

Review 11:12

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

ROSPA
The Royal Society for the
Prevention of Accidents

2012

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Saving lives and reducing injuries...
By campaigning and communicating
In the home
On the road
At leisure
Through safety education
At work
Through membership
Through events

Health & Safety and Human Resources
Consultations
Officers and Committees



BUCKINGHAM PALACE

Lord Jordan of Bournville, CBE,
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 kind message of loyal greetings, sent on the finalisation of their Annual Review to accompany the Report and Accounts for 2011 to 2012.

As your Patron, I was interested to learn of the success of your campaign for accident prevention to be taken forward as a public health priority. I much appreciate your continued support and, in return, send my best wishes to all concerned.

ELIZABETH R.

23rd July, 2012.



Photography by: Rex Features

President's Message

Welcome to the RoSPA Annual Review 2011/12

The pages that follow are full of the many stories of how we worked to fulfil our mission to *save lives and reduce injuries* during 2011/12.



You will find details of our work in five key areas of safety - home, road, leisure and workplace safety and safety education - plus our overarching campaigns and communications functions, developments in the RoSPA Membership department and our extensive programme of events. We also invite you to read about some of the "behind the scenes" activities that contribute to the positive working environment at RoSPA and we are happy to set out our own performance on work-related health and safety; after all, this is what we encourage other organisations to report on.

The stories you will read in this review are not just "RoSPA stories"; they are the stories of all those with whom we have been privileged to work. Whether the father of a little girl who was killed in a blind cord accident, a teacher who entered the Great North Run to raise money for us in memory of her cousin, a Government minister or a RoSPA member, training delegate or award winner, it is the people with whom we work who really tell the story of what we do and why we do it.

People like these fuel our continued commitment to the cause of accident prevention.

However, if this commitment needed any further reinforcement, it very recently received it in the form of revelatory new data from the Office for National Statistics. The figures, outlined more fully over the page in reports from our Chief Executive and Deputy Chief Executive, firm up the evidence base for why action on accident prevention is so crucial and why it should be a top priority for all those involved in the planning and delivery of public health.

Now, not only do we know how many people are killed in accidents each year, but we also know just how many life years are lost as a result - years that these accident victims would have had ahead of them had their premature deaths not occurred. And we can see that of all the causes of death considered "preventable", accidents dominate the list of years of life lost.

This revelation gives us yet another story to take into 2012/13 and beyond. We will do all we can to ensure it is heard and acted upon by those responsible for setting public health priorities.

Finally, I would like to offer my most grateful thanks to everyone who has



Colin Wallace, home safety training development officer (Northern Ireland), and Lord Jordan of Bournville open RoSPA's new headquarters in Edgbaston, Birmingham.

been part of what RoSPA achieved during 2011/12 including the policy-makers and practitioners at all levels of public health across the UK who have already been receptive to the evidence base for accident prevention, our project partners, the sponsors and speakers without whom there would have been no RoSPA events or awards, our thousands of campaign supporters and, of course, RoSPA's employees, members, national committees, volunteers and trustees.

Lord Jordan of Bournville CBE
RoSPA President

Chief Executive's Report

Accident Prevention - Seeking The Higgs Boson of Public Health

As the Government's plans for a new public health structure unfold in England, accident prevention can at last take its rightful place on the priority list, a place we have always argued it warranted. Our search for proof of a theory to which so many other facts were pointing has been arduous, every bit as frustrating for us as the search for the Higgs particle has been to the scientists in CERN. And rather like them, the revelations have come about through the persistent challenging and analysing of existing data, coupled with some unexpected new insights revealed through up-to-date research.



For many years, we have faced an ongoing battle with policy makers who have told us that our subject could not be a high priority because the number of premature deaths caused by accidents was simply not high enough compared to the "big killers" such as cancer and heart disease.

However, we knew this was looking through the wrong end of the telescope. Accidental death is a feature of the early part of life - the biggest killer in the UK up to the age of 39. Beyond 39, disease comes into play and many of these deaths are mitigated by genetic predisposition, fixed environmental factors and a plethora of other variables that cannot be easily controlled, if at all. Most importantly, death by disease is an inevitable feature of the ageing process.

Accident prevention is easy and inexpensive to deliver, to a largely receptive audience, and it also returns more relative value to society, measured in quality life years and financial savings, than any other of the 17 Government priorities for public health. It should be the first call on resources. If there was only a tiny amount of cash available, we have long said that it should be used

on accident prevention because that is the most efficient way to use it.

But what if, when judged on a like-for-like basis, accidents could also be shown to be as big a killer as many of the other well-funded issues which encounter few problems in having their voices heard? We needed an even more compelling case if we were to get others finally to accept our argument.

The first major step forward was that when we examined the existing data on which policy was being based, we found that the causes of accidental death had been broken down such that they were diluted to the point of near-invisibility. By reassembling these causes, accidental death started to show itself as a much more serious issue. Then, rather than measuring the total number of lives lost for each major cause, we applied the measure of Years of Life Lost (YLL), reflecting the relative impact on the young. This immediately promoted accidental death in the priority list, but still a long way behind the inevitable behemoth - cancer. However, even this did not start to take into account the unique features of accidental death - something new was needed.

The missing link in this argument was, in short, the index of preventability - whether it was possible to intervene effectively. And by good fortune, we discovered that such an index had indeed recently been created by the Office for National Statistics (ONS) - and accidents were graded as 100 per cent "preventable". When preventable YLL in the population were measured, accidents accelerated up the priority list, topping it for most of a person's life.

That said, even this does not provide a like-for-like comparison. There is no adjustment here for quality life years, or the weighting that should be given to accidents because for every life lost, hospital admission figures show there are more than 60 blighted by serious injury with many, many more affected by minor injury, a comparison which does not apply in the same way to disease. Most importantly, it does not consider the efficacy (cost/benefit/effect)



Tom Mullarkey and Roger Bibbings, occupational safety adviser, visited Number 10 to talk about the importance of sensible safety and health management for businesses.

of an intervention, a comparison in which accident prevention, being focussed on inexpensive information and education, producing rapid results, will always top the long term research and slow behavioural change associated with disease prevention. Taking all of these factors into account, accidents are not just, as we now see, the biggest apple on the tree of public health but the lowest hanging fruit as well.

The discovery of the Higgs boson will have huge long-term ramifications for science. The search for its equivalent in accident prevention goes on but has certainly got much closer to fruition in recent months. These latest revelations have the potential to change the lives of countless people in the UK and overseas forever, which spurs us on to greater efforts. Despite the ongoing limitations of the data, it is now time for the resources and respect given to our subject to match the very real impact which accidents have on individuals, families and society as a whole.

Tom Mullarkey MBE
Chief Executive

**See p. 7 for more details about the figures.*

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), our mission is simple yet bold - **to save lives and reduce injuries.**

This statement describes our passion, our belief in our cause and our energy and commitment to improving the lives of others.

Our vision - **to lead the way on accident prevention** - encapsulates how we work towards achieving our mission in all areas of life: at work, at leisure, on the road, in the home and through safety education.

As a registered charity with roots stretching back to a road safety meeting held in London in 1916, we have a tremendous heritage of promoting safety and health in the UK and around the world.

We are committed to preventing accidents, all the while promoting a proportionate response to risk; unless risks are intolerable, good accident prevention is about managing them, rather than stopping activities altogether.

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

Saving lives and reducing injuries... by campaigning and communicating

- **Develop** and **deliver** evidence-based campaigns on key issues in order to bring about change
- **Maintain** the national and international profile of accident prevention.

Saving lives and reducing injuries...in the home

- **Ensure** that home safety is included on the public health agenda
- **Improve** the collection, reporting and analysis of UK-wide accident data and use it to demonstrate the effectiveness of injury prevention
- **Support** and **encourage** partnerships on accident prevention
- **Improve** the focus on home safety, including through gathering and disseminating evidence and research, strategic influencing and awareness raising
- **Improve** physical safety in homes and gardens
- **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

- **Support** the development and implementation of national and local road safety strategies and the work of other professionals and practitioners in road safety
- **Improve** driving and motorcycling standards, including through RoSPA Advanced Drivers and Riders (RoADAR)
- **Raise awareness** and **provide** advice, help, training, resources and information for all road users and the general public
- **Help** employers manage their occupational road risk through the provision of advice, guidance, practical products and services.

Saving lives and reducing injuries...at leisure

- **Encourage** the Government to improve its strategic approach to water safety
- **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".

Saving lives and reducing injuries...through safety education

- **Promote** and **encourage** the growth of evidence-based practical safety and risk education.

Saving lives and reducing injuries...at work

- **Help** small and medium-sized enterprises by simplifying health and safety advice and guidance
- **Strengthen** corporate leadership of health and safety
- **Support** local groups that provide health and safety assistance to their peers
- **Promote** skills in health and safety through the provision of advice and training
- **Encourage** continuous improvement, including through benchmarking and consultancy
- **Celebrate** the success of high performers and encourage best practice through award schemes.

Saving lives and reducing injuries... through membership

- **Extend** the RoSPA membership community.

Saving lives and reducing injuries... through events

- **Share** best practice and information through events.

Examples of how we achieved these objectives during 2011/12 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.



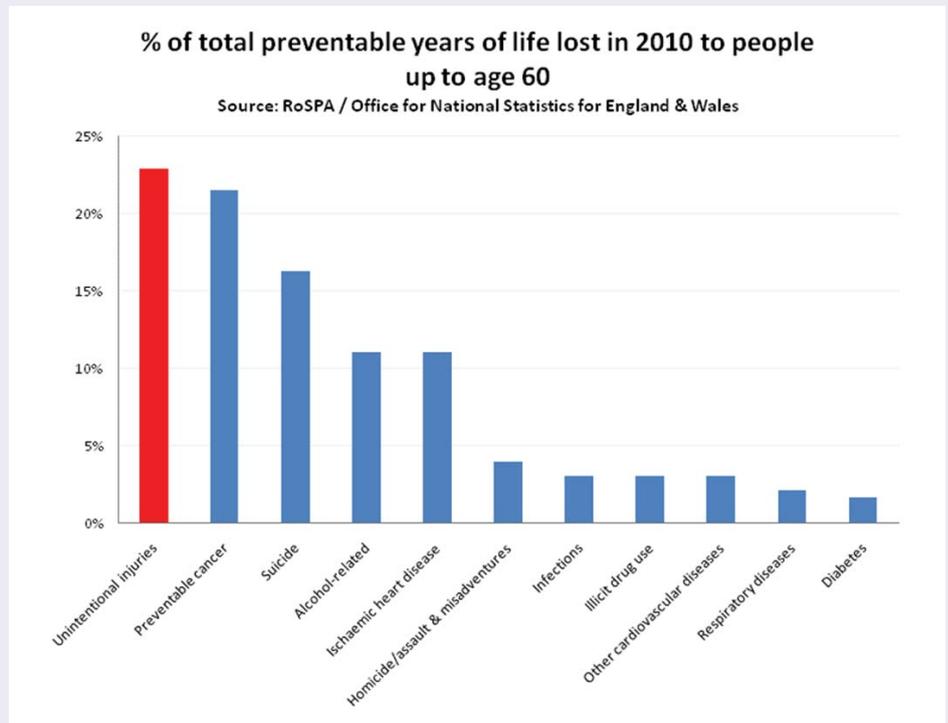
Errol Taylor
Deputy Chief Executive

Accident Statistics

Accidents are dismissed in some quarters as inevitable or insignificant in today's Britain where decades of investment in education, engineering and enforcement have delivered huge progress in the areas of road and workplace safety. Questions abound - have we "gone too far" and is safety restricting our ability to compete on the global stage?

