association with us by renewing their corporate membership.

Tyco Thermal Controls became the first member to mark its long-standing affiliation with RoSPA through the presentation of a new plaque.

To enhance our members' experience, we introduced the Infocentre's new online search facility and created a dedicated members' zone on the new RoSPA website.

*"Our main aim is to ensure all employees and visitors are provided with a comfortable environment and are able to return home safe and well at the end of the day. Through the commitment of all staff, and aided by such organisations as RoSPA who provide a wealth of training, advice and information we have managed to achieve this goal, and we are delighted to be associated with RoSPA."*

*Michael Baker, quality health and safety manager at Tyco Thermal Controls, a RoSPA member.*

## Promoting safety and risk education

**Why?** By encouraging children and young people to get involved in accident prevention, and promoting a better understanding of risk, we aim to equip people with the skills to make informed decisions about safety.

**What we did:** Our successful association with the Changemakers Foundation continued with two further placements. One young advocate looked into the problems faced by young male drivers in accessing affordable insurance and another investigated how water safety messages, particularly about inland water, could be shared effectively with young people. A new work experience framework was established, with a group of RoSPA staff being trained to become work experience facilitators. Two work experience placement students, who came from a school where a fellow pupil had been killed in a road accident, gave a presentation to Birmingham Children and Young People's Parliament about RoSPA and road safety.

**Young drivers took part in a RoSPA training workshop as part of a young advocate's placement that investigated insurance options for young male drivers.**

RoSPA's youth liaison network continued to develop, with links strengthened between existing members. Its scope was also broadened to exploit the cross-overs between accident prevention work and the activities of practitioners involved in other safety work, such as drugs and sexual health education. The foundations for involving young people in future meetings were also laid.

Workshops about RoSPA and youth participation in injury prevention were held at Brockenhurst College and Telford College of Arts and Technology and in conjunction with the national young people's charity, Fairbridge

Having been delighted with a recommendation that PSHE (personal, social, health and economic) education should become a statutory part of the National Curriculum in England, we were understandably disappointed that the PSHE-related clauses were subsequently deleted from the Children, Schools and Families Bill during its passage through Parliament. Injury prevention is a key part of what is an extremely broad PSHE education curriculum and at RoSPA we had high hopes for this important issue to become a statutory requirement.

## Spotlight on...RoSPA members

RoSPA is proud to be a society of members. Here are just some of the organisations that joined for the first time or renewed their corporate membership with us during 2009/10:

RoSPA Member

### New Members:

Technology Centre (a trading name of VINCI Construction UK Ltd)
Rolls-Royce Motor Cars Limited
Kuwait National Petroleum Company
Pilkington Glass

### Renewed Corporate Members:

Marriot Hotels International
Lavendon Group Plc
Babcock International Group (formerly BNS Nuclear Services Ltd)
Premier Foods Group Ltd
Bureau Veritas UK Ltd
St John Ambulance
City Link

# RoSPA's **Health** and **Safety** Performance

Corporate reporting of health and safety performance in the UK remains extremely variable, making it difficult to evaluate progress in this key area. We advocate greater transparency of health and safety performance through our GoPOP (Going Public on Performance) initiative. This section of the Annual Review 2009/10 applies GoPOP principles to RoSPA itself.

## Policy

Our health and safety policy has a range of key elements, including: senior management leadership; employee involvement via the RoSPA Health and Safety Committee; a commitment to competency; and a commitment to a safe and healthy working environment with legal standards regarded as a minimum.

## Objectives for 2009/10

| Goals | Progress |
|---|---|
| Update RoSPA's H&S policies and procedures | Policies and associated forms were redrafted in line with legislation and best practice and published via the staff intranet. |
| Manage RoSPA's occupational safety risks | The results of the ongoing programme of risk assessments were fed into the OSH Risk Register for review and action by line managers and/or the H&S Committee. |
| Minimise RoSPA's occupational road risk | It is mandatory for all company car drivers, nominated drivers and staff driving on RoSPA business to complete RoSPA's online Driver Profiler, and undertake relevant training depending on the results. The foundations for introducing online licence checks later in 2010 were laid. Company car drivers must undertake the RoSPA Advanced Driving Test and 55% achieved the top level gold standard; 40% silver and 5% bronze. These results are constantly updated, with drivers taking a retest every three years. RoSPA sets its minimum acceptable level for company car drivers as silver and the objective is that all drivers are to have achieved at least silver by the end of 2010. Beyond the gold standard, 5% of drivers have achieved RoSPA's National Diploma in Advanced Driving Instruction. Staff also began trialling new MORR telematics solutions. |
| Maintain OSH expertise throughout RoSPA | Five staff participated in IOSH and NEBOSH courses. |
| Promotion of health and well-being | Lifeworks, an employee assistance programme designed to support staff in all aspects of life, was introduced. |

