

Review 12:13

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

ROSPA
The Royal Society for the
Prevention of Accidents



Message: Her Majesty The Queen
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Saving lives and reducing injuries...
BY CAMPAIGNING AND COMMUNICATING
IN THE HOME
ON THE ROAD
AT WORK
AT LEISURE
THROUGH SAFETY IN EDUCATION
THROUGH MEMBERSHIP
THROUGH EVENTS

Health & Safety and Human Resources
Consultations
Officers and Committees



Cover image: "Look before opening" by Roland Davies (1960s) is one of a set of vintage RoSPA posters commissioned by famous artists to deliver perennial safety messages. They are available from www.rosaprints.com.



BUCKINGHAM PALACE

Eric Wiles, Esq.,
Chairman,
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 2012 to 2013.

As your Patron I was interested to learn of your recent campaigns and projects and I much appreciate your thoughtfulness in writing as you did. In return, I send my warmest best wishes to you all.

ELIZABETH R.

29th August, 2013.



Photography by: Rex Features

President's Message

Welcome to the RoSPA Annual Review 2012/13

Not only does this publication record the many achievements of our charity; but it also sets out the standing of accident prevention in the UK.

There have been significant improvements in this standing in recent years, particularly in England where those responsible for public health cannot overlook accident prevention as they formulate and implement local strategies to improve health and wellbeing. Accident prevention is on the list of local authorities' responsibilities and rightly so, given what we know about the scale of accidents.

You will have heard us say before that accidents claim thousands of lives each year - 14,000 across the UK - and cause a great many more injuries, some of which are life-changing. However, numbers like these are sometimes not enough to prompt action on an issue, despite the fact that they represent thousands of real-life stories of loss and have massive financial implications for the NHS and our nation as a whole.

This is something that we have been battling for a number of years and I am delighted that, in 2012/13, we had a major breakthrough that led people to refocus their thinking on accidents and their prevention. You will read more about this in the pages that follow, but I must state clearly here that it represents one of the most significant developments in RoSPA's entire history, which stretches back some 97 years, and raises questions about public health priorities that cannot be ignored.

Whenever new evidence comes to light confirming the devastating effect that accidents have on individuals, families, workplaces and entire communities, we are re-enthused to continue with our mission to save lives and reduce injuries.

As you will read in this Annual Review, 2012/13 was a busy and impactful time for RoSPA. Across home, road, occupational, leisure and education safety, we continued with many successful activities and launched new ones too.

The stories of two families who, thanks to our Be Gas Safe programme, discovered that deadly carbon monoxide was leaking into their homes are among the most powerful that you will read. An information letter and a CO detector were to thank for setting alarm bells ringing before it was too late. These two families have come to learn first-hand the tremendous life-saving potential of a simple accident prevention scheme.

As we look ahead to another exciting year at RoSPA, one in which our activities are set to scale up further, it's that message that we must continue to share: accident prevention is relatively easy and inexpensive to deliver, it engages a receptive audience and it works (quickly).

This is my final year as RoSPA President. It has been a privilege to work with the RoSPA staff whose dedication to, and expertise in, the field of health and safety is unparalleled. I want to thank them for the tremendous support they have given me. Also, I would like to express

my sincere gratitude to everyone who joined RoSPA in its mission during 2012/13. These included: public health policy-makers and practitioners

from all parts of the UK; our partner organisations with which we worked on a wide range of projects; the delegates who took part in our training courses and events with such enthusiasm; our awards and events sponsors and speakers; members of the public who signed up to support our campaigns or donated money towards them; those families suffering the heartache of losing a child who allowed us to tell their stories; and, of course, RoSPA's employees, members, national committees, volunteers and trustees.

*Lord Jordan of Bournville CBE
President*



Chief Executive's Report

Accident Prevention - Not Invented Here?

The UK is a country of innovation, discovery, creativity and ingenuity. British inventors fabricated the marine chronometer, started the industrial revolution, designed amazing trains and aircraft and founded the internet. The London 2012 Olympic Opening Ceremony reprised these achievements for the world to see and they are something to be proud of. Another great invention which was showcased at that ceremony was the NHS and its genesis and continuing development is a source of immense national pride.

There have been many great British medical pioneering developments which attract similar pride - antiseptic, vaccination, anaesthesia, blood transfusion and IVF all originated here. And another great British invention was accident prevention - RoSPA's formation goes back 97 years and there is no other organisation in the world like it.

We too can list our achievements - seatbelts, moulded plugs, Tufty, cycling proficiency etc. And one of our great national achievements, which RoSPA deserves to take some credit for, is that in the workplace and on the road, the UK is one of the safest (accident-wise) places in the world to live. This is not so much an invention as a series of them - thousands of incremental safety innovations have contributed to this amazing and frequently forgotten outcome. But we cannot be complacent because 14,000 people a year¹ are still dying as a result of accidents in the UK - most whilst in their own homes or at leisure.

So last year, at RoSPA, we discovered something sufficiently impressive to be added as a plaque to our wall - the



Tom Mullarkey, RoSPA chief executive, in Downing Street for discussions about the implications of RoSPA's PrYLL analysis.

Preventable Year of Life Lost or PrYLL. This measure took the existing Year of Life Lost public health yardstick and compounded it with a new index of "preventability".² Although accidents account for a "mere" 2 per cent of mortality, they account for almost a quarter of all PrYLL and are the biggest cause of premature, preventable death for most of our lives.

The significance of this unique, insightful new measure is that the disconnect between the enormous cost of accidents to the State (an estimated £20-30billion a year), and their position in the pecking order, can be bridged. We can see clearly that "accidental" causes of preventable, premature death are in line with their huge impact and thus, we argue, should be at the top of the public health priority list, not least because improved results are so relatively easy to achieve.

You might think that a discovery of this magnitude, following on the heels of numerous outstanding medical innovations, in a country characterised by intelligent, radical creativity, would be greeted with acclaim. Well not yet. There is not one knowledgeable medic or public health specialist we have briefed who does not see it as a great insight, a completely new way of informing priorities or a sensible way to proceed on the basis of effort. But whilst the individuals seem convinced, the establishment is unmoved.



¹ Office for National Statistics (ONS); General Register Office for Scotland; Northern Ireland Statistics and Research Agency.

² As defined by the ONS.

Chief Executive's Report

It is easy to see why. The current priorities are entrenched and defended by some of the most capable (and well-funded) lobbyists in the country. Who would dare to take on cancer and heart disease in these conditions of public opinion, even if new evidence said otherwise? In the last few decades, these causes of death have achieved an untouchable superiority in primacy which bears some inspection - and yet no political or journalistic champion has come forward to ask the question. So invention has its limitations, and if we were to analyse the breakthrough of every previous successful new idea in this country, it is certain that intractable opinion, prejudice and ignorance would in various ways have contrived to defend the status quo, at least for a time.

But there is one potential ally to our cause which none shall stand against - the NHS itself. The doubling of costs in a decade is just the superficial indicator of the deeper issue described more clearly in the doubling of A&E attendances. If the NHS is to survive, it must deal with this over-pressure. The bulk of the 21million A&E attendances in England are caused by accidents - for which we have already invented the cure. That cure is welcomed by the patient, is cheap and easy to administer and it works. In a project we ran between 2008 and 2010, in one area in Liverpool, we reduced hospital admissions in the 0-5 age group (the highest accident levels) by more than 50 per cent.