We know that accidents are preventable and the vast majority are caused by a chain of human errors. RoSPA also demonstrated last year, thanks to work commissioned from TRL, that accidents in the home and in leisure cost UK society more than £95billion per year - a colossal waste of money in the context of the poor state of the UK economy.

Now, taking data from the Office for National Statistics for the population of England and Wales, we have demonstrated that accidental (or "unintentional") injuries are the leading cause of years of life lost to people in the 0-60 age group. The picture is the same when applied to years of life lost to people into their seventies, when preventable cancers displace accidental injuries into second place.



Entrenched behaviours lead to most of the preventable causes of death including cancers of the mouth, throat, stomach, lungs and skin, drug and alcohol dependency, cardiovascular diseases and sexually transmitted infections. Public Health faces a huge challenge in encouraging people to modify their behaviour and reduce their risk profile.

In contrast, people are highly receptive to safety messages at key points in their lives. RoSPA's Safe At Home programme,

for example, showed how keen new mothers are to learn how to keep their babies safe. Learner drivers need advice and practice to get them through the driving test and keep insurance premiums affordable. The newly retired want to know how they can keep healthy and independent through many years of happy retirement. An increased Public Health focus on accident prevention will deliver an enormous payback to society and reduce the demand on our over-stretched National Health Service.

Our Highlights



Our main website - www.rospa.com - receives 5million visits - p. 12



Accident prevention indicators included in Department of Health's Public Health Outcomes Framework - p. 13



Funding of up to £706,309 announced for our Safer Homes Programme - p. 18



The total number of blind cord safety packs distributed reaches 137,000 across England and Scotland - p. 23



Prince Michael International Road Safety Award presented for our road safety evaluation project - p. 25



We provided water safety advice to the London Organising Committee of the Olympic and Paralympic Games - p. 32



Launch of the LASER Alliance - p. 35



There were more than 1,900 entrants in the RoSPA Occupational Health and Safety Awards - p. 40



Join Online facility for RoSPA Members launched - p. 41

Vintage Safety Posters

We discovered a long-forgotten collection of our vintage safety posters while sorting through our old warehouse. The collection consists of more than 700 historical posters and artwork for posters dating from the 1930s to the 1970s. Among the famous artists who produced artwork for RoSPA during this period were Tom Eckersley, Leonard Cusden and the cartoonist George Smith, better known as Gus. We began making plans to exhibit the posters and to make reproductions available to the public. A video about the discovery can be viewed at www.rospa.com/vintageposters/



Saving lives and reducing injuries...

by campaigning and communicating



Anita Plumb, information assistant in the RoSPA Infocentre.

Develop and deliver evidence-based campaigns on key issues in order to bring about change

Why?

RoSPA has a long history of campaigning successfully on issues that have the potential to save lives and reduce injuries. From awareness-raising campaigns that highlight how people are killed and injured in accidents and how such accidents can be prevented, to calling

for changes to legislation, standards and government priorities, we are committed to evidenced-based campaigns that can prevent harm to others.

What we did:

Following the appointment of our first campaigns manager in 2010, we strengthened our campaigns function further through the appointment of a campaigns officer, enabling us to sustain our focus on some key issues, particularly:

- Accident prevention as a public health priority
- Blind cord safety
- Lighter evenings.

Elsewhere in this Annual Review, you will find further information about the blind cord safety campaign (p. 23) and the lighter evenings campaign (p. 29), while the public health campaign is outlined in this section.

In support of our ever-developing campaign web pages, we launched *Stand Up for Safety* - a quarterly e-bulletin for those who sign up to support our campaigns online - and, by the end of the year, its distribution list had swelled to more than 12,000 people.

Maintain the national and international profile of accident prevention

Why?

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

What we did:

The main RoSPA website - www.rospa.com - received 5million visits during the year and there were 1million downloads of the documents it hosts. A new online membership application service was launched along with a new staff intranet and exclusive members' area. Other web developments included the redesign and relaunch of the RoSPA Advanced Drivers and Riders website - www.roadar.org - and the creation and launch of a website for the Be Gas Aware project - www.carbonmonoxidesafety.org.uk. The

number of satellite websites we maintain, in addition to the main RoSPA site, reached 19.

Our social media presence - which includes Facebook, Twitter, YouTube and two WordPress blogs (SafetyGoneSane

we continued to develop *The Voice*, our fortnightly e-bulletin for RoSPA members. RoSPA's journals covering occupational safety and health (*OS&H Journal* and *Safety Express*), home and leisure safety (*Staying Alive*), road safety (*Care on the Road*) and safety education (*Safety Education*) remained important sources of information for professionals in each of these sectors. To ensure the journals stayed up to date, we began a project to develop some of them in digital format.

At Westminster, the All Party Parliamentary Group on Accident Prevention, which is chaired by Lord Jordan of Bournville, our President, and for which we provide the secretariat, continued to meet. Among the issues discussed were the motorway speed limit and whether it should be increased to 80mph, the progress of the Daylight Saving Bill, RoSPA's response to the Löfstedt Review and our campaign to make accident prevention a public health priority in England.

At a European level, we were delighted to continue hosting the European Child Safety Alliance, of which we have been a member since its inception in 2000, supporting its aim to make the lives of children living in Europe safer. Additionally, a group of our safety policy advisers travelled to The Third European Conference on Injury Prevention and Safety Promotion, which was organised by EuroSafe and held in Budapest, Hungary. The key theme of the conference was how best to transfer and apply good practice in injury prevention in new settings and environments, and it highlighted successful safety promotion initiatives and actions and encouraged uptake of good practice across the region.

We were also among the speakers at the World Conference on Drowning Prevention in Vietnam, and you can read more about this on p. 33.

The RoSPA/BNFL Scholarship Scheme continued to support research that has the very real potential to save lives, reduce injuries and maintain the focus on accident prevention across the world (more information on p. 15).

Social media success from April 2011 - March 2012

Facebook - individual "likes" ↑ 136% from 254 to 600

Twitter - followers ↑ 139% from 1,439 to 3,435

YouTube - all-time views ↑ 115% from 1,251 to 2,687

SafetyGoneSane blog - all-time views ↑ 577% from 2,098 to 14,197

RoADAR Bloggers - all-time views ↑ 203% from 4,006 to 12,137

and RoADAR Bloggers) - continued to go from strength to strength with good interaction from our community of online followers.

The renowned RoSPA Infocentre continued to provide an invaluable service, taking 4,500 enquiries from RoSPA members as well as researchers, members of the public and organisations on a huge range of accident prevention and health and safety topics. Likewise, the RoSPA press office remained a key resource for local, regional, national and international journalists seeking information about RoSPA's work as well as about accidents and their prevention in general. In addition to responding to press enquiries, we supplied around 100 feature articles for external publications, giving advice, information and the technical, statistical or legal background to accident prevention issues.

Our fortnightly *Safety Connections* e-bulletin remained popular, being received by more than 40,000 people, and



Campaign: **accident prevention as a public health priority**

Background

Accidents are responsible for nearly 14,000 deaths and millions of injuries across the UK each year, costing the country an estimated £150billion. They are untimely, often violent, events that can devastate families and whole communities.

The prevention of accidental injury and death is often overlooked in public health circles because of its seeming complexity and its interdependence with other issues such as alcohol or illness. And yet, accident prevention is: easy to implement and inexpensive to deliver; engages a receptive audience; produces relatively quick results; and returns as many life years to society as other major public health issues.

It is for all the reasons above that one of RoSPA's key campaigns is to make accident prevention a cornerstone of public health policy.

Our campaign - see www.rospace.com/publichealth/ - is focused particularly on England, given the reorganisation of public health services across the country, and sees us engaging with national, regional and local policy-makers and practitioners.

Progress

National-level actions in 2011/12 built on the work of the campaign's first year (when we submitted a detailed response to the Department of Health (DoH) White Paper *Healthy Lives, Healthy People: Our strategy for public health in England*) and included the submission of a robust case for accident prevention to the Health Committee's Public Health Inquiry.

Impact!

Following our submissions, we took great encouragement from the DoH *Healthy Lives, Healthy People: update and way forward*, which listed "accidental injury prevention" among 17 key public health responsibilities for local authorities. But we vowed to continue campaigning to ensure that more detailed strategies were drawn up and the necessary resources put in place to tackle the nation's "hidden epidemic" of accidental death and injury.

Impact!

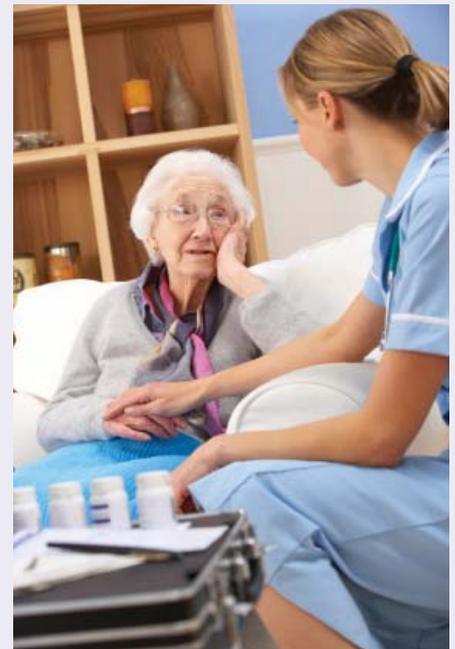
Subsequently, we welcomed the inclusion of four explicit accident prevention indicators in the DoH Public Health Outcomes Framework:

- Killed or seriously injured casualties on England's roads
- Hospital admissions caused by unintentional and deliberate injuries in under-18s
- Falls and injuries in the over-65s
- Hip fractures.

A range of additional indicators were indirectly related to accident prevention, including mortality from causes considered preventable, excess winter deaths, utilisation of green space for exercise/health reasons and older people's perception of community safety.

In addition to our formal inquiry submissions on the subject of public health, we engaged with policy-makers and practitioners via a range

of other means, and were particularly pleased with coverage received in the *Daily Telegraph* and *Health Service Journal*.



We were also pleased to support the launch of the South West Public Health Observatory's Injury Profiles, which shed light on years of life lost due to accidents and regional variations in injury rates across England. Projects like this represent a huge step forward in data transparency - another of RoSPA's key concerns. They enable accident prevention resources to be targeted effectively and investment in prevention to be evaluated, therefore supporting the evidence base for accident prevention as a cost-effective public health initiative.

The continuing campaign challenge is to ensure local authorities and healthcare commissioning groups give accident prevention the attention it warrants.

Fundraising

At RoSPA, we are indebted to the many millions of people who have supported our work throughout our 95-year history. Support for our work comes in a variety of ways, not least from those who fundraise for us.

Our fundraising highlights from 2011/12 included the annual RoSPA Awards appeal. We were delighted to welcome student representatives of STEPUK - Leicester University's Society for Trauma, Emergency Medicine/ Nursing and Pre-hospital Care - to each of our three gala awards dinners in Birmingham. They told guests about the annual STEPUK Three Peaks Charity Challenge, which sees medical



Michael Coulton and Arlena Kuenzel of STEPUK being interviewed at the RoSPA Awards 2011.

“This is a great opportunity for students to raise awareness and support for RoSPA, because in the field of trauma and emergency care, prevention is by far the best medicine.”

James Leaver, STEPUK Three Peaks Charity Challenge organiser

students climbing Snowdon, Scafell Pike and Ben Nevis in 48 hours to raise money for RoSPA. The 2010 and 2011 challenges raised more than £1,700 in total for RoSPA.