## Performance data for the 12 months ending March 2010

| Key performance indicators | Result (during the year March 2010) | Result (during the year March 2009) |
|---|---|---|
| Reportable Injuries | Nil | Nil |
| Minor Injuries | 9 | 3 |
| Notices served | Nil | Nil |
| Enforcement action by health and safety enforcing authorities | Nil | Nil |
| Days lost due to sickness absence | 827.57 | 835.5 |
| Sickness absence rate per employee | 8.7 days (95 staff absent in period) | 6.5 days |
| Percentage of sickness absence due to a period of less than 20 days | 66.3% | 94% |

# Human Resources

We regard our employees as a key component of the strategy to successfully deliver our mission to save lives and reduce injuries. We are accredited by "Investors in People" and worked towards achieving our Bronze Investors in People award later in 2010.

RoSPA is committed to the further development and training of staff. Individual training needs are assessed as part of the annual appraisal process. Diversity and inclusion workshops were arranged for all RoSPA employees.

During the year, our Human Resources department underwent a review of all RoSPA policies and procedures and, following the review, the process of rewriting these in line with best practice and current legislation began. Work also started on developing an induction programme for new starters.

A further review of the HR system was carried out and a new personnel database was chosen, for implementation in 2010. This will provide much-improved management reporting and statistical data.

We value the thoughts and suggestions of all employees and these are formally collected through a staff satisfaction survey, with issues freely debated at staff days held every six months.

Now in its third year, the RoSPA Academy continued to be successful in providing learning opportunities for staff and generating a more entrepreneurial and exciting working environment.

The RoSPA Encomium scheme continued to develop as a way of recognising staff for outstanding and sustained performance, culminating in the presentation of the second Employee of the Year award to Sheila Merrill, home safety manager (England).

*"The RoSPA Academy experience inspires confidence with competence, and 'activates' team building to the max!"*

*A view of the RoSPA Academy, from Lindsey Simkins, research and evaluation officer in RoSPA's road safety department*

# Consultations

We are represented on a number of committees working towards new standards or legislation. We also respond to many consultation documents or to drafts of proposed legislation through our own national committees and through Parliamentary committees.

## GENERAL

**Public Health Programme – Strategies to Prevent Unintentional Injury Among Under-15s** (National Institute for Health and Clinical Excellence)

## HOME

**Consultation on a proposed amendment to Schedules 1 and 3 to the Furniture and Furnishings (Fire) (Safety) Regulations 1988** – RoSPA was involved in consultation workshops during which it worked to ensure that the amendments fully considered those most at risk of fire

**Preventing unintentional injuries among under 15s in the home: evidence consultation** (National Institute for Health and Clinical Excellence)

## ROAD

**Third Driver Licensing Directive** (Department of Environment, Northern Ireland)

**Electric Personal Vehicles** (Department for Transport)

**Electrically Assisted Pedal Cycles Regulations** (Department for Transport)

**The North Review of Drink and Drug Driving Laws**

**Revision of DfT Speed Limit Circular** (Department for Transport)

**Guide for Level Crossing Users** (Office of Rail Regulation)

**Third Driver Licensing Directive** (Department for Transport, Driving Standards Agency, Driver and Vehicle Licensing Agency)

**Inquiry into Mobility Scooters** (House of Commons Transport Committee)

**Proposal to Increase the Level of Fixed Penalty and Financial Deposit for Two Offences in Respect of a Vehicle** (Home Office)

**Review of the UK Domestic Drivers' Hours Rules** (Department for Transport)

**Review of Designated Bodies for Section 19 Permits** (Department for Transport)

**Abridged Theory Test for Learner Car Drivers** (Driving Standards Agency)

**Preventing Unintentional Road Injuries Among Under 15s: Road Design - Evidence Consultation** (National Institute for Health and Clinical Excellence)