Imagine that achievement, re-invented and re-delivered with innovation, ingenuity and creativity in every part of our country, with people learning anew how to take responsibility for themselves and their loved ones. Imagine that and you describe not just creative invention but an organisational revolution in our healthcare system. It is time, we believe, to take these "radical" but inescapable ideas through the buffers. If all great invention is based on first principle, then here is an immutable one: Prevention is far better than cure.

*Tom Mullarkey MBE
Chief Executive*

Our Objectives and Activities

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

RoSPA is a registered charity that has been at the heart of accident prevention in the UK and around the world for nearly 100 years.

Our bold mission - **to save lives and reduce injuries** - describes our passion, our belief in our cause and our energy and commitment to improving the lives of others. It is brought into sharp focus by the 14,000¹ people who die because of accidents in the UK each year and the families, friends and colleagues who are left enduring the ultimate heartache of losing a loved one in this way. What's more, in excess of 30,000 people suffer life-changing injuries each year. The human cost of accidents to individuals and families is enormous, as is the monetary cost to the State estimated at £20-30billion a year. Figures like these - and the heartbreaking stories of individual loss behind them - lie behind everything we do.

Our vision - **to lead the way on accident prevention** - encapsulates how we work towards achieving our mission in all areas of life: in the home, at leisure, on the roads, in schools and colleges and at work. We work with a wide range of stakeholders to influence policy and practice, favouring a balanced view of risk and of individual freedom to take appropriate decisions on personal safety. Recent changes in public health and the increasing pressure on accident and emergency departments have made the RoSPA agenda all the more important and we are at the leading edge of developments in these areas.

Here's a snapshot of our objectives for each of the main areas in which we work to achieve our mission:

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, 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 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.

1 Office for National Statistics (ONS); General Register Office for Scotland; Northern Ireland Statistics and Research Agency.

Saving lives and reducing injuries...at leisure

- **Encourage** a 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 in education

- **Develop** RoSPA support for schools and colleges
- **Promote** risk education particularly through the LASER Alliance.

Saving lives and reducing injuries...through events

- **Share** best practice and information.



Examples of how we achieved these objectives during 2012/13 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 that you will be inspired to join us in our mission.

Errol Taylor
Deputy Chief Executive

Accident Statistics

One of the most significant achievements for RoSPA during 2012/13 was establishing - for the first time - the scale of accidents as the leading cause of premature death for most of our lives.

Headline figures such as the number of deaths from accidents - around 14,000¹ a year across the UK, of which more than 5,000² are the result of home accidents - and the fact that accidents are the main cause of death for children post infancy, have been known for a long time, although some people still react with surprise when we tell them.

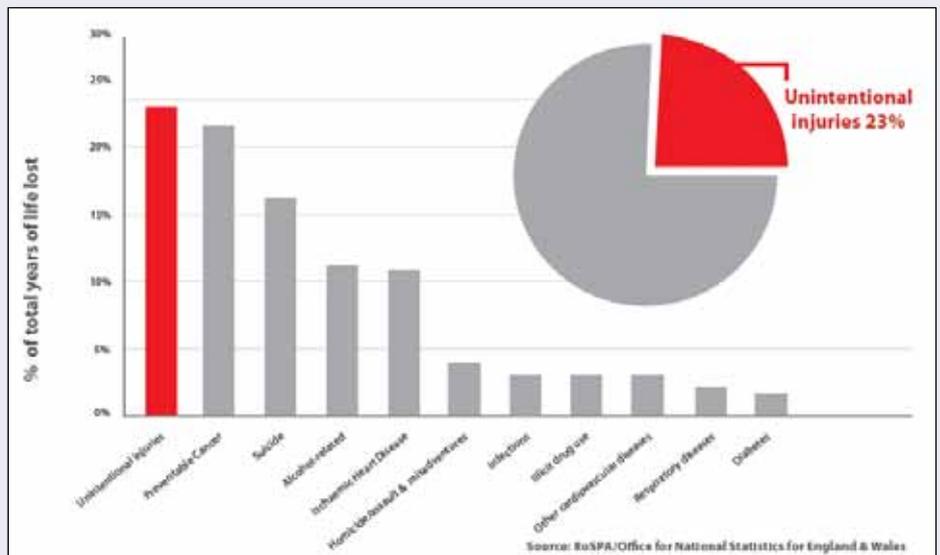
However, in our work on the [Big Book of Accident Prevention](#) (see page 10) and the [Delivering Accident Prevention handbook](#) (see page 10), we examined figures from the Office for National Statistics (ONS) that covered years of life lost from causes of death considered preventable in England and Wales.

Accidents were shown to be one of the leading causes of preventable years of life lost (PrYLL) in the working age population (ages 15-64).

And our examination of PrYLL among

Saving lives and reducing injuries...through membership

- **Extend** the RoSPA membership community.



Percentage of total preventable years of life lost (PrYLL) in 2010 for people up to age 60.

all people up to the age of 60 revealed that accidents result in more years of life being lost than any other cause of death considered preventable. In this age group, accidents accounted for 23 per cent of years of life lost from causes of death considered preventable (as defined by the ONS), ahead of preventable cancers.

This comparison between life years lost from accidents and other causes

of preventable death, such as some cancers, suicide/intentional self-harm, alcohol-related conditions, ischaemic heart disease and murder/assault, is a recent addition to discussions on public health priorities and one that we have been sharing widely with directors of public health, health and wellbeing boards and other decision-makers and practitioners across the public health sphere.

1 Office for National Statistics (ONS); General Register Office for Scotland; Northern Ireland Statistics and Research Agency.

2 Office for National Statistics.

Our Highlights



We exhibited 40 vintage safety posters from The RoSPA Collection and launched a print-on-demand service - p. 9



The Big Book of Accident Prevention was published, changing the way public health professionals think about accidents - p. 10



Guests at the RoSPA Occupational Health and Safety Awards raised nearly £38,000 for our blind cord and driveway safety campaigns - p. 12



Our Be Gas Safe programme was credited with saving two families from carbon monoxide poisoning - p. 17



Too Hot to Handle, a hair straighteners safety campaign, ran in Northern Ireland - p. 17



The Road Safety Observatory website went live - p. 22



We took our occupational and driver training services to the Middle East - p. 29



We marked the Diamond Jubilee of our Patron, Her Majesty the Queen, through the presentation of a special award to the Olympic Delivery Authority - p. 31



A groundbreaking assessment of risk in inland waters was made possible thanks to the RoSPA/BNFL Scholarship - p. 33



We launched CCR Aware, a film for divers about the safe use of closed circuit rebreathers - p. 33



We developed new services for schools and colleges, publishing free guidance and setting up a helpline - p. 36



RoSPA Members could be found in more than 50 countries - p. 38

Saving lives and reducing injuries...

by campaigning and communicating



BBC Midlands Today was one of the media outlets interested in our vintage safety posters exhibition.

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 evidence-based campaigns that can prevent harm to others.

What we did:

We continued to seek change through our various campaigns, which remained at the core of our activities.

Our key campaign issues continued to be: accident prevention as a public health priority (see p. 10); blind cord safety (see p. 20); and lighter evenings (see p. 27).

In addition to these, we were active on a range of other issues, whereby public awareness campaigns could make a big difference in saving lives and reducing injuries. Hair straighteners (see p. 15), driveway safety (see p. 25) and nappy sacks (see p. 16) were just some of these.