Following STEPUK's presentation, our gala dinner guests were extremely generous through their participation in our charity prize draw, and more than £11,700 was raised in support of our mission to save lives and reduce injuries.

At the RoSPA Scotland Awards ceremony in Glasgow later in the year, an appeal specifically linked to our work on blind cord and driveway safety raised more than £3,300.

Also during 2011/12, we were grateful to Jemma Kearsley who ran the Great North Run to raise money for RoSPA in memory of her cousin Sophie Underwood who died

tragically in a road traffic accident at the age of 18. Jemma raised more than £650 for RoSPA and wrote a blog about her experience.



Jemma Kearsley who ran the Great North Run.

“People have been so generous sponsoring me as they know how much both my family and I went through back in November 2007. Road safety is something I try to promote within my role as a Year 2 primary school teacher. I think the work RoSPA does is amazing and essential to prevent more families losing loved ones as we did our lovely Sophie.”

Jemma Kearsley, who raised money for RoSPA when she ran the Great North Run in memory of her cousin

RoSPA/BNFL Scholarship

Three new research projects to benefit from funding from the RoSPA/BNFL Scholarship Scheme were announced. The scheme, established in 2009 with £500,000 of legacy funding following the winding up of BNFL (British Nuclear Fuels), supports research that could have a real impact on improving safety in the UK and overseas.

The successful projects announced in 2011 were:

What are the challenges to engaging stakeholders in fall prevention?

Nicola Isaacs, Dr Karen Whittaker, Dr Bev French and Dr Christina Lyons, School of Health, University of Central Lancashire

- Building on the work of a recent Knowledge Transfer Partnership project, to explore factors which may affect a stakeholder's involvement with a fall prevention strategy and intervention programme.



Tom Mullarkey, RoSPA chief executive, Dr Karen Whittaker, Nicola Isaacs, Mike Parker, RoSPA trustee and former group chief executive of BNFL, and Lord Jordan of Bournville, RoSPA president.

Two-year part time study, awarded £3,250.

An investigation into the medium-long term effects of the National Home Safety Equipment Scheme for pre-school children

Gail Errington, Dr Michael Watson and Dr Catrin Evans, Faculty of Medicine and Health Sciences, Queens Medical Centre, University of Nottingham

- To assess the durability of the national scheme's impact on local schemes
- To identify barriers and facilitators to the uptake of home safety schemes from the perspective of the target group
- To identify barriers and facilitators to the transition of scheme organisation and delivery from a national to a local level

- To identify factors which may contribute to successful implementation, sustainability and capacity building for injury prevention programmes at a local level.

Three-year project, awarded £65,172.

KISS - Kiosk Injury Surveillance System

Thomas Hughes, Consultant in Emergency Medicine, John Radcliffe Hospital, Oxford, and Dr Edward Norris-Cervetto, Oxford Deanery

- Study to compare injury data collection provided by patients through kiosk computer terminals with that obtained from direct focused interviews.

One-year project, awarded £20,000.

Funding also continued for a three-year PhD study:

The scale and impact of child injuries in Nepal

Puspa Raj Pant, Centre for Child and Adolescent Health, University of the West of England

- To conduct a systematic review on child injury research
- To estimate the scale of the burden of injuries

- in Makwanpur district
- To identify risk factors for injuries among children aged 0-17 years
- To assess preventive strategies used in the community
- To identify the policy related gaps and opportunities in Nepal.

Major activities completed in the second year of the study:

- Survey tools finalised and data collection tools designed
- Clearance of programme with Nepal Health Research Council
- Preparation of interviewers' manual
- Training of supervisory team
- Conducted data collection exercise with household survey team volunteers of 3,600 households in the 43 selected Village

Development Communities (VDCs) and the Municipality of Hetaunda

- Analysis of preliminary findings.

Awarded £65,000 over three years (2009-12).



Tom Mullarkey, RoSPA chief executive, Gail Errington, Mike Parker, RoSPA trustee and former group chief executive of BNFL, and Lord Jordan of Bournville, RoSPA president.



Tom Mullarkey, RoSPA chief executive, Dr Edward Norris-Cervetto, Mike Parker, RoSPA trustee and former group chief executive of BNFL, and Lord Jordan of Bournville, RoSPA president.

Saving lives and reducing injuries... in the home

Ensure that home safety is included on the public health agenda

Why?

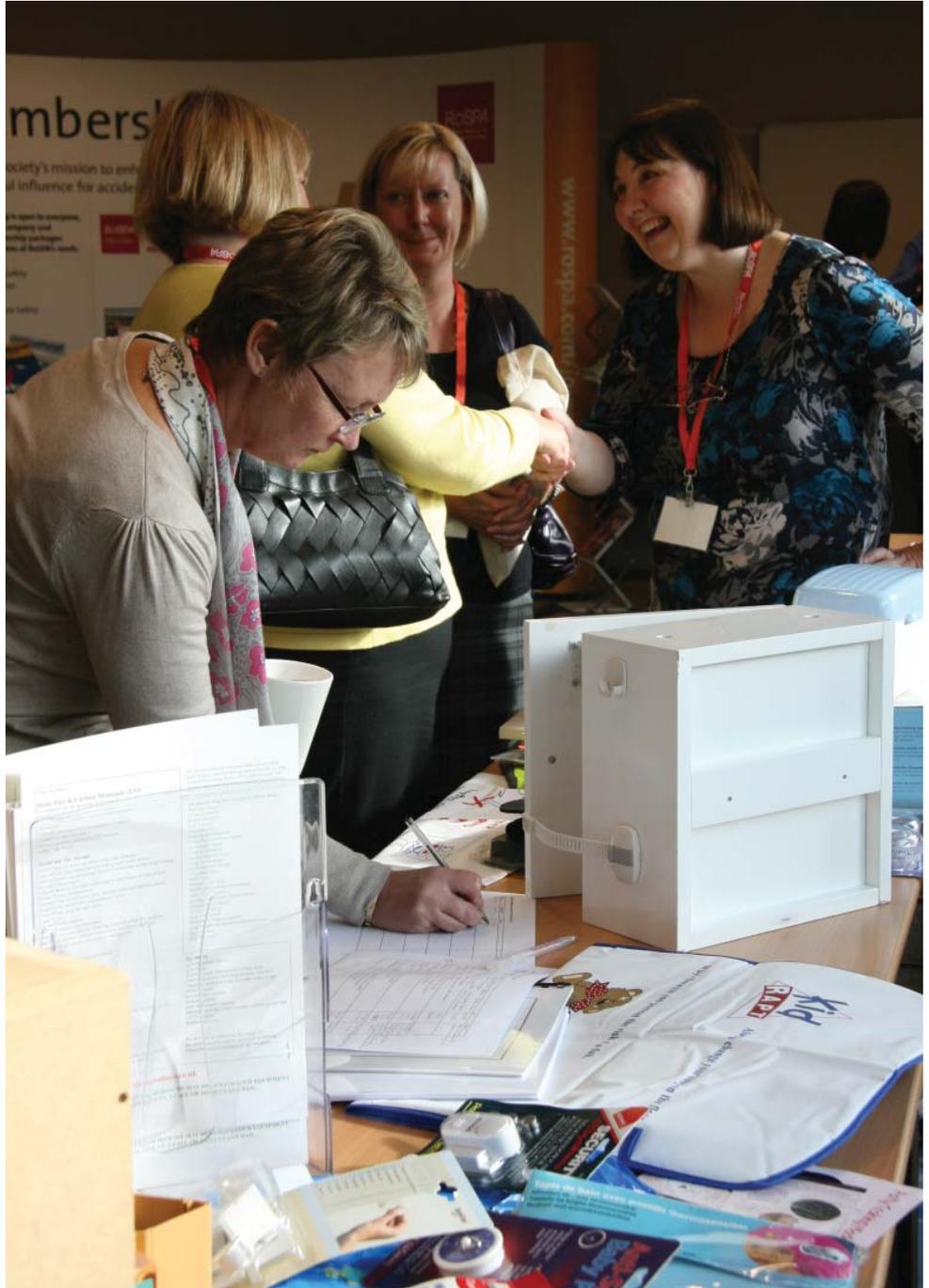
Home accidents cause more than 5,000 deaths and millions of injuries across the UK each year. The annual cost to society of home accidents that result in a visit to A&E has been estimated as £45.63 billion. Yet, prevention is easy and inexpensive.

What we did:

Building on work started in 2010/11, we continued to champion accident prevention as a public health priority, focusing particularly on home safety due to the startling numbers of people being killed or injured in their own homes. Our activities in this realm tied in closely with the reorganisation of public health across England, but we also worked with health services in Northern Ireland and Scotland, where the links between accident prevention and public health are already developed.

Our National Home Safety Symposium, attended by practitioners and policy-makers, focused on how home accidents are a “hidden epidemic” and included presentations from public health professionals from across the UK. The importance of evaluating the effectiveness of home safety interventions was emphasised to ensure that valuable resources were targeted effectively.

The findings of the University of Nottingham evaluation into Safe At Home, the national home safety equipment scheme which ran from 2009-11, were presented at the event. Safe At Home, which was managed by RoSPA and funded by the former Department



Networking at RoSPA's National Home Safety Symposium.

for Children, Schools and Families (now the Department for Education), installed free home safety equipment in the homes of 66,127 disadvantaged families in areas with the highest child accident rates in England, and more than 300,000 families received home safety advice and information. Subsequent research

showed that in the 10 best-performing Safe At Home areas, hospital admissions fell by 29 per cent. At an estimated cost to society of £33,200 per admission, this equated to a saving of £27 million compared with the programme's cost of just £1.7 million in these areas.



Panel discussion at RoSPA's National Home Safety Symposium.

Also in the area of home safety, we were delighted to learn that another RoSPA project was to receive up to £706,309 over three years from the Department of Health's Innovation, Excellence and Strategic Development (IESD) Fund, with an award of nearly £240,000 being announced for 2012/13 alone. Our project - The Safer Homes Programme - aims to raise the standard of home accident prevention in England in order to reduce injuries among those most at risk. Through the provision of a training, consultancy and intervention service, the project will promote a systematic approach to integrating home safety into local health plans.

In Northern Ireland, our response to the draft Programme for Government 2011-2015 called for the highlighting of accident prevention on the public health agenda, with local-level assessment of needs and national leadership and guidance.

You can read more about our public health campaign in England on p. 13.

“ Unintentional injury continues to be a major cause of death, ill health and long-term disability in childhood. It is a public health problem of such magnitude that it merits a significant response. Continued support will be needed at national and local levels if the benefits resulting from the Safe At Home scheme are to be sustained. ”

The University of Nottingham Evaluation of the National Safe At Home Scheme: Final Report

Evaluation of the Safe At Home scheme

- 96% of families were satisfied with Safe At Home
- 91% of families felt their homes were safer after having the equipment fitted
- 99% of those who received equipment were in receipt of social benefits and there was good coverage of families of minority ethnic origin
- Safe At Home was based on evidence of best practice
- Safe At Home was cost effective - the cost of equipment was £96 per child (or £130 per family), compared to the estimated £10,600 cost of treating a non-fatal home injury to an under-five.

“ This new funding will improve the lives of thousands of people across England, helping them to lead healthier and more independent lives. It is crucial that we continue to champion our voluntary organisations, because their expertise allows them to design and develop innovative solutions to the big challenges we face in health, public health and social care. These exciting projects are more than worthy of our support and I am delighted that the money will be spent on providing individuals and local communities with the tools to tackle health and wellbeing. ”

Paul Burstow MP, former Care Services Minister, marking the announcement of IESD funding



Fife Council incorporated all of RoSPA's "safer by design" recommendations in its new build homes.