**A Safer Way: Making Britain's Roads the Safest in the World** (Department for Transport)

**Tackling Drinking and Driving in Northern Ireland** (Department of Environment, Northern Ireland)

**Continuous Enforcement of Motor Insurance** (Department for Transport)

## SCOTLAND

**Cycling Action Plan for Scotland** (The Scottish Government)

**Draft Strategic Business Plan for the European Child Safety Alliance**

**Child Restraint Systems - updated questionnaire** (ANEC, the European consumer voice in standardisation)

**European Road Safety Action Plan** (European Commission)

**Walking and Cycling** (Active Travel Scotland)

**Contributed to RoSPA response to North Review of Drink and Drug Driving Law**

**Responded to North Review on Drink and Drug Driving Law on behalf of ScORSA**

## WORK

**Consultation on the way forward for director leadership of health and safety** (Business Involvement Unit, Health and Safety Executive)

**Inquiry into health and safety law** (The Conservative Party)

## LEISURE

**Review of school trip guidance, "The health and safety of learning outside the classroom"** (Department for Education)

**Independent review of open water and flood rescue in Scotland** (The Scottish Government)

# Officers and Committees

**Patron Her Majesty The Queen**

**PRESIDENT:**
Lord Jordan of Bournville CBE

**DEPUTY PRESIDENT:**
Lord David Hunt of Wirral MBE

**IMMEDIATE PAST PRESIDENT:**
Baroness Gibson of Market Rasen OBE

**VICE-PRESIDENTS:**
Lord Astor of Hever DL
Mr R C W Bardell OBE
Mr J Boxall MBE
Lord Brougham and Vaux CBE
Mr P Gerosa
Mr N Horsley MBE
Baroness Masham of Ilton DL
Mrs D Pummell MBE
Mrs L J Stone OBE

**HONORARY MEMBERS FOR LIFE:**
HRH The Duke of Gloucester GCVO
Sir John Elliot
Mrs E G Maclean OBE
Mr T W McCullough CBE OBE
Mr A G Palmer MBE BSc (Eng) AMIMechE AMIGASe
Mr A Stimson MBE

**TREASURER:**
Mr I Bucknell

**MEDICAL ADVISER:**
Dr R P Kanas BM BS MRCP FFOM

**PRINCIPAL COMMITTEES AS AT 31 MARCH 2010:**
**BOARD OF TRUSTEES:**
Lord Jordan of Bournville CBE
Mr S N H Boardman-Weston
Mr P Brown
Mr I Bucknell
Mr E L Clark
Mr J Clayton
Ms B E Evans
Mr M Hampson
Mr P Hughes MBE
Dr R P Kanas BM BS MRCP FFOM
Dr D Lloyd
Mrs M O'Mahony
Mr M Parker CBE
Mr I J Walker (Chairman)
Mr E A Wiles
Mr R Wilkes

**NATIONAL SAFETY & RISK EDUCATION COMMITTEE:**
Mr D Robinson (Chairman)
Mr J Bennetts (Vice-Chairman)

**NATIONAL HOME SAFETY COMMITTEE:**
Mrs C Heemskerk (Chairman)
Mrs C Cripps (Vice-Chairman)

**NATIONAL OCCUPATIONAL HEALTH & SAFETY COMMITTEE:**
Mr P Coyle (Chairman)
Mr P Reeve (Vice-Chairman)

**NATIONAL ROAD SAFETY COMMITTEE:**
Mr B Smith (Chairman)
Mr G Feest (Vice-Chairman)

**NATIONAL WATER SAFETY FORUM:**
Mr K M Vlasto OBE (Chairman)

**OFFICERS OF THE SOCIETY AS AT 31 MARCH 2010:**
**CHIEF EXECUTIVE:**
Mr T Mullarkey MBE

**DEPUTY CHIEF EXECUTIVE:**
Mr E C L Taylor

**DIRECTOR OF PUBLIC AFFAIRS:**
Ms J Cave MBE

**DIRECTOR OF FINANCE & ADMINSTRATION**
Mr M Penny

**RoSPA Enterprises Ltd (REL) BOARD:**
Mr E C L Taylor (Managing Director)
Mr E A Wiles (Finance Director)
Mr M Penny (Director)