Our quarterly campaigns e-bulletin - *Stand up for Safety* - kept 13,000 people, who had signed up to support our work, up to date with our activities and wider issues affecting our campaigns.

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 are crucial if there are to be co-ordinated efforts to reduce the number of people killed and injured.

What we did:

Our main website - www.rospace.com - continued to attract visitors on a massive scale, reaching 15,000 visits a day, equating to 5.5million during the year, and detailed planning got underway for a new website with even better user interaction. Our suite of satellite websites reached 19, with the launch of the Road Safety Observatory - www.roadafetyobservatory.com (see p. 22).

We were delighted with the response of members of the public and safety professionals who opted to follow our news and views in social media arenas. To meet growing demand, a new blog - RoSPA Workplace Safety - was launched especially for those working in occupational safety and health, and its popularity exceeded all our expectations.

The highly-regarded RoSPA Infocentre continued to provide an invaluable service, taking around 4,500 enquiries from RoSPA members as well as from researchers, members of the public and organisations on a huge range of accident prevention and health and safety topics.

RoSPA on social media in 2012/13

Facebook - individual likes ↑ 171% from 600 to 1,628

Twitter - followers ↑ 90% from 3,435 to 6,518

RoSPATube (YouTube) - all-time views ↑ 115% from 36,947 to 79,145

SafetyGoneSane blog - all-time views ↑ 317% from 14,264 to 59,513

Workplace Safety blog - all-time views reached 18,315 in the blog's first five months

RoADAR's Blog - all-time views ↑ 30% from 12,137 to 15,783

Likewise, the RoSPA press office remained a key resource for local, regional, national and international journalists seeking information about RoSPA's work and we tracked nearly 6,000 items of printed and online press coverage during the year.

Our *Safety Connections* e-bulletin was sent to more than 50,000 people each fortnight and *The Voice* e-bulletin continued to be despatched to members on a fortnightly basis. Also for members and other subscribers, our journals remained a vital source of information and discourse on key topics affecting their areas of work and interest. A new *Leisure Safety* journal, published quarterly for professionals working in water, leisure and play safety, was added to our existing stable of publications - the *RoSPA Occupational Safety and Health Journal*, *Safety Express*, *Staying Alive* and *Care on the Road* - and *Safety Education* was renamed *Safety in Education*, to reflect its broader reach (see p. 36).

At a European level, we continued to host the European Child Safety Alliance (ECSA), of which we have been a member since 2000, supporting its aim to improve the safety of children across Europe. We gave particular support to the publication of Child Safety Report Cards for EU member states, which were issued as part of ECSA's EU-funded TACTICS project (Tools to Address Childhood Trauma, Injury and Children's Safety).

The RoSPA Collection



Following the discovery of a long-forgotten collection of more than 700 of our vintage safety posters, featuring

iconic artwork from the 1930s to the 1970s, we chose 40 of the images to exhibit to the public and safety and health professionals.

The RoSPA Collection exhibition took place over three days at the Hilton Birmingham Metropole Hotel

at the NEC in Birmingham, coinciding with the RoSPA Occupational Health and Safety Awards and Safety and Health Expo.

Prints and canvases of the 40 images also went on sale at www.rospaceprints.com.

Campaign: **public health**

Background

Accidents are responsible for 14,000¹ deaths and millions of injuries across the UK each year, costing the State an estimated £20-30billion. 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 more life years to society than any other major public health issue.

It is for all these reasons that one of RoSPA's key campaigns is to make accident prevention the number one priority for public health.

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

Progress

With local authorities having responsibility for public health in England from April 2013, we brought together national policy-makers in public health and key directors of public health from across the country at a summit to discuss the



Errol Taylor, RoSPA deputy chief executive, holds aloft a water-pump handle at our public health conference, symbolising Dr John Snow's identification of the source of a cholera outbreak in the 1850s.

priority status of accident prevention. There was consensus that accident prevention should be on local agendas and that the provision of data on accidents and the sharing of insights into how to run cost-effective prevention initiatives would be a key role that RoSPA should play in supporting local areas.

The summit provided a valuable endorsement of what was to become RoSPA's touchstone publication - the *Big Book of Accident Prevention*, which highlights the very real impact that effective accident prevention can have. The book contains a never-before-seen analysis of mortality figures (see p. 3 and p. 6), revealing that accidents are the biggest cause of preventable premature death in people up to the age of 60.

We subsequently hosted our first public health conference, attended by national health leaders, economists, emergency service workers and safety experts, and there was, again, agreement that accident prevention should be at the heart of public health.

This work was followed by the preparation of *Delivering accident prevention at a local level in the new public health system*, an in-depth handbook for directors of public health, funded by the Department of Health and supported by Public Health England (PHE). The aim was to produce a comprehensive resource, providing valuable advice on effective interventions and how working in partnership could help improvements in accident prevention and other areas of public health.

We also continued to provide practical accident prevention support to local authorities across England through our Safer Homes Programme (see p. 15).

“ Injury prevention is one of the top investments we can make for the future health and wellbeing of the community. This is a classic example of health gain, cost reduction and wealth creation going hand in hand. ”

Professor Richard Parish, former chief executive, Royal Society for Public Health - from RoSPA's Big Book of Accident Prevention

1 Office for National Statistics (ONS); General Register Office for Scotland; Northern Ireland Statistics and Research Agency.

Campaign: **public health**



Speakers at our public health conference take part in a panel discussion.

Impact!

Anna Soubry, Minister for Public Health, and Professor Kevin Fenton, director of health and wellbeing at PHE, provided a joint foreword for [*Delivering accident prevention at a local level in the new public health system*](#), in which they describe the scale of accidents as “an issue that cannot be ignored”. We greatly appreciated this high-level endorsement of the key tenet of our campaign.



Impact!

Sent to every member of every health and wellbeing board in England, our [*Big Book of Accident Prevention*](#) was widely acclaimed as opening people’s eyes to the level of death and injury caused by accidents, the associated financial costs, how local authorities could deliver successes against the

new accident-related indicators set out in the Public Health Outcomes Framework for England 2013-16 and the links between accidents and other areas of public health.

We were absolutely delighted with the response that the Big Book received. It was cited many times by public health decision-makers and practitioners as a valuable resource, including by Professor Eugene Milne, the director of adult health and wellbeing at PHE, who delivered the keynote address at our conference.



“ This stunning new research changes everything in public health, improving the life chances of everyone in our country. It’s one of the most important announcements RoSPA has made in its history. Human life is precious and we all have a moral obligation to prevent people dying before their time. ”

Tom Mullarkey,
RoSPA chief executive

Fundraising

At RoSPA, we are indebted to the millions of people who have supported our charity throughout the last nine decades.

Support for our work comes in a variety of ways, not least from those who raise money for our mission to save lives and reduce injuries.

In 2012/13, we were moved by the incredible generosity of those who attended the RoSPA Occupational Health and Safety Awards 2012 ceremonies. Over three nights in Birmingham and one night in Glasgow, our dinner guests donated nearly £38,000 for two aspects of our work on child safety - our driveway safety and blind cord campaigns.

In video messages played to more than 3,000 people, fathers Mark Goodwill and Angus McLaughlin described the work they had been doing with us to raise awareness of these two issues.



Iain Goodwill.

Driveway safety

We have been working with Mark since his 17-month-old son Iain was accidentally struck and killed by a car on the family's driveway near Inverness in 2007. The funds raised at the RoSPA Awards supported our nationwide campaign, highlighting

the risks to young families and providing advice and information on how to avoid driveway accidents via posters and leaflets. We were also able to pass on some of the funding to the Iain Goodwill Trust, which was established by Mark and his family. See p. 25 for more details about our driveway safety campaign.