Improve the collection, reporting and analysis of UK-wide accident data and use it to demonstrate the effectiveness of injury prevention

Why?

The UK was once a leader in injury surveillance, which identifies how people are hurt in accidents and enables targeted prevention campaigns, but little detailed data has been collected since 2002.

What we did:

We have been looking to make best use of the existing injury-related data that is available from a variety of sources across the UK, and have been keen to assist local decision-makers and practitioners in accessing and analysing this data, which is important in the setting of prevention priorities.

We were pleased to see the development of a touchscreen injury data collection "kiosk", funded through the RoSPA/BNFL Scholarship Scheme, which was subsequently introduced to the A&E department at Hinchingbrooke Hospital in Cambridgeshire for a pilot project to assess the effectiveness of this type of "self-service" reporting tool.

Support and encourage partnerships on accident prevention

Why?

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

What we did:

In Northern Ireland, we were selected to be involved as a strategic partner in writing the Government's new 10-year Home Accident Prevention Strategy. The review of the Government's Home Accident Prevention Strategy 2004-2009 recommended that the new strategy should seek to establish effective links between home accident information

and policy, to improve regional and local data collection and surveillance and also to improve the dissemination of such data in order to monitor injuries, inform preventative initiatives and identify research needs.

We continued to maintain and develop effective partnerships across Northern Ireland; for example, on carbon monoxide (CO) safety, we maintained our strong links with the Health and Safety Executive and Gis A Hug Foundation, which was established following the deaths of Neil McFerran and Aaron Davidson, both 18. The foundation kindly donated 300 audible CO detectors to be distributed by RoSPA through CO awareness workshops for professionals in the statutory, community and voluntary sector and the clients they work with.

In Scotland, we continued our partnership with the Chief Fire Officers' Association Scotland (CFOAS). Our work included submitting a guidance document about fire safety visits to CFOAS, which encouraged the development of links between local fire and rescue services and other agencies in order to broaden the range of home safety issues covered during home visits.

Throughout the year, we also contributed to the Scottish Community Safety Network, participating in the Safer Communities Convention, being involved in judging the Safer Communities Awards and contributing to briefing papers on home accidents and preventative spend. We also had an input into NHS Greater Glasgow and Clyde's trampoline safety campaign.

Improve the focus on home safety, including through gathering and disseminating evidence and research, strategic influencing and awareness raising

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 among policy-makers, practitioners and members of the public.

What we did:

In light of figures that showed there were 50 accidental deaths, 200 non-fatal poisonings and 4,000 A&E visits as a result of CO across England and Wales each year, we began working with Gas Safe Charity on the Be Gas Safe programme - a major new initiative to raise awareness of the "silent killer" and the steps that can be taken to prevent CO poisoning. A new

“ Gis A Hug Foundation is delighted to supply these alarms to RoSPA and the Southern Health and Social Care Trust. Gis A Hug Foundation aims to raise awareness of the dangers of CO poisoning throughout Northern Ireland and to supply alarms free to the homes of the elderly, students and those vulnerable in our society; working with RoSPA and the trust will help us to achieve this.

”

*Catherine McFerran, mother of CO victim
Neil McFerran, speaking on behalf of the Gis
A Hug Foundation*

Also in Northern Ireland, we continued to support and provide the secretariat for Home Accident Prevention (HAP) Northern Ireland, a network of local groups, including during the annual HAPNI Week, which focused on older people's falls.

“

Gas Safe Charity is delighted to be working on this new carbon monoxide programme with the Royal Society for the Prevention of Accidents. Awareness of the dangers of carbon monoxide has been improving in recent years, but the number of CO poisoning cases still being recorded shows there is no room for complacency.

Les Philpott, chairman, Gas Safe Charity

”

Improve physical safety in homes and gardens

Why?

website - www.carbonmonoxidesafety.org.uk - was launched and we began recruiting local organisations to deliver the project to key risk groups, particularly families with young children and older people. During the three-year programme, 10,000 families in England will receive a free CO detector and many more will receive safety information. We marked the UK's Older People's Day,

groups and information in public places would be beneficial.

We contributed home safety content to a variety of newsletters, including for the Association of Scottish Neighbourhood Watches, and we gained very positive feedback on our own newsletter -

75% of recipients of RoSPA Scotland's Homeword newsletter said it contributed to their daily activities

Homeword - which is distributed to home safety practitioners across Scotland. We were also delighted to meet with Roseanna Cunningham MSP, when she took up the role of Minister for Community Safety and Legal Affairs, raising awareness of the importance of accident prevention.

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

What we did:

Translating its expertise on home safety to non-domestic settings, RoSPA Scotland played an integral role in bringing about a change to building regulations related to the size of gaps in railings and balconies in and around new buildings. The change came about following the death of a toddler who fell through a gap in a balcony at an Edinburgh office building. RoSPA Scotland also proposed that a leaflet was produced to raise awareness of potential hazards in existing buildings, and was delighted when the Scottish Government subsequently published *Are your barriers safe?*



which had the theme “getting and staying active in later life”, by raising awareness of the links between home safety, health and happiness.

In Scotland, research into teenage parents' attitudes to home safety was conducted by Levi Begg, who joined RoSPA Scotland on a placement through the Scottish Chamber of Commerce. Levi's research project - called BSure 2BSafe - was conducted through focus groups with young parents. It found that many young parents felt isolated and did not always know where to go for professional advice on home safety and that support



Levi Begg, who joined RoSPA Scotland on a placement to investigate attitudes to home safety.

In Fife, the first new homes built by Fife Council for 30 years were handed over to tenants. The homes incorporated all the “safer by design” recommendations contained within RoSPA Scotland's *Can the Home Ever be Safe?* policy document, including window restrictors and handrails, and a RoSPA certificate and copy of the policy document were inserted into information packs for all new tenants.

Our work on blind cord safety continued apace across the UK, particularly in England and Scotland, where many thousands of safety packs, containing cleats and advice leaflets, were distributed. You can read the full story of our blind cord campaign on p. 23.

Deliver home safety training courses

Why?

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

What we did:

Training courses covering home safety, child safety and older people's safety were delivered to practitioners across England, Northern Ireland and Scotland, with positive feedback received from delegates about the changes they would make as a result of attendance. Comments from the child safety training included:

- "I will be more thorough in identifying hazards"
- "I have more understanding of what to look out for"
- "I will provide up-to-date advice to parents I work with".

Comments from the older people's training included:

- "I will make awareness more of a mainstream activity"
- "I will make follow-up visits/calls to elderly residents if any concerns about safety are raised"
- "I will look at home safety checks being completed by staff".

Provide expert advice to improve the safety of consumer products and services

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.

We continued to be represented on a BSI (British Standards Institute) working group looking to improve the labelling and warnings on firework selection packs and we became a member of a new UK committee inputting into the European Standardisation Committee's work on tanning salons. We also attended the BSI Consumer and Public Interest Strategic Advisory Committee, at which representatives from a range of organisations shared news of their work on product safety.



I wish to express my sincere gratitude to you for your participation in the Departmental Working Group which considered this issue... The contribution, expertise and enthusiasm offered by the working group was central to developing not only the revised building standards guidance but also the information leaflet, *Are Your Barriers Safe?* which will assist in raising awareness of this important safety issue in existing buildings.



Aileen Campbell MSP, Scotland's Minister for Local Government and Planning, who wrote to RoSPA Scotland to thank it for its input into a review of protective barriers

What we did:

We ensured that all members of our National Home Safety Committee, who are drawn from a variety of organisations, were kept up to date with product safety developments at a national and European level. Items on which we raised awareness with this audience included budgetary restrictions potentially having an effect on the number of unsafe product notifications across Europe, safety requirements for "sitting and bouncing" products for children, the implementation of the Toys (Safety) Regulations 2011, giant lighters, the urgent recall of bracelets made from highly toxic Jequirity beans and emerging issues including "bling" dummies.

Our input into a national-level working group on the safety of electric gates at private residences continued.

Campaign: **blind cord safety**

Background

At least 22 young children have died after becoming tangled in the looped cords of blinds and curtains in the UK since 1999. There will have been many more non-fatal injuries and near misses.

Progress

To promote safer new products, our campaign saw us continuing to have an input into the revision of the current European standard (EN13120) relating to looped blind cords. The standard, which states

and the total number of safety packs we distributed across England surpassed 110,000, of which nearly 63,000 were sent out in 2011/12. We were also delighted that thousands of individuals registered their support for our blind cord campaign online as a result of the media coverage.

“ Though nothing will ever bring my beautiful daughter back, we can at least try to prevent other families being devastated in the same way, by spreading the word about this ‘hidden’ hazard. The Make it Safe campaign is an important first step in helping to make new blinds safer and in raising awareness among members of the public. ”



Angus McLaughlin, whose two-year-old daughter Muireann died in a blind cord accident in 2008

Through the Make it Safe campaign, we are working with partners including the Department for Business, Innovation and Skills (BIS), CEN (the European Committee for Standardisation) and the British Blind and Shutter Association (BBSA). Our campaign - www.rospace.com/blindcords/ - is two-fold: we are both promoting design modifications (enshrined in standards) for new blinds and raising awareness of the dangers of looped cords so parents and carers can take action to reduce the risk posed by the millions of existing blinds.

that safety devices must be supplied with blinds, is being strengthened and its scope broadened, and a draft was circulated to member states for comment.

Also during 2011/12, our campaign activities focusing on existing blinds continued in earnest, particularly across Scotland and England.

Impact!

Funding from BIS enabled us to make cleats and safety packs available to individuals and organisations working with young families across England. Our appearance on BBC Breakfast fuelled massive interest in the campaign,

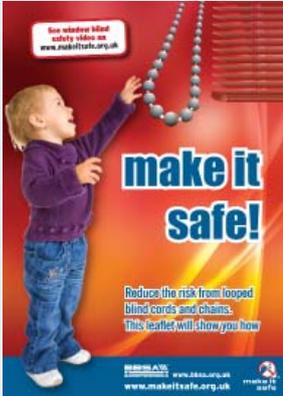
Impact!

In Scotland, support from the Scottish Government enabled us to continue working with local authority and emergency service partners to distribute safety packs containing a cleat (around which blind operating cords can be tied), an information leaflet and a warning tag. A new local project of this type was launched in partnership with East Dunbartonshire Council, with council staff working with Strathclyde Fire and Rescue Service and Care and Repair to fit the cleats in people’s homes. There had already been similar projects in North Lanarkshire, Fife, the Borders and South Lanarkshire and, in total, around 15,000 families received one of the safety packs through these local projects.

Impact!

During the year, generous donations from guests at the RoSPA Scotland Awards ceremony (see p. 14) enabled other local projects to be launched in West Lothian, the Western Isles, West Dunbartonshire, Edinburgh and East Lothian, to benefit a further 12,000 families. And we launched an initiative through which the remaining 22 local authorities in Scotland could order up to 2,000 safety packs, at a cost of just 50p a pack. The Make it Safe leaflet was also translated into Gaelic and Polish.

Feedback from some of the people who received free Make it Safe packs



"A very valuable campaign for everyone. We are grandparents and were very glad to hear about this. We were also able to pass the information onto our children, who have since ensured their homes are a much safer environment too."

"As a result of your campaign, I feel I've removed this potential risk for my grandson. The important fact is that it's prompted me and my family to take action over this issue."

and friends, thanks :)"

"I am very impressed by this campaign. Many parents could be totally unaware of the dangers of blinds with cords. I'm sure your campaign has already saved many lives! Thank you!"