“ The last four and a half years have been spent asking ‘What If...’ questions after Iain was run over by a car accidentally started by a three-year-old. With RoSPA’s help, we secured a guarantee in 2009 that new cars could not be accidentally started and we have since moved on to an awareness campaign. Being able to make such a distinguished audience mindful of this was fantastic, but to also raise so much money was unbelievable and we cannot thank everybody enough. With the help of RoSPA, we will now be able to further our work in order to help save more young lives on the family driveway.

Mark Goodwill, father of 17-month-old Iain



Mark Goodwill addressed guests at our awards ceremonies via a video message.





Muireann McLaughlin.

Blind cord safety

Angus McLaughlin contacted us after his two-year-old daughter Muireann was accidentally strangled by a looped blind cord at the family home in Clackmannanshire in 2008. RoSPA has worked with the family ever since, promoting the Make it Safe campaign across Scotland and the rest of the UK. The donations made at the RoSPA Awards allowed us to continue to raise awareness of the dangers of looped blind cords, by distributing thousands more Make it Safe packs, containing cleats (around which cords can be tied), leaflets and warning labels, and launching a free cleat-fitting trial. See p. 20 for more details about our blind cord campaign.

Tom Knowles steps into the ring for RoSPA

Tom Knowles was no stranger to fundraising, but he decided to do something a little different when raising money for RoSPA.

Following 12 weeks of intensive training, and under the watchful eye of a professional referee, he took part in a boxing match organised by CRN Fight Night, being declared the winner of his bout just 30 seconds into the first round.



Tom Knowles.

Tom had remembered the support that RoSPA offered to his parents when they were concerned about the safety of a playground, and decided to fundraise for us after the tragic death of his friend Bradley Coker in 2010. Bradley was killed in a plane crash while taking part in a sky dive in New Zealand.

Tom, an account manager at HP and former personal trainer, said: "Bradley's accident shocked all of his friends and family. His parents are working to raise awareness of the need for better safety regulations for outdoor adventure sports providers in New Zealand but I wanted to do something closer to home.

"Bradley's death emphasised the impact that accidents of all kinds have on society and I wanted to support RoSPA's work to save lives and reduces injuries here and abroad."

We are grateful to Tom for his efforts and the £1,300 that he raised.

“



Angus McLaughlin addressed guests at our awards ceremonies via a video message.

Kate and I are overwhelmed at the amount of monies raised at the RoSPA gala dinners. Our thanks go to everyone involved. Although an awful lot of work has been done to prevent any more deaths by looped cord strangulation, there have been four in the last year in the UK. The monies raised will go towards preventing further heartbreak for parents like Kate and I. More has to be done to ensure industry takes their responsibilities seriously in the case of injury and death prevention.

**Angus McLaughlin,
father of two-year-old Muireann**

”

RoSPA/BNFL Scholarship

Three new research projects were selected to receive funding from the RoSPA/BNFL Scholarship Scheme. 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 2012 were:

Strategic review of the Management of Occupational Road Risk (MORR)

University College London and the Parliamentary Advisory Council on Transport Safety, and a review of work-related road safety strategy by TRL

- To chart strategic policy development in this area since RoSPA began its MORR campaign in 1996 and to assess the extent of evidence on the efficacy of interventions by employers to enhance work-related road safety.



Tom Mullarkey, RoSPA chief executive, Shaun Helman, principal psychologist at TRL, and Lord Jordan of Bournville, RoSPA President.

Awarded £41,700.



Tom Mullarkey, RoSPA chief executive, Nicola Christie, senior lecturer on transport studies at UCL, and Lord Jordan of Bournville, RoSPA President.

Understanding the risks of drowning in inland bodies of water including pools, lakes, reservoirs and in the home

Greenstreet Berman Ltd

- Linking to the National Water Safety Forum's Water Incident Database, to look for new opportunities to enhance inland water safety.

Awarded £25,000.

Behaviour change following fire and rescue service fire safety interventions

University of the West of England and Anglia Ruskin University

- To establish the efficacy of safety messaging and educational interventions targeted at key groups.

Awarded £15,000.



Tom Mullarkey, RoSPA chief executive, Rachel Manning, senior lecturer at UWE, Sara Williams, senior lecturer at UWE, 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 £45.63billion. Yet, prevention is easy and inexpensive.

What we did:

Our work to ensure that home safety is properly considered in public health decision-making continued apace. In England, we remained closely linked to changes in how public health is organised and delivered.

Full details of our public health campaign can be found on page 10, but of particular note in the home safety sphere was the successful delivery of the first year of our Safer Homes Programme, funded by the Department of Health. Highlights from the project's first year included:

- Young people promoting safety among older people in Salford
- Blackburn with Darwen establishing a Safer Homes "task and finish" group, with a view to taking injury prevention forward, and looking at an initiative to promote home safety among the migrant population
- RoSPA responding to consultations on draft health and wellbeing strategies in Bolton, Blackburn with Darwen, Hounslow and Islington; we also responded to consultations outside Safer Homes target areas where we become aware of them
- Meetings held with senior public



A hair straighteners campaign in Northern Ireland was one of our many home safety activities.

- health, adult social care and children's services managers in Newham, Islington, Leicester, Liverpool and Bolton
- Birmingham
- A community initiative in London, working on a falls prevention film to support work on the safety of older people.
- RoSPA being invited to make a presentation to the inquiry into the provision of falls services in



KISS - the Kiosk Injury Surveillance System - was launched by The Royal Berkshire NHS Foundation Trust in Reading, following support from the RoSPA/BNFL Scholarship.

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:

A pioneering RoSPA-backed data collection scheme was launched by the Royal Berkshire NHS Foundation Trust in Reading. The Kiosk Injury Surveillance System (KISS), which received financial support from the RoSPA/BNFL Scholarship, was developed to compare the collection of injury data through a kiosk computer used by patients in accident and emergency departments with the collection of data via interviews with patients.

“ We are hoping this kiosk will provide a sustainable way for departments to provide the big data on how patients are getting injured, without taking up the very valuable time of clinicians.

Dr Edward Norris-Cervetto, of the Royal Berkshire NHS Foundation Trust - talking about the KISS project



Support and encourage partnerships on accident prevention

Why?

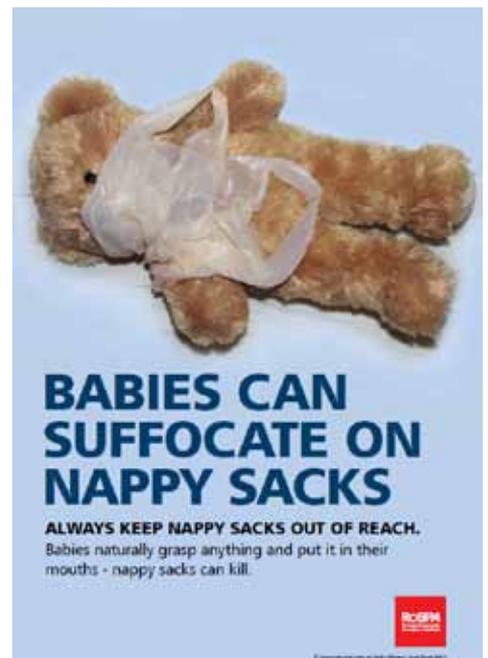
Partnership working is an effective way to promote good practice and support the implementation of strategies.