"I only heard about your campaign from a colleague at work. I have now changed the blind in my daughter's room for one without a cord and have fitted the cleat in the lounge - thank you."

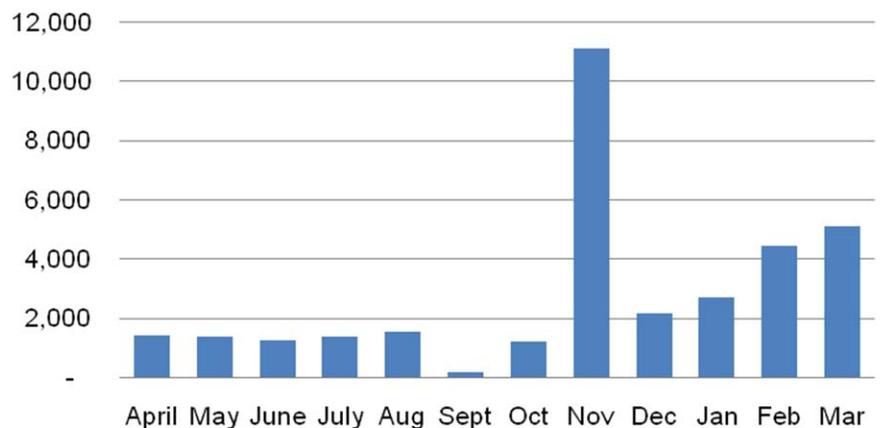
"I think it is always good to 'refresh' information on safety for children as even if you are aware you can become complacent. Campaigns like this can only be a good thing."

"This was a great campaign. Fantastic that you provide valuable information and promote awareness of dangers... And then also provide measures to resolve the dangers for free! I am very grateful."



We remain grateful for the continued support of the families of blind cord victims, including the family of Leah Edwards, whose story was added to the campaigns section of our website.

Visits to blind cord safety campaign webpages (April 2011 - March 2012)



“

The Scottish Government has been happy to support the extremely practical and important work done by RoSPA in leading Make it Safe and taking its messages across Scotland.

Roseanna Cunningham MSP, Scotland's Minister for Community Safety and Legal Affairs

”

Saving lives and reducing injuries... on the road



HRH Prince Michael of Kent presented us with a road safety award.

Support the development and implementation of national and local road safety strategies and the work of other professionals and practitioners in road safety

Why?

With significant reductions in public spending for road safety, it is more important than ever to get the best use out of limited resources if we are to maintain and improve on the success

of recent years in reducing death and injury on the road. Working in partnership towards common goals is an essential approach to achieve this.

What we did:

We supported the development and launch of the *Strategic Framework for Road Safety* that set out the Government's approach to reducing death and injury on Britain's roads over the coming decade and the range of measures by which it, and others, would do so.

The framework's *Road Safety Action Plan* included the development of an online portal to provide professionals and the public with better access to independent road safety research. Working with the Department for Transport (DfT) and road safety organisations, we designed and produced the Road Safety Observatory

website and some of the research reviews that would be contained within the observatory. We also designed and conducted the first user test of the website, with the feedback received being used to refine the design and functionality.

To further the sharing of good practice, we became a member of the Scrutiny Panel for Road Safety GB's Road Safety Knowledge Centre, which is a comprehensive online library of road safety resources.

We were delighted that our free website - www.roadsafetyevaluation.com - which helps road safety practitioners evaluate their education, training and publicity activities, and its associated online toolkit - E-valu-it - won a Prince Michael International Road Safety Award. The website, which was created in a joint

project involving our road safety, safety education and web teams, with funding from the DfT, received around 60,000 visitors over its first year, and documents were downloaded from it 16,000 times. Around 400 road safety practitioners registered to use E-valu-it.

Also on the theme of evaluation, we provided five free training days to 68 road safety practitioners from local authorities and fire services, and ran a major one-day seminar, entitled *Practical Evaluation Skills*, for around 100 road safety practitioners.

services who have responsibility for transporting children within vehicles.

Also in Scotland, we participated in a cycle safety summit, presided over by Transport Minister Keith Brown, which brought together local authorities, the emergency services and motoring and cycle groups to discuss ways of making roads safer for everyone.

On a global scale, we supported the launch of the UN Decade of Action for Road Safety.



Closer to home, we provided road safety presentations at around 25 conferences and seminars across the UK, and wrote numerous papers and articles. We also provided advice and support to a wide range of road safety organisations to help their work.

Our road safety team in Wales continued to play an integral role in helping to co-ordinate road safety across the country and by supporting national initiatives

Improve driving and motorcycling standards, including through RoSPA Advanced Drivers and Riders (RoADAR)

Why?

Driver or rider error remains the most frequently reported contributory factor in accidents. RoSPA Advanced Drivers and Riders (RoADAR) groups across the country help to reduce road accidents by improving driving standards, knowledge, attitudes and skill.

“ We are immensely proud to win this prestigious award for our website and toolkit, which is the first of its kind for road safety education, training and publicity. This is the third time that RoSPA has won a Prince Michael Award. We hope that more practitioners will continue to register to use E-valu-it and publish their evaluations so that others can learn from them and replicate any appropriate research methods on their own interventions.

”

Kevin Clinton, head of road safety, RoSPA

In Scotland, we continued to be part of the Road Safety Framework Strategic Partnership Board and Operational Partnership Group, which are implementing *Scotland's Road Safety Framework to 2020*. We continued to organise a working group that is developing a qualification for road safety practitioners, in partnership with the Scottish Qualifications Authority (SQA) and the Scottish Government.

We also organised child car seats training in Scotland for road safety practitioners and professionals in health, education and community roles. In addition to the training courses for road safety practitioners, we also provided two short sessions for professionals from health, social work, community and child care

including Pass Plus Cymru and BikeSafe Cymru. We also managed road safety websites aimed at both the general public and road safety practitioners: www.roadsafetywales.org.uk, www.jrsocymru.org.uk and www.dragondriver.com.

“ Over the next 10 years, RoSPA will help educate road users, train motorcyclists and drivers, help organisations manage their road risk and work with partners to improve road safety in the UK and around the world.

”

RoSPA's public commitment made in support of the UN Decade of Action for Road Safety

What we did:

We continued to work with TRL and the Driving Standards Agency (DSA) on a major evaluation study of the new learning to drive syllabus and process, as well as with the DSA on its Modernising Driver Training and Learning to Ride programmes. We also participated in the DfT and DSA review of the practical motorcycle test.

Exciting RoADAR developments included the relaunch of the RoADAR website - www.roadar.org - complete with a new members' forum to encourage discussion on road safety issues and the sharing of ideas. The first RoADAR Awards were also held to recognise the achievements of local groups, of which there are more than 50 across the UK. Judges were particularly keen to hear about how groups had raised awareness of advanced driving or riding to young and older drivers, partnerships with like-minded organisations and general promotional activities. First prize went to the Manchester Group of RoSPA Advanced Drivers and Riders and second prize to RoADAR Merseyside - Motorcycle Group.

To help drivers cope with the very difficult conditions caused by heavy prolonged snow, we produced a short video featuring Bob Smalley, RoSPA's chief



Winners at the first RoADAR Awards.

“ We were delighted to be one of the finalists; the awards are a brilliant idea and have given us that extra push to finish some projects early. I am pleased with the progress everyone at our group has made since we started 18 months ago. To finish second in the RoADAR Awards is amazing when you consider the groups we were up against; I cannot believe we have come so far in such a short time.

Ian Guy, chairman of RoADAR Merseyside - Motorcycle Group ”

driving examiner, to provide advice on winter driving. We also produced a short video showing how to do basic car safety checks.

seatbelt. Raising awareness of issues like these, and providing practical help so road users can take steps to change their behaviour, could cut road casualties significantly.

Raise awareness and provide advice, help, training, resources and information for all road users and the general public

What we did:

We continued to maintain and improve our extensive web presence, with more than 1.9million visits to the road safety section of the main RoSPA website - www.rospa.com/roadsafety/ - and our various satellite websites. Our road safety advice documents were downloaded more than 600,000 times.

Why?

Among the most common factors in road accidents are speeding, drink driving, careless driving and failure to wear a

On the fifth anniversary of the child car seat law, it was clear that there was still huge demand for information about keeping children safe on the road, with an average of more than 4,000 visits



3,000 road safety enquiries received by email, telephone or letter

130,000 visits to www.helpingldrivers.com which is aimed at parents helping their children learn to drive

1million+ visits to www.childcarseats.org.uk which contains advice and information about choosing and using child car seats

70,000 downloads of RoSPA's free "Driving for Work" guides

What we did:

Our MORR campaign, which was the first to reveal occupational road risk as the "hidden killer" on Britain's roads, reached its 15th anniversary. We marked the occasion by urging businesses and organisations to make 2011 the year in which they committed to regularly reviewing and improving their road safety arrangements.

RoSPA's Young Drivers at Work Project was highlighted as a good practice case study in the Government's *Strategic Framework for Road Safety*, and the project's online toolkit for local authority road safety officers and employers remained freely available.

In Scotland, young drivers are one of the road user priority commitments mentioned within *Scotland's Road Safety Framework to 2020*. To support the Scottish Government commitment, RoSPA Scotland organised free training seminars in Glasgow and Edinburgh that covered the use and delivery of RoSPA's Young Drivers at Work Workshop resource. And we were delighted to be part of national-level

discussions about young drivers, after our Young Drivers at Work project was referenced in Transport Scotland's *National Debate on Young Drivers' Safety: Final Report*.

RoSPA Scotland also ran free Driving Risks at Work seminars in Fife, Aberdeen, Hamilton and Glasgow, introducing nearly 300 employers to the importance of MORR and outlining the free help that is available to them. The new DR@W toolkit, a free resource which was launched by the Scottish Occupational Road Safety Alliance (ScORSA), for which RoSPA

a day to our dedicated website, www.childcarseats.org.uk.

We continued to develop our campaign to raise awareness of the risk to children on the family driveway. Based on the findings of a survey into parent and carer awareness of this issue, conducted in conjunction with the Iain Goodwill Trust, we prepared a new poster to share some simple driveway safety tips.

Help employers manage their occupational road risk through the provision of advice, guidance, practical products and services

Why?

With around a third of crashes on Britain's roads involving someone who is at work at the time, we campaign for the management of 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.

“The seminar was extremely valuable. The toolkit will be an invaluable part of our induction and annual safety sessions.”

Feedback from a delegate at the Driving Risks at Work seminar in Aberdeen

continued to provide support, was among the items on the agenda. Presentations were also given to local safety groups across Scotland.

Evaluation of RoSPA Scotland's Driving at Work seminars - delegate feedback:

- Ability to identify policy issues relating to drivers - ↑ 35%
- Ability to identify policy issues relating to the vehicle - ↑ 35%
- Knowledge of business responsibilities re. occupational drivers - ↑ 50%
- Implementing road safety procedures - ↑ 32%
- Confidence in delivering an awareness session with drivers - ↑ 41%
- Ability to identify any weaknesses in company MORR policies - ↑ 50%
- Overall knowledge of the topics covered in this seminar - ↑ 50%



Other highlights from the year included RoSPA's Driver Profiler 20:20 online risk assessment tool being a finalist in the Product Innovation category at the BSIF Safety Awards 2011, and the renewal of our insurance partnership with Allianz Commercial to promote effective risk management for companies operating fleets of vehicles. At the RoSPA Occupational Health and Safety Awards 2011, Tesco Dotcom was announced as the winner of the MORR Trophy for the third consecutive year.



Tesco Dotcom won our MORR Trophy.