What we did:

At a national level in Scotland, we continued to be an active member of the National Operations Group of the Scottish Community Safety Network and attend bimonthly meetings with Home Safety

Scotland, which provides a forum for home safety professionals. At a local level, we remained active on the NHS Greater Glasgow and Clyde Unintentional Injuries Steering Group, which liaises closely with consultants at Yorkhill Children's Hospital.

In Northern Ireland, we remained a key partner in the multi-agency Home Accident Prevention Strategy Drafting Group, established by the Department of Health, Social Services and Public Safety. The group's remit is to provide strategic advice about home accident prevention and draft a new 10-year strategy, with a draft expected in 2014.



We launched a nappy sack safety initiative.

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 policymakers, practitioners and members of the public.

What we did:

We received information that our Be Gas Safe programme, on which we work with Gas Safe Charity, had directly contributed to saving lives in two instances. In the first, an elderly couple sought advice after receiving a letter from our local partner, Care and Repair Monmouthshire. They had been feeling unwell for a while but put it down to growing older, until the letter alerted them to the symptoms of carbon monoxide (CO) poisoning. Their boiler was found to have been leaking CO into their home. In the second, one of the CO alarms supplied by the programme went off in a Leicestershire home. An engineer subsequently condemned the boiler and said that the family had been very lucky.

Be Gas Safe, which initially began in England and Wales, was extended to Scotland and Northern Ireland. Around 3,000 CO alarms had been fitted in homes by April 2013. By this time, more than 15,000 families had also received information about CO safety at events, through talks and in home visits and more than 75,000 leaflets had been distributed to partner organisations.

In Northern Ireland, we launched the Too Hot to Handle campaign to

raise awareness of the dangers hair straighteners can pose to children. Working with the Belfast Health and Social Care Trust, with funding from the Electrical Safety Council, we launched the project after the Royal Belfast Hospital for Sick Children reported an increase in children attending the accident and emergency department with hair straightener burns. We led workshops with health and social care students and encouraged them to pass on the safety messages, organised local events for parents, other practitioners and young people and lobbied major manufacturers and retailers to supply heat resistant bags with hair straighteners.

Across the UK, an initiative to promote the safe storage of nappy sacks also got underway, in light of the deaths of at least 12 babies who had suffocated or choked on a nappy sack since 2001. Across England and Scotland, 1,000 posters and nearly 50,000 leaflets were distributed to organisations working with families, detailing the dangers of nappy sacks and encouraging parents and carers to store these items well away from children so they could not be grabbed or waft on to babies' faces. A campaign webpage was also set up - www.rospace.com/homesafety/currentcampaigns/nappysacks/.

In Scotland, our awareness-raising activities received a significant enhancement thanks to additional funding received from the Health



Michael and Margaret Ayre, who were alerted to the presence of carbon monoxide in their home thanks to the Be Gas Safe programme.

Directorate and the Community Safety Unit of the Scottish Government, enabling us to employ a community safety development officer, covering home and water safety, for three years.

Throughout the year, we attended many events at which we promoted home safety through exhibition stands, posters and presentations. We also continued to keep in regular contact with those working on the ground in home safety via newsletters, e-bulletins and journals.

Improve physical safety in homes and gardens

Why?

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

What we did:

There was a second release of new homes in Fife featuring a complete set of our home safety recommendations. The 32 Fife Council homes in Kirkcaldy included all the "safer by design" features outlined in RoSPA Scotland's *Can the home ever be safe?* policy document, such as the provision of second handrails to staircases, secure cupboards for storing chemicals/medicines, carbon monoxide detectors and domestic sprinklers.

“ The couple were, in the words of the engineer, 'very lucky'. Just shows the scheme is really making a difference.

*Gemma Smith,
Care and Repair
Monmouthshire,
one of the Be Gas
Safe programme
partners* ”

Our work to improve the safety of window blind cords across the UK continued and is outlined in full on p. 20.

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:

A spate of fire deaths across Northern Ireland led to us teaming up with the Southern Health and Social Care Trust to run a series of free safety workshops for those working with vulnerable people. The workshops were approved by the Northern Ireland Fire and Rescue Service and funded by the Public Health Agency.

In Scotland, 22 members of the public health nursing team in Edinburgh attended a training course about child safety in the home, 40 people attended a session covering child and older people safety in the home at an event organised by Aberdeen Tenant's Association and 10 delegates from home repair, home safety and public health backgrounds successfully took the City and Guilds accredited course - Introduction to Home Safety / Auditors Course - in Glasgow. An interactive presentation on home safety was also made to 17 young people, aged



Delegates in Glasgow about to take their City and Guilds home safety exam.

As part of the Safer Homes Programme in England, 70 local authority staff received training on older people safety in the home and/or child safety in the home.

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

Why?

There continues to be significant progress in the field of product safety, particularly through increased surveillance work by trading standards officers at UK Ports of Entry such as Felixstowe. However, new issues for RoSPA continue to be raised, requiring our input at a regulatory level and in response to individual enquiries.

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. Baby "bling", baby slings and amber teething necklaces were among the items discussed.

We continued to be represented on a British Standards Institute (BSI) committee looking to improve the safety of sunbeds. 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.

We established a new working relationship with the Health and Safety Executive (HSE) Product Safety Division and embarked on a joint working programme on ladder safety. The HSE Product Safety Division also attended the National Home Safety Committee.

Our attendance at the Electrical Safety Council Product Safety Committee continued, with the year's focus being on products including counterfeit phone chargers. Our product safety messages were increasingly delivered through social media outlets, with blogs on subjects such as kitchen safety.

“ The house is perfect and we have so much room now. An added bonus is the sprinkler system - we can sleep a little easier at night knowing that's there to protect our family.

Diane Lowndes, who moved into one of Fife Council's new homes with her husband Andrew and their four children ”

between 13 and 17 years, who were in-patients at Stobhill Hospital School in Glasgow, providing a good foundation for independent living.

Child Safety: It's Everyone's Responsibility

In light of statistics showing accidents are the leading cause of death in children and young people up to the age of 19 years, RoSPA Scotland hosted a free conference that brought together more than 100 professionals whose work involved the safety, care and education of children. The event encompassed home, road and water safety and opened up discussion on how injuries could be prevented locally.

Sponsored by the Scottish Government, NHS Greater Glasgow and Clyde, Home Safety Scotland, Strathclyde Fire and Rescue Service, the Scottish Accident Prevention Council and Network Rail, the event included a presentation by Aileen Campbell MSP, Scotland's Minister for Children and Young People. The Minister spoke from the perspectives of the Scottish Government and a



Errol Taylor, RoSPA deputy chief executive, and Aileen Campbell MSP, Minister for Children and Young People, with Scotland's Child Safety Report Card, which was launched at our conference.

mother, stressing the importance of taking collective responsibility for child safety and saying that children

needed to be given the tools to learn about safety, rather than being wrapped in cotton wool.

“ It's made me realise the importance of early education to help prevent unintentional injury.

*Delegate at RoSPA
Scotland's Child Safety
Conference 2012*

“ I recognise the important work RoSPA does to save lives and reduce injuries and the Scottish Government wants to continue working with RoSPA and help this organisation and others to develop a clear focus to improve the safety of Scotland's children. We can use the difficult financial times as a spur to work together collaboratively across all services and see what works.

*Aileen Campbell MSP,
Scotland's Minister for
Children and Young
People*

Campaign: **blind cord safety**

Background

Our research shows that at least 27 young children have died after becoming tangled in the looped cords of blinds and curtains in the UK since 1999; 14 of these deaths occurring since the start of 2010. There will have been many more non-fatal injuries and near-misses.

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 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 existing blinds, of which there are millions.

Progress

To promote safer new products, we continued to monitor the situation regarding a long-awaited revision to the current European standard (EN13120) relating to looped blind cords. The current standard is being strengthened and its scope broadened and we had previously commented on a draft version of the revision. The revised standard should ensure that safety devices (such as chain-break connectors) are fitted as standard and that goods are sold with bigger, and more explicit, warning tags. We are delighted to report that the revised standard should come into force in January 2014 and our focus will then move on to monitoring its impact.

“It’s humbling to receive national recognition for a campaign that’s striving to prevent the deaths of young children. To help raise awareness, we’re working very closely with some of the parents who have lost children in blind cord accidents. It’s really their courage and determination that has inspired us to work so hard on this campaign.”

*Elizabeth Lumsden, RoSPA Scotland
community safety manager*

Also during 2012/13, our campaign activities related to existing blinds continued in earnest across the whole of the UK, thanks in no small part to the incredible generosity of guests at the RoSPA Occupational Health and Safety Awards ceremonies in Birmingham and Glasgow (see p. 12), the Department for Business, Innovation and Skills and the Scottish Government.

Impact!

Across England and Wales, nearly 139,000 blind cord packs featuring cleats, leaflets and warning labels were distributed free of charge to organisations working with the families of young children.

Impact!

A free fitting service for blind cord safety devices was launched in Angus in the east of Scotland. Run in association with Angus Care and Repair, it aimed to fit 3,000 cleats in homes over a 12-month period and provide an evaluation of the effectiveness of such a service.

Make it Safe packs continued to be distributed across Scotland, with East Lothian, Edinburgh, West

Dunbartonshire, West Lothian and Western Isles receiving 12,000 between them.



And, Angus, Clackmannanshire, East Renfrewshire, Fife, Aberdeen City and Aberdeenshire each received 2,000 packs at a cost of £1,000 per batch. Due to the popularity of the packs Clackmannanshire requested a further 1,000.

Impact!

We were delighted that our Make it Safe campaign in Scotland was shortlisted in the “Campaign of the Year” category at the 6th Annual Scottish Charity Awards, organised by the Scottish Council for Voluntary Organisations.

Campaign: **blind cord safety**

Impact!

In Northern Ireland, Martin Regan, a grandfather whose 23-month-old grandson Dean was accidentally strangled by a blind cord, helped raise funds for Home Accident Prevention (HAP) Week and gave the opening address at the start of the week.

Throughout the year, RoSPA co-ordinated the distribution of 25,000 blind cord advice leaflets and 2,000 posters. We also ran seven free workshops for families and people who work with young children, with more than 300 people attending. Those who attended were particularly struck by Mr Regan's key message in a DVD presentation: "18 seconds, that's all it takes".



Dean Regan Russell.

Impact!

We continued to strengthen our dedicated campaign webpage - www.rospace.com/blindcords/ - which gives information and advice about the issue, and allows people to download the blind cord safety leaflet in English, Welsh, Gaelic and Polish. Media coverage continued to be high profile and there was a wide spread of information across social networks. During 2012/13, there were:

- 11,899 visits to the webpage
- 2,550 leaflet downloads
- 888 viewings of an information video.

“Our world was torn apart when Dean died. One way of trying to re-build it is by helping to raise awareness of this little-known hazard to as many people as possible in Northern Ireland. By simply talking about it and taking a few simple, practical steps - such as installing cord tidies - we can go a long way towards preventing further heartbreak.

Martin Regan, grandfather of 23-month-old Dean who died in a blind cord accident in 2011

”

Feedback from a blind cord workshop in Newtownabbey

"Hearing Martin Regan's story was emotive and challenging and really made the point of how dangerous blind cords are."

"I now know the correct information to pass on to family and friends."

"The event made me think of a blind cord from a child's view."

"As a registered child minder, I will definitely be purchasing cleats."

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



The Road Safety Observatory website was launched.

Support the development and implementation of national and local road safety strategies, 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:

Working with the Department for Transport and other road safety organisations, we finalised and launched the Road Safety Observatory website - www.roadsafetyobservatory.com. The observatory is one of the commitments in the Government's Strategic Framework for Road Safety, and is designed to

provide better access to independent road safety research for professionals and the public.

To help road safety practitioners evaluate their road safety education activities, we continued to run www.roadssafetyevaluation.com and the free

online toolkit, E-valu-it. The website received around 85,000 visitors over the year, and documents were downloaded from it more than 20,000 times. By the end of the year, more than 600 practitioners had signed up as registered users of E-valu-it, and had started more than 435 evaluation projects between them. We also continued to provide free evaluation training and one-to-one support to road safety practitioners.

for *Managing and Operating the School Crossing Patrol Service* and the *Assessment of Walked Routes to School Guidelines*.

And, to support the development of local road safety strategies, we published [Road Safety: A Guide for Local Councillors in England](#). Written against the backdrop of significant cuts to public spending and the first rise in road deaths for almost a decade, it demonstrates how local authorities can continue to deliver effective road safety services.

working group developing a qualification for road safety practitioners.

We also organised child car seats training in Scotland for road safety practitioners and professionals from health, social work, community and childcare services who have responsibility for transporting other people's children.

We continued to call for a reduction in the drink-drive limit across the UK and were delighted when the Scottish Government confirmed its intention to lower the limit.

“ The Road Safety Observatory will be a valuable resource for all those with an interest in road safety by providing a one-stop-shop for road safety research.

Stephen Hammond MP, Minister for Road Safety

”

In Scotland, we continued to work with the Scottish Government's Strategic Partnership Board and Operational

Partnership Group on the implementation of Scotland's Road Safety Framework to 2020, and we continued to organise a

Our road safety team in Wales continued to help co-ordinate road safety across Wales and support national initiatives such as Pass Plus Cymru and Bike Safe Cymru. We managed road safety websites aimed at the general public and road safety practitioners - www.roadsafetywales.org.uk, www.jrsocymru.org.uk and www.dragondriver.com - and supported the development of the Welsh Government's Road Safety Delivery Plan.

Also helping road safety professionals, we worked with Road Safety GB as a member of its School Crossing Patrol Working Group, on revisions to the *Guidelines*

Focus on: technology

We had a particular focus on developing our understanding of, and promoting the benefits of, new technology, including driver telematics - commonly known as black box technology.

Our Road Safety Seminar looked at new and emerging methods of delivering road safety, such as social media to promote behavioural change and the use of black boxes for young drivers and at-work drivers.

We published a new paper on the use of in-vehicle monitoring technology, launched a new category in the managing occupational road risk section of

the RoSPA Occupational Health and Safety Awards - the MORR Technology Award - and also began working with insurance telematics specialist, MyDrive Solutions, on black box research.

Our work with MyDrive gave the firm unprecedented access to a group of RoSPA advanced drivers. The project aimed to develop a profile of an advanced driver, against which the driving styles of MyDrive technology users would be compared on an ongoing basis. The idea was that

insurance firms would then be able to set premiums based on the accurate level of risk presented by individual drivers, rather than basing them on traditional proxies such as age, gender and postcode.