Campaign: **lighter evenings**

Background

In the UK at present, the clocks follow Greenwich Mean Time (GMT) from October to March and British Summer Time (BST) - which is GMT plus one hour - from March to October.

RoSPA has been calling for many years for a move to a system called "Single/ Double Summer Time" (SDST), which would put the clocks one hour ahead of GMT in winter and two hours ahead of GMT in summer. Reducing the number of people killed and injured on the roads is the key aim behind RoSPA's campaign. The most recent research found that a move to SDST could reduce road deaths by around 80 per year and serious injuries by around 212 per year.

Progress

We continued to help lead the Lighter Later coalition, bringing together organisations championing the road safety benefits of SDST, as well as

the business, leisure, tourism and environmental benefits.

Through this and other work, we continued to engage with politicians on the issue, as well as members of the public who showed great interest in the campaigns section of our website and our social media presence. We were delighted that more than 400 people took part in a poll on our SafetyGoneSane blog, with 92 per cent supporting the idea of an extra hour of evening daylight, and there was some lively debate via the blog's comment function.

Impact!

The year's most significant development was the Parliamentary progress of the Daylight Saving Bill - a Private Members' Bill introduced by Rebecca Harris, MP for Castle Point, which called for a cross-departmental analysis of the benefits of SDST.

Following its successful Second Reading the previous year, the Bill passed through the committee stage and then came before MPs for its Third Reading. It was a matter of huge frustration and anger that the Bill, which was backed by the Government and more than 120 MPs who attended the debate, and which had widespread support across the UK, was "talked out" by a few MPs, thus running out of time for a vote. Despite this major setback, we vowed to keep the spotlight on the issue and were therefore pleased that the Department for Business, Innovation and Skills commissioned a review of the scope, quality and robustness of available evidence for SDST.

You can read more about our campaign at www.rospace.com/lighterevenings/

Saving lives and reducing injuries...

at leisure

Encourage the Government to improve its strategic approach to water safety

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:

We continued to provide co-ordination and communications support to the National Water Safety Forum (NWSF), which brings together organisations, government and communities to work together on water safety in the UK.

Among the issues on the NWSF's agenda was rolling out best practice guidance about coasteering, with the National Coasteering Charter being established to take forward the sharing and embedding of good practice across the sport. The NWSF, together with British Water Ski and Wakeboard, also began reviewing and further developing safety guidance for operators of organised towed inflatable activities.

We were pleased to send a RoSPA representative to the World Conference on Drowning Prevention in Vietnam to outline to an international audience the challenges and successes of the NWSF.

Among our other work at RoSPA, we partnered with Surf Life Saving GB and the University of Derby to develop a new Event Water Safety Guide to provide guidance to the organisers of events taking place on or near water, including multi-sports events, concerts and elite sports.



The National Water Safety Forum rolled out best practice guidance for coasteering. Picture: John Paul Eatock

“Globally, nearly 400,000 people die from drowning each year, the vast majority in developing countries. Events like the World Conference on Drowning Prevention play an important role in sharing news of what works in drowning prevention and helps focus action on further reducing the burden of drowning.”

David Walker, RoSPA's leisure safety manager

Provide expert consultancy, audit and training

Why?

The advice, training and consultancy we provide benefits recipients seeking assistance with the

- Eton Dorney rowing and canoeing lake, owned by Eton College
- The masterplan for the Olympic Park, including the design of waterways, walkways, landscaping and draining on behalf of Lend Lease and the Olympic Delivery Authority
- Final stage inspections, assisting with risk assessments and first response/rescue options.

“Whilst capable of conducting basic risk assessments, no-one in our team is an expert in water safety - and as you can't afford to take chances in this crucial area, we enlisted the help of RoSPA as they are rightly regarded as the number one name in the business.”

**Simon Richardson, contract manager,
Warwick District Council**

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:

With the River Lee a central feature and numerous other bodies of water within the Olympic Park, we collaborated with the Royal Life Saving Society UK and the Royal National Lifeboat Institution to create a coherent framework for rescue provision and emergency response at the site, giving jointly developed advice to the London Organising Committee of the Olympic and Paralympic Games. The advice covered awareness, stewarding and interaction with on-site rescue teams. This project followed the involvement of our water and leisure safety team at various other points during preparations for the London 2012 Olympic and Paralympic Games. We provided advice to designers, building contractors and site operators on the interaction of the public, staff and athletes at sites with water features. Our work dated back to before London's successful bid was announced and covered:

Our aim throughout was to help site operators to provide world class safety management of world class venues, encouraging an unobtrusive approach to water safety and making sites as accessible and as safe as necessary without overly intrusive safety arrangements.

During 2011/12, we also conducted water safety reviews for organisations across the UK, including Bath and North East Somerset Council, Warwick District Council, Royal Leamington Spa Town Council, Maidstone Borough Council, The Parks Trust Milton Keynes, Derby City Council, Nottingham City Council and Newcastle City Council.

Support and carry out pioneering 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:

We were commissioned by the Department for Business, Innovation and Skills to conduct a project to investigate and promote the safe use of closed circuit rebreathers (CCRs) among divers. The use of CCRs is historically associated with military and cave diving, but it is expected to rise sharply among recreational divers over the next few years because it enables longer, deeper and “bubble-



Eton Dorney, the rowing and canoeing lake owned by Eton College, which was used during the London 2012 Olympic and Paralympic Games.

free” underwater exploration. Equipment failures during CCR diving can be more subtle than during open circuit diving and more technical and emergency planning is therefore needed.

The first stage of the project involved a document review, interviews and focus groups with influential and experienced stakeholders in the CCR market, aiming to establish a definitive understanding of the reasons why CCR incidents had occurred



We started work on a project about the use of closed circuit rebreathers among divers.

in the past. The project then moved into its second phase - the development of a promotional safety film about CCRs.

We were also involved in research conducted on behalf of the Environment Agency. In this project, we carried out community-focused research to establish the potential for a flood early warning system for Boscastle in Cornwall. The research involved interviews with local residents, businesses and tourists about their likely responses to a flood alarm sounding, plus a review with the local council and Environment Agency.

And we were delighted that Dr Martin Barwood, of the University of Portsmouth, attended the World Conference on Drowning Prevention to present a paper on BNFL/RoSPA-funded research into how survival chances could be maximised following immersion in water. The study (*Float First: An Assessment of the Buoyancy Provided by Seasonal Clothing Assemblies Before and After Swimming*) found that floating for a couple of minutes after immersion helped people to become accustomed to the cold and retained buoyancy in their clothes.

Promoting recognition that leisure and play should be exciting and “as safe as necessary, not as safe as possible”

Why?

Risks in play should be apparent and foreseeable by the child, but children also need to learn to understand and manage risk for themselves. Through exposure to exciting and challenging play environments, children build up life-skills that will stay with them throughout their lives.

What we did:

During a difficult year financially for local authorities and other play providers, we continued to ensure that our focus was on maintaining play value and managing risk at acceptable levels. This helped play providers to concentrate their resources on issues that have a positive impact upon safety, without simply removing play value.

We maintained the number of annual playground inspections provided to local authorities, parish, community and town councils and the private sector.

We responded formally to the consultation about the future of the Adventure Activities Licensing Authority (AALA) and also facilitated informal discussions on the subject with other interested organisations.

“The industry and those within it display a commendable demand for high standards and organisations are clearly committed to ensuring the ongoing safety of those involved. A critical aspect of this project is to ensure that the commitment for safety is cemented into the developing industry practices and the safety culture of CCR diving as a whole. The next steps of the project will help ensure that this is the case.”

Promoting the safe use of Closed Circuit Rebreathers, Primary Stage Report, RoSPA Water and Leisure Department February 2012

WAID

Since 2005, RoSPA has provided the secretariat for the National Water Safety Forum (NWSF) and hosted WAID, the UK's Water Incident database. Thanks to the efforts of all the members of the forum, WAID now provides the most comprehensive-ever picture of UK drownings. Since 2000, there has been a disappointingly small downward trend in the number of drownings (fig 1) and the pattern of circumstances (fig 2) has been consistent, year after year. WAID now gives us the analytical tool to carry out more detailed research into identifying preventable drownings, their circumstances and the most effective ways of reducing the number of these tragic events.

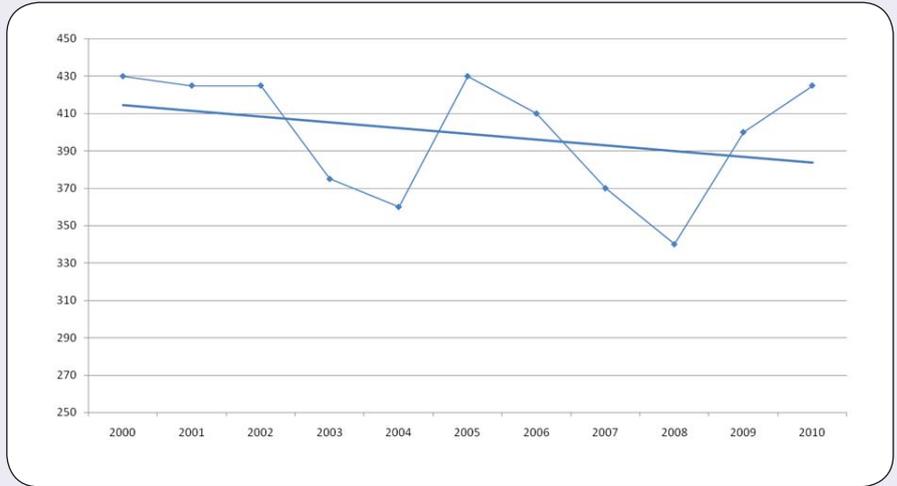


Figure 1: total number of drownings in the UK, 2000 - 2010 (source: WAID database)

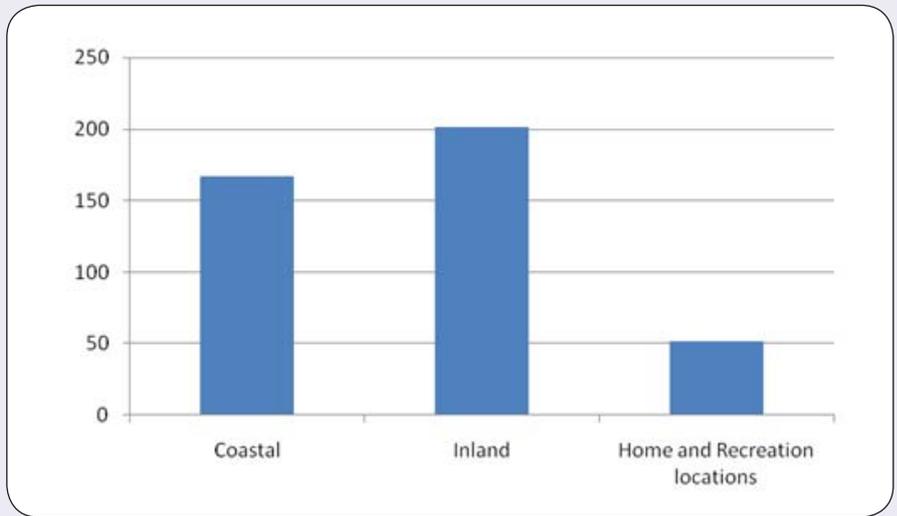


Figure 2: locations of accidental drownings in the UK, 2010 (source: WAID database)

Saving lives and reducing injuries...

through safety education



The LASER Alliance was launched, bringing together organisations that promote practical safety education for children and young people.

Promote and encourage the growth of evidence-based practical 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:

As part of our safety education work, we were delighted to launch the LASER Alliance, a network of member

organisations hosted by RoSPA, to promote “learning about safety by experiencing risk” across the UK, and we were grateful to the Gas Safety Trust for its three-year sponsorship of the alliance.