Our road safety team in Scotland began a black box pilot project, funded by the Scottish Government, to monitor and improve the driving behaviour and standards of young people who drive for work.

“ I am delighted that Transport Scotland is able to support and be associated with this innovative project as we recognise that telematics technology could have a role to play in saving lives on our roads.

Keith Brown MSP, Transport Minister

”

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 help to reduce road accidents by improving driving standards, knowledge, attitudes and skill.

What we did:

We continued to work with the Driving Standards Agency (DSA) on its Modernising Driver Training and Learning to Ride programmes, and with the DfT and DSA on a review of the practical motorcycle test.

Around 150 RoADAR members attended the 2012 RoADAR Awards and Networking Conference at the National Motorcycle Museum. We established the awards to show our appreciation for the efforts of the UK's 60 RoADAR groups, which offer free advanced driver and rider training, and to help to identify and share good and innovative practice by the groups and their members. Trophy-giving was interspersed with discussions about how RoSPA could best support members and groups, and the future of advanced driving and riding generally.



Tom Mullarkey, RoSPA chief executive, Russell Widlake, of South West Wales RoADAR, and Bob Smalley, RoSPA's chief driving examiner.

The 2012 winners were:

Member of the Year Trophy (a new category)

Winner: Russell Widlake, of South West Wales RoADAR

Best New Group

Winner: Cornwall Advanced Motorists, winning £500
 Runner-up: North East Essex Advanced Drivers, winning £250

Best Car Group

Winner: East Midlands Advanced Drivers' Association, winning £750
 Runner-up: Kent RoADAR, winning £250

Best Bike Group

Winner: RoADAR Merseyside Group, winning £750
 Runner-up: Shropshire and Powys Advanced Riders, winning £250



RoSPA continued to support the UN Decade of Action for Road Safety.

Well done!

Steve Baker, who retired as head of RoSPA Wales at the start of the year, was made an MBE in the Queen's Birthday Honours List, in recognition of decades of tireless road safety work. Steve dedicated most of his working life - almost 40 years - to improving the safety of everyone who uses the roads in Wales, by providing expert advice, information and practical, advanced driver training.



Steve Baker.

Some road safety web highlights

- More than 1.4million visits to www.childcarseats.org.uk and 40,000 downloads
- 135,0000 visits to www.helpingLdrivers.com
- 65,000 uses of www.stoppingdistances.org.uk
- 640,000 downloads of our road safety advice documents

Also during the year, our chief examiner became part of a group reviewing and revising the police Roadcraft and Motorcycle Roadcraft manuals, on which advanced driving and motorcycling training are based.

We also helped to run seminars about young driver safety, which were organised by West Midlands Police for approved driving instructors.

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

Why?

Among common factors that contribute to road casualties are speeding, drink driving, careless driving and failure to wear a seatbelt. Raising awareness of issues like these and providing practical help so road users can take steps to change their behaviour could significantly cut road casualties.

What we did:

We continued to maintain and improve our extensive web presence, with more than 2.7million visits to and downloads from the road safety section of the RoSPA website and to our various satellite

sites, including www.childcarseats.org.uk. We also responded to around 3,000 road safety enquiries. Our Child on the Drive! campaign gained momentum and we gave away free posters and leaflets alerting parents and carers to



Leaflets and posters were produced for our driveway safety campaign.

the dangers children face on driveways, generously funded by guests at the RoSPA Occupational Health and Safety Awards 2012 (see p. 12). We were grateful to the family of five-year-old Harry Patterson, who died after being struck by a car on the family driveway, with whom we worked on the campaign for the first time.



Harry Patterson.

Other key issues we talked about during the year included: the first rise in road deaths for more than a decade; the Transport Committee's report on road safety; motorway speed limits; drink-drive limits; cycling safety; winter safety; and the link between social issues and road safety, on which we published an extensive policy paper.

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, including through a suite of products and services. Acting on occupational road risk makes sense for moral, legal and business reasons.

What we did:

We began the process of updating our free Driving for Work guides, which set out a range of road safety issues for employers, including drink and drugs, mobile phones and safer speeds.

In Scotland, we continued to host the Scottish Occupational Road Safety Alliance (ScORSA), a role which included organising a series of Driving Risks @ Work Seminars for firms operating in Caithness, Inverness and the Shetland Islands. Training seminars

were also held in Scotland as part of our Young Drivers at Work project.

Across the UK, we continued to give presentations on occupational road safety to employers. And, the Occupational Road Safety Alliance website - www.orsa.org.uk - received more than 50,000 visits.

Our Driver and Fleet Solutions services continued to be popular, and our work took us across the world (see p. 29).

At the RoSPA Occupational Health and Safety Awards 2012, Tesco Dotcom was announced as the winner of the MORR Trophy for the fourth consecutive year.



Tom Mullarkey, RoSPA chief executive, Cliff Cheeseman, Tesco Dotcom training manager, Keith Price, Tesco Dotcom director, and Lord Jordan of Bournville, RoSPA President.

Peugeot Student Road Safety Awards

We gave our support to the Peugeot Student Road Safety Awards, which were launched by Paul Kerr, whose 17-year-old son was killed in a road accident 20 years ago. The driver involved in the crash was 18 years old and had passed his test just a fortnight earlier. The awards, also supported by the Department for Transport, asked 11 to 18-year-olds to create unique projects that would raise awareness of road safety among their peers. Here, Paul Kerr is pictured left, with Tom Mullarkey, RoSPA chief executive, Chris White MP, Stephen Hammond MP, Road Safety Minister, and Tim Zimmerman, managing director of Peugeot UK. Photo: Anthony Upton.



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 shows 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 champion the road safety benefits of SDST, as well as the business, leisure, tourism and environmental benefits, and shared important advice for staying safe when the clocks went back in the autumn.

While we remained angered at the failure of Rebecca Harris MP's Daylight Saving Bill the previous year, which called for a cross-departmental audit of the benefits of SDST, we were pleased that a report commissioned by the Department for Business, Innovation and Skills was published. While not setting out new evidence, the report, called *Review of the scope, quality and robustness of available evidence regarding putting the clocks forward by one hour, the year round, in the UK*, concluded that "a formal ex ante cost-benefit analysis of the single/double summer time proposal would be possible, but that more research is needed to inform it, particularly in relation to how people would respond to the change in terms of carrying out different activities at different times".

Impact!

After writing to the Rt Hon John Bercow MP, Speaker of the House of Commons, to express our anger over the failure of the Daylight Saving Bill, our chief executive was invited to give evidence to a Parliamentary committee.

Tom Mullarkey addressed the House of Commons' Procedure Committee, as part of its investigation into the effectiveness of Private Members' Bills.

He described RoSPA's decades-long fight to make lighter evenings a reality and explained how the Daylight Saving Bill had been talked out of time in the chamber by the actions of a handful of MPs, despite widespread public and Parliamentary support.

“The fight for lighter evenings and to save lives will go on. I hope that next time measures will be in place to ensure that the wishes of the public and the will of the House are allowed to carry the day.

Tom Mullarkey, RoSPA chief executive

”

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



We were delighted to present our Diamond Jubilee Award in recognition of the health and safety achievements of the London 2012 construction project.

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:

Throughout the year, we continued to play an active role in relation to proposed regulatory changes that stemmed from the Löfstedt Review, which had previously 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”. We responded to various Health and Safety Executive (HSE) consultations (see p. 42) about the proposed removal of regulations and other changes that would impact on safety and health management in SMEs, such as proposals to exempt some self-employed workers from health and safety law.