By bringing together like-minded organisations, our hope was to give more children and young people the opportunity to learn to manage risks through high quality practical safety education, in line with our philosophy that life should be “as safe as necessary, not as safe as possible”.

Regional champions for the alliance were appointed across the country and a new LASER Accreditation scheme was launched, through which organisations could gain external recognition for their practical safety education programmes.

Also during the year, the LASER Alliance supported five employees of Merseyside Fire and Rescue Service as they worked towards a PSHE CPD (continuing professional development) qualification for safety education. The qualification, validated by Roehampton University, gives safety education equal status with drug education and sex and relationship education, which have been available in schools for many years as part of PSHE (personal, social, health and economic education). We are pleased to report that all five employees were successful in achieving the qualification!

RoSPA's vision for safety and risk education

The promotion of safety awareness and risk literacy relevant to all levels in society, from nursery school to the education of safety significant professionals, the media and key political decision makers, to be achieved by:

- A clear focus in all education processes on the development of risk management through an understanding of risk assessment. This is to enable young people and adults to make safer choices based on an informed appreciation of risks and costs of prevention
- A continuing commitment to research into how young people and adults learn about safety and risk
- A clear commitment by the Government, backed by adequate resources, to ensure effective coverage of safety and risk in the development of those involved in education of children including parents, teachers, governors and others
- An integrated approach to safety and risk across the curriculum in England, Wales, Scotland and Northern Ireland in the context of

citizenship, post-16 education and vocational training with particular focus on acquiring relevant skills

- Promotion of a positive attitude to safety. Developing the holistic approach of "Whole School Safety" - teaching safely, teaching safety and an ethos of whole school/organisation responsibility for safety and risk assessment
- Coverage of risk and safety education by OFSTED and other inspecting and examining bodies

- Partnerships between key promoters to provide materials, advice and support to achieve a consistent approach to risk and safety education
- A co-ordinated dialogue between professionals to advance the national risk and safety education agenda
- Co-operation at an international level to share knowledge about risk and safety education and to share experience and good practice between different countries.

“ For many years, RoSPA and a wide variety of our safety education partners have championed the philosophy that children and young people develop important life skills by having opportunities to experience risks and not by being wrapped in cotton wool. It's great for organisations to be able to come together in the LASER Alliance to promote this message in a consistent way across the whole of the UK, hopefully enabling more children to have opportunities for practical safety education.

Cassius Francis, youth liaison worker, RoSPA, and LASER Alliance co-ordinator

“ The standards achieved as a result of participating in this programme will add real value to the quality of work carried out with young people, making them safer in their communities, and enable our staff to make a real difference and be the best they can be.

Myles Platt, area manager for prevention and protection, Merseyside Fire and Rescue Service, on the PSHE CPD qualification achieved by five of the service's employees



Merseyside Fire and Rescue Service staff received PSHE CPD certificates

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



We were delighted to announce a partnership with Astutis at Safety and Health Expo 2011.

Help small and medium-sized enterprises by simplifying health and safety advice and guidance

Why?

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

What we did:

The Löfstedt Review, which considered opportunities for “reducing the burden of health and safety legislation on UK businesses while maintaining the progress made in improving health and safety outcomes”, kept a national-level focus on SMEs. We submitted a formal response, in which we urged the review team, led by Prof Ragnar Löfstedt of King’s College London, to look for practical solutions which could help all businesses, and particularly smaller firms, to meet their health and safety duties. We also suggested the implementation of mediation procedures enabling firms to appeal against what they saw as “over-the-top” requirements.

Subsequently, we welcomed the findings of the review, which confirmed that the existing legal structure for health and safety was broadly fit for purpose, while highlighting where some regulatory “housekeeping” could be beneficial. We also welcomed the establishment of an independent regulatory panel to look into issues raised by businesses that believed a health and safety inspector had given incorrect or disproportionate advice, and subsequent moves to establish a wider “myth busters” challenge panel to look into the advice given by non-regulators like insurance firms, consultants and employers.

Prof Löfstedt, who we were delighted to welcome as a guest speaker at a RoSPA briefing on the review, also accepted that more help was needed in tackling the difficulties small firms faced on proportionate health and safety management. We continued to champion this theme, particularly in light of the closure of the HSE Infoline and the winding up of the health and safety team at the Skills Funding Agency, and have worked hard to ensure that SMEs are aware of the help we can give them, including through the RoSPA Infocentre which provides health and safety information free-of-charge.

Strengthen corporate leadership of health and safety

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:

We continued to work directly with top-level business leaders, and our activities included running a "masterclass" on health and safety for Cofely's board of directors.

We also hosted the RoSPA Safety and Health Forum 2011 in Birmingham, which opened with a keynote question and answer session with Geoffrey Podger, chief executive of the Health and Safety Executive. The forum, which had the theme "Safety Changes - obstacle or opportunity?", was convened to guide

employers through the shift in regulatory emphasis following the Löfstedt Review and the Government's response to it. In addition to the Birmingham event, the leadership of safety was on the agenda at the RoSPA Scotland Safety and Health Forum 2011 in Glasgow, which focused on finding opportunities for continuous health and safety improvement amid cuts and changes.

Support local groups that provide health and safety assistance to their peers

Why?

Safety Groups UK is a valued self-help network, offering practical assistance



Cofely's board of directors attended a RoSPA masterclass.

“ Siemens Industry engaged with RoSPA to help develop and deliver our behavioural-based safety programme for our employees across the UK. We chose RoSPA as we recognise and use its services on our health and safety management systems and the approach it has taken has been invaluable. ”

Valerie McGinty, environment, health and safety manager, Siemens plc

to SMEs seeking to improve their health and safety arrangements.

What we did:

We continued to support Safety Groups UK, a nationwide network of 70 local groups that provide practical help and advice to other employers in their area. Once again, we organised the Alan Butler Awards, through which group achievements are recognised.

A new structure for the awards scheme was introduced, plus an award for the Alan Butler Overall Winner, which was won by the Sheffield Occupational Health and Safety Association. The second Maurice Adamson Award, which recognises an individual's contribution

to the safety groups movement, was presented to Gordon Hicks MBE, of London Health and Safety Group who has sadly passed away since the ceremony.

Promote skills in health and safety through the provision of advice and training



We began using the BACK-TRACK device in our training courses.

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:

Throughout the year, our focus was very much on ensuring that our training courses remained as relevant and effective as possible and, to this end, there were some significant developments.

One of the biggest developments was the achievement of BTEC accreditation for our moving and handling trainers courses. Our Safer People Handling Trainers Course (BTEC Level 4) and our Manual Handling Trainers Course (BTEC Level 3) became the first in the country with recognised "levelled" qualifications equivalent to a Certificate of Higher Education or A-Level Standard, respectively. We

also incorporated the use of the BACK-TRACK movement tracking device in our moving and handling courses, providing delegates with the means of identifying posture-related risk factors, such as stooping.

We were also pleased to introduce a new City and Guilds NVQ Level 5 Diploma in Occupational Health and Safety, which recognises a person's competence using "on-the-job" performance for assessment rather than relying on examinations.

Among our other activities was the development of a range of training courses specifically tailored to the requirements of individual organisations, particularly larger firms, and the approval of courses offered by other training providers. We also entered into an exciting new "trusted training" partnership with Astutis, welcoming each other's clients on to courses across England, Wales and Scotland, and began the joint delivery of some courses with the Safety Advice Centre in Northern Ireland.

Closer to home, we were absolutely delighted to celebrate with Roxanne Woodiwiss, one of our account advisers, when she achieved a distinction in the NEBOSH National General Certificate in Occupational Safety and Health (Level 3).



Roxanne Woodiwiss, one of RoSPA's account advisers.

Encourage continuous improvement, including through benchmarking and consultancy

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.

“ I am over the moon and quite shocked with gaining a distinction. I would recommend that other people give the course a go, especially if they are looking at moving into the health and safety arena.

”

Roxanne Woodiwiss, account adviser, RoSPA, who achieved a distinction in the NEBOSH National General Certificate in Occupational Safety and Health (Level 3)

What we did:

In a significant move that laid the foundations for future benchmarking developments, we entered into an exclusive partnership with airsweb, a specialist quality, health, safety and environment software developer. Development work began on using airsweb's state-of-the-art web-based technology to facilitate benchmarking in relation to RoSPA audits and the RoSPA Occupational Health and Safety Awards.

Our team of consultants continued to support organisations the length and breadth of the UK and further afield, and we were delighted with the positive feedback they received.

Celebrate the success of high performers and encourage best practice through award schemes

“ We are delighted to have received such a prestigious award as the Sir George Earle Trophy. The award recognises the ongoing effort, commitment and engagement of our employees in promoting a safe working culture. ”

Bob Clark, managing director, Balfour Beatty Construction Scottish and Southern - winner of the Sir George Earle Trophy at the RoSPA Awards 2011

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:

There were more than 1,900 entrants in the RoSPA Occupational Health and Safety Awards 2011, with Balfour Beatty Construction Scottish and Southern Ltd winning the highest accolade - the Sir George Earle Trophy - in addition to the Construction Industry Sector Award. The RoSPA awards panel was particularly impressed with how the company was stepping up to the challenge of delivering the corporate Balfour Beatty goal of “zero harm” by 2012 and by the strong and creative approach developed by its senior management team. The panel also noted the way in which foremen and supervisors engaged in regular safety co-ordination meetings as well as in inspection and in the investigation of all incidents. It commended the way safety representatives were pulled into practical problem-solving activities and also the company's policy of valuing and acting on ideas from the workforce.

A new award was introduced for 2011 - the SME Assistance Trophy, sponsored by BHSF - which was presented to the British Constructional Steelwork Association Ltd in recognition of its work to assist SMEs with health and safety.



The Sir George Earle Trophy was presented to Balfour Beatty Construction Scottish and Southern Ltd.

Distinguished Service Awards, which recognise exceptional individual contributions, were presented to Prof Colin Mackay, Steve Sumner OBE and Martin Isles.

During the year, we also offered our congratulations to the Olympic Delivery Authority and its delivery partner CLM for the outstanding health and safety achievements of the “Big Build” phase for the London 2012 Olympic and Paralympic Games - achievements which set a fantastic example for the wider construction industry to follow. The safety record of the Big Build, which, at its peak, involved a 12,500-strong workforce on the Olympic Park and Olympic Village, was hugely impressive. Construction of the main sporting venues and infrastructure on the Olympic Park involved around 62 million hours of work with an Accident Frequency Rate less than half the construction industry average, and it was completed without an accident-related fatality. Focusing on health, the work of Park Health (a joint venture between Sypol Ltd and Duradiamond Healthcare) - the construction project's occupational health function - was announced as the winner of the RoSPA Astor Trophy.

To read about our work on managing occupational road risk see p. 28.

Saving lives and reducing injuries...

through membership

Extend the RoSPA membership community

Why?

We are privileged to be a society of members who are dedicated to preventing accidents and ill health. Our members are drawn



from a diverse range of private and public sector backgrounds, encompassing all aspects of our work on occupational, road, home and leisure safety and safety education. We aim to enhance the RoSPA Membership experience and seek to encourage more individuals and organisations to join us in our mission.

What we did:

We were pleased to launch a significant RoSPA Membership development in the form of a Join Online facility on our website, making it quicker and easier for individuals and organisations to submit their membership applications.

We were also keen to promote a key RoSPA Membership benefit - our renowned Infocentre, which houses a unique collection of safety-related documents and provides an extensive enquiry service on all aspects of safety and health. RoSPA Members are able to access the Infocentre's collection of nearly 30,000 resources and gain advice about safety-related issues free-of-charge. We made a video to share information about the Infocentre and remind members of how it could serve them. Read more about the work of RoSPA's Infocentre on p. 12.

With growing interest in RoSPA International Membership, we attended the A+A Trade Fair in Düsseldorf, Germany, for the first time. The event, which covers all aspects of safety and security, enabled us to share our mission to save lives and reduce injuries with visitors from across the world.

During 2011/12, we welcomed a variety of new RoSPA Members including:

- Activa Healthcare Ltd
- Baxter Healthcare
- Brunel University
- Glasgow Housing Association
- Isle of Wight Building Safety Association
- Islington Council
- Nationwide Gritting Services Ltd
- Notting Hill Housing Group
- The Jackloc Co. Ltd
- University of Warwick
- Westmill Foods

In addition to welcoming new members, we were delighted that a wide range of existing RoSPA Members chose to renew their corporate membership, which covers more than one site, including:

- Bureau Veritas UK Ltd
- Coca Cola Enterprises
- Lavendon Group PLC (Nationwide Platforms)
- Marriott Hotels International Ltd

We welcomed 256 new RoSPA Members via our Join Online facility.

By the end of 2011/12, RoSPA Members could be found in 45 countries.

“

Every step of the way, it's been amazing - the support and the information that has been given to me by Ibi [in the Infocentre] at RoSPA. I appreciate that the phone is answered every time I ring and I get the response that I want. I cannot thank the Information Centre enough.



”

RoSPA Member Emma Wells, Director at The Jackloc Co. Ltd

Saving lives and reducing injuries...

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.

What we did:

Many of the events we ran in 2011/12 are mentioned elsewhere in this Annual Review, including the RoSPA Occupational Health and Safety Awards on p. 40.

One of the highlights of the year came when the RoSPA Awards scheme, which is the largest and longest-running occupational safety awards programme in the UK, was shortlisted in two categories at the UK Event Awards 2011 - in the Business to Business or Leisure/Consumer: Best Awards Scheme category and the Best Cause Related/Charity Event category. We were incredibly proud to be shortlisted, not least because the entire RoSPA Awards process for nearly 2,000 entrants is managed by our in-house awards and events team, consisting of fewer than 10 people, and because income generated by the awards is ploughed back into our mission to save lives and reduce injuries.

As in previous years, another highlight was Safety and Health Expo, Europe's largest health and safety event. Our theme was RoSPA as the "home of health and safety" and we were on hand throughout the three-day exhibition to advise businesses and organisations of all sizes and types on how to build a strong and proportionate culture and management system for preventing accidents and ill health at work.

through events



RoSPA Events 2011/12

- RoSPA Occupational Health and Safety Awards 2011, Birmingham
- Safety and Health Expo 2011, Birmingham
- RoSPA Scotland Safety and Health Forum, Glasgow
- RoSPA Scotland Occupational Health and Safety Awards 2011, Glasgow
- National Home Safety Symposium, Birmingham
- Health and Safety in Manufacturing Seminar, West Bromwich
- RoSPA Health and Safety Forum, Birmingham
- Training and Career Development Live, online
- Understanding Löfstedt - A Special Briefing, London
- Moving and Handling People 2012, London
- IOSH 2012 Exhibition, Manchester
- Road Safety Seminar, Birmingham
- Health and Safety Legal Seminar, London
- Event management for DFA Media



Geoffrey Podger, chief executive of the Health and Safety Executive, joined us at the RoSPA Safety and Health Forum 2011, where he was interviewed by Tom Mullarkey, our chief executive.

Health and Safety and Human Resources at RoSPA

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 our Annual Review 2011/12 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. RoSPA's Board of Trustees continued to oversee RoSPA's health and safety performance during 2011/12.

Objectives for 2011/12

Goals	Progress
Update RoSPA's H&S policies and procedures	Policies and associated forms continued to be drafted 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 Health and Safety 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. Online licence checks are conducted via Interactive Driving Systems. Company car drivers must undertake the RoSPA Advanced Driving Test and 42 per cent have achieved the top-level gold standard, 39 per cent silver and 13 per cent bronze. These results are updated constantly, 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 December 2012. Beyond the gold standard, 3 per cent of drivers have achieved RoSPA's National Diploma in Advanced Driving Instruction.
Maintain OSH expertise throughout RoSPA	Two staff attended the NEBOSH National General Certificate course, with a further three staff studying for the world-renowned NEBOSH National Diploma.
Promotion of health and well-being	RoSPA continued to use Lifeworks, an employee assistance programme designed to support staff in all aspects of life. A new Attendance at Work policy and sick pay entitlement scheme was introduced.

Performance data for the 12 months ending March 2012

Key performance indicators	Result (during the year to March 2012)	Result (during the year to March 2011)
Reportable injuries	0	1
Minor injuries	5	9
Notices served	Nil	Nil
Enforcement action by health and safety enforcing authorities	Nil	Nil
Days lost due to sickness absence	355 absence days and 229.5 days lost due to recovery from operations	556
Sickness absence rate per employee	6.6 days (88 staff absent in period)	7.2 days (77 staff absent in period)
Percentage of sickness absence due to a period of less than 20 days	44.1%	86.5%

Human Resources

Our employees are a vital component of the delivery of our mission to save lives and reduce injuries.

The RoSPA Encomium continued to recognise employees who demonstrated outstanding and sustained performance, and Anita Gough, facilities manager, received RoSPA's fourth Employee of the Year award.

The RoSPA Academy Masterclass was launched to provide further learning opportunities (through seminars, workshops and visits) for past graduates of the RoSPA Academy, which encourages a more entrepreneurial and exciting

working environment. The year's programme included an outdoor activity trip to the Lake District and a visit to Devonport Naval Base.

We continued to value the thoughts and suggestions of all employees and, in addition to encouraging these to be shared informally on a regular basis, we collected them formally via an employee survey. Feedback given through the 2011 survey has fuelled plans to develop the RoSPA induction programme for new starters,



introduce staff lunches hosted by the chief executive and launch a staff suggestion scheme.

We also held another of our annual staff days, which brought together employees based in our Belfast, Birmingham, Cardiff and Edinburgh offices, plus those who work from home, giving them an opportunity to get to know each other better and hear about developments across the organisation. Staff, trustees and invited guests also came together to celebrate the official opening of RoSPA House.

“ Overall, people felt a strong alliance to RoSPA's mission and vision and felt positive about working for an organisation that 'made a difference'.

”

RoSPA Employee Survey 2011 - Summary of Results

Consultations *April 2011 - March 2012*

RoSPA is represented on a variety of committees working towards new standards or legislation. We also respond to many consultation documents and to drafts of proposed legislation or guidance.

General

Child Safety Report Card assessments for England and Scotland (TACTICS project, European Child Safety Alliance)

Public Health Inquiry (The Health Committee)

Home

Red Tape Challenge: Retail and Manufacturing Consultation (Department for Business, Innovation and Skills)

Changes to the Building Regulations in England: Section three - Part P (Electrical safety - dwellings) (Department for Communities and Local Government)

The draft Programme for Government 2011 - 2015 (Office of the First Minister and Deputy First Minister, Northern Ireland Executive)

Leisure

Proposed replacement for the licensing regime for adventure activities established under the Activity Centres (Young Persons' Safety) Act 1995 in England (Health and Safety Executive)

Road

New Approval Arrangements for Drink Drive Rehabilitation Courses (Driving Standards Agency)

Historic Vehicles MOT Exemption Review (Department for Transport)

Licensing Motorcycles as Private Hire Vehicles (Department for Transport)

House of Commons Transport Committee's Inquiry into the Government's Strategic Framework for Road Safety (The Transport Committee)

Directive 2003/20/EC - Use of Seat Belts and Child Restraints by Child Passengers on Buses and Coaches (Department for Transport)

Proposed Changes to the Learner and Restricted Driver Schemes and on Graduated Driver Licensing (Department of the Environment, Northern Ireland)

Possibility of Allowing an Increase in the Length of Articulated Lorries (Department for Transport)

Implementing EC Regulation 1071/2009 Rules Concerning the Occupation of Road Transport Operator (Department for Transport)

Local Measures to Promote Walking and Cycling - NICE Guidance: Scope Consultation (National Institute for Health and Clinical Excellence)

Safety Education

National Curriculum Review - Call for Evidence (Department for Education)

Work

CD235 - HSE proposal for extending cost recovery (Health and Safety Executive)

The Löfstedt review: An independent review of health and safety legislation - call for evidence (Department for Work and Pensions)

Review of HSG75 - Successful health and safety management (Health and Safety Executive)

Scotland

Local Transport Strategy (East Dunbartonshire Council)

Road Safety Plan (West Lothian Council)

Call for evidence on Alcohol (Minimum Pricing) (Scotland) Bill (Health and Sport Committee, The Scottish Parliament)

Rights of Children and Young People Bill (The Scottish Government)

Common Core Skills, Knowledge and Understanding for the Children's Workforce in Scotland (The Scottish Government)

Pedestrian Protective Barrier Guidance Review (The Scottish Government)

The Future of Policing in Scotland (The Scottish Government)

The Future of Fire and Rescue Service in Scotland (The Scottish Government)

The Scottish Health Survey (2012-2015) - Questionnaire Survey (The Scottish Government)

Officers and Committees

(as of March 31, 2012)

Patron Her Majesty The Queen

PRESIDENT:

Lord Jordan of Bournville CBE

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
Lord Faulkner of Worcester
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 KG 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 MARCH 31, 2012:

BOARD OF TRUSTEES:

Lord Jordan of Bournville CBE
Mr P Brown
Mr I Bucknell
Mr E L Clark
Mr J Clayton
Prof Y Doyle
Mr M Hampson
Dr D Lloyd
Mrs M O'Mahony
Mr M Parker CBE
Prof S Page
Mr E A Wiles (Chairman)

NATIONAL SAFETY & RISK EDUCATION COMMITTEE:

Mr D Robinson (Chairman)
Mr J Bennetts (Vice-Chairman)

NATIONAL HOME SAFETY COMMITTEE:

Mrs C Heemskerck (Chairman)
Mrs C Cripps (Vice-Chairman)

NATIONAL OCCUPATIONAL HEALTH & SAFETY COMMITTEE:

Mr P Reeve (Acting Chairman)

NATIONAL ROAD SAFETY COMMITTEE:

Mr G Feest (Chairman)
Mrs C Farrer (Vice-Chairman)

NATIONAL WATER SAFETY FORUM:

Mr K M Vlasto OBE (Chairman)
Mr J Watson (Deputy Chairman)

RoSPA / BNFL SCHOLARSHIP OVERSIGHT GROUP:

Rear Admiral (Retd) P Thomas CB
(Chairman)

NATIONAL CORE COMPETENCE BENCHMARK COMMITTEE:

Mr E C L Taylor (Chairman)

LASER ALLIANCE COMMITTEE:

Mr C Francis (Acting Chairman)

OFFICERS OF THE SOCIETY AS AT MARCH 31, 2012:

CHIEF EXECUTIVE:

Mr T Mullarkey MBE

DEPUTY CHIEF EXECUTIVE:

Mr E C L Taylor

DIRECTOR OF FINANCE & ADMINISTRATION:

Mr M Penny

DIRECTOR OF OPERATIONS:

Ms F D Richardson

RoSPA Enterprises Ltd (REL)

BOARD:

Mr E C L Taylor (Managing Director)
Mr E A Wiles (Finance Director)
Mr M Penny (Director)

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