At the Northern Ireland Assembly, we gave oral evidence to the Committee for Enterprise, Trade and Investment on the subject of RIDDOR (the Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (Northern Ireland) 1997), with the discussion covering health and safety management in SMEs in general as well as RIDDOR specifically.

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:

Safety leadership was one of the topics on the agenda at the 18th annual RoSPA Scotland Congress in Glasgow. Centred around the challenges and opportunities presented by recession, the event aimed to help professionals whose job involved making a strong business case for health and safety management to those at the top of their organisation.

We also held an occupational safety and health congress in London, focused on directors' responsibilities in leading safety change, with top-level speakers from the HSE and law firms.

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 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 annually. Northern Ireland Safety Group was announced as the overall winner at a



The Safety Groups UK network met for an annual meeting and awards ceremony at the House of Lords.

ceremony at the House of Lords, in which a total of 16 groups won awards. Mike Nixon, of Manchester Occupational Health and Safety Group and treasurer for

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

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:

A hugely exciting step for us came when we launched an international operations strategy focused on improving safety in the Middle East. Spanning workplace safety and work-related road safety, our aim was to provide world-leading training to assist private firms, training enterprises and the government sector to manage safety, in a move supported by

our existing members in the Middle East. Our work was officially launched at Intersec 2013 in Dubai - the international conference and trade show for the security and safety industry.

“RoSPA’s teaching methods were excellent, always engaging and the trainers were interested in everyone and their experiences. The trainers never rushed through the sections and always allocated time. I loved the venue, the staff and the trainers.”

RoSPA Member Dawn Ward, assistant director of health and safety at South and City College Birmingham

Safety Groups UK, received the Maurice Adamson Award in recognition of his outstanding individual commitment to safety groups.

Of course, our training did not just focus on the international sphere - we continued to offer a popular and broad range of training courses in the UK and were delighted that more than 7,000 delegates took part in our workplace safety training and nearly 8,000 delegates took part in our driver and fleet solutions training during the year. More information about our management of occupational road risk (MORR) activities can be found on p. 25.

Safety and Health Expo at the NEC in Birmingham once again gave us the opportunity to talk to many health and safety practitioners and decision-makers about issues affecting their working lives, and to find out how we could support them in their roles, be it through professional training for themselves or courses covering specific health and safety issues for their colleagues or senior managers.

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.

What we did:

Our team of consultants continued to provide support to businesses and organisations across the UK and, indeed, around the world, including through in-depth audits of health and safety management systems and benchmarking.

Particular highlights were the presentation of top awards to six organisations taking part in our Quality Safety Audit (QSA) programme. Of these,



Lee Howell, chief fire officer at Devon and Somerset Fire and Rescue Service, and Frances Richardson, RoSPA operations director.

Devon and Somerset Fire and Rescue Service received a Diamond award (the top award in our QSA award scheme) after reducing the number of injuries to firefighters and other staff by nearly 40 per cent in three years, on the back of recommendations we made during

the audit process. Meanwhile, Trent and Dove Housing received a Platinum award (the second highest level of award) after committing itself to a three-year stringent action plan launched in accordance with recommendations we had made in 2009.

“ We were delighted to receive the RoSPA QSA Diamond award. We have found the auditing process thorough and helpful in identifying areas for improvement.

“We are particularly proud of the 37 per cent reduction in injuries achieved since the programme began. The service is committed to a Zero Harm initiative and receiving the highest score level on RoSPA’s Quality Safety Audit is an excellent milestone on this path.

“The service is a much safer workplace for staff and the people we serve. It means employees have confidence in our health and safety systems, and in turn, they are more confident in what they do.

Lee Howell, chief fire officer of Devon and Somerset Fire and Rescue Service

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

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 nearly 2,000 entries to the RoSPA Occupational Health and Safety Awards 2012, with the Sir George Earle Trophy - our highest accolade - being presented to Finning UK. The firm's open and positive culture of care, clearly driven from the top by directors and senior managers, particularly impressed the judges. Demonstrating its commitment to accident prevention beyond the occupational sphere, Finning UK went on

to sponsor our groundbreaking [Big Book of Accident Prevention](#), which proved a turning point in our campaign to have accident prevention recognised as the number one public health priority (see p. 10).

To mark the Diamond Jubilee of our patron, Her Majesty the Queen, we were delighted to present a special award to the Olympic Delivery Authority in recognition of the outstanding and exemplary safety and health achievements of the Big Build construction phase for the London 2012 Olympic and Paralympic Games (see below).

Also during the year, Distinguished



Tom Mullarkey, RoSPA chief executive, Keith Oakes, head of environment, health, safety and quality at Finning UK, David Oates, director of power systems at Finning UK, and Lord Brougham and Vaux, RoSPA Vice-President.

Service Awards were presented to Professor Peter Buckle, Andrew Chappell, Abdulrahman Jawahery and Dr Bob Rajan-Sithamparanadarajah for their exceptional individual contributions to safety and health.

And in a major development for subsequent years, a fully-online entry process was introduced for the RoSPA Awards.

Diamond Jubilee Award

With the kind permission of Buckingham Palace, we presented a special Diamond Jubilee Award to the Olympic Delivery Authority (ODA).

Together with its delivery partner CLM, the ODA had declared from the outset that its aim was to be a leader in safety and health, integrating these objectives into planning, design and construction operations, and enhancing workforce wellbeing.

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 62million hours of work with an accident frequency rate of 0.17 per 100,000 hours - less than half the construction industry average, and it was completed without an accident-related fatality.

As the nation prepared for the excitement of the Olympics and Paralympics, we were privileged to be able to celebrate such an important legacy and honoured to mark the Diamond Jubilee of our Patron, Her



Tom Mullarkey, RoSPA chief executive, Lawrence Waterman, ODA head of health and safety, Dennis Hone, ODA chief executive, and Lord Brougham and Vaux, RoSPA Vice-President.

Majesty the Queen, in such a memorable way.

We were also delighted to watch London 2012 unfold, particularly given our previous contribution to the development of water safety arrangements for the Games.

Saving lives and reducing injuries...

AT LEISURE



Safety at inland water sites was a big focus throughout the year.

Encourage a 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. We supported the release of annual drowning statistics from WAID - the forum's Water Incident Database. The figures showed that there were 420 water-related deaths from accidental drowning or natural causes in 2010 and 407 in 2011.

Another highlight was our National Water Safety Seminar, which was attended by more than 100 professionals covering beach, inland, sea, swimming pool and watersports safety. Among the topics discussed at lively workshops were cutting-edge research into rip currents and beach lifeguarding, changes to the Health and Safety Executive's (HSE) swimming pool guidance and the future of adventure activity regulation. Some delegates also took part in a "live" risk management case study at Birmingham's canals.

Also discussed at the seminar were two significant pieces of work to help inland water site operators and event organisers identify and take a proportionate approach to safety management - the revision of RoSPA's existing [Safety at Inland Water Sites](#) guidelines and a new guide, [Managing Event Water Safety: Principles and Practice](#), which was subsequently published by RoSPA, Surf Life Saving Great Britain and Derby University.

To support the development of a strategic approach to water safety in Scotland, we were delighted to receive funding from the Scottish Government to appoint a community safety development officer, covering both water and home safety.

Provide expert consultancy, audit and training

Why?

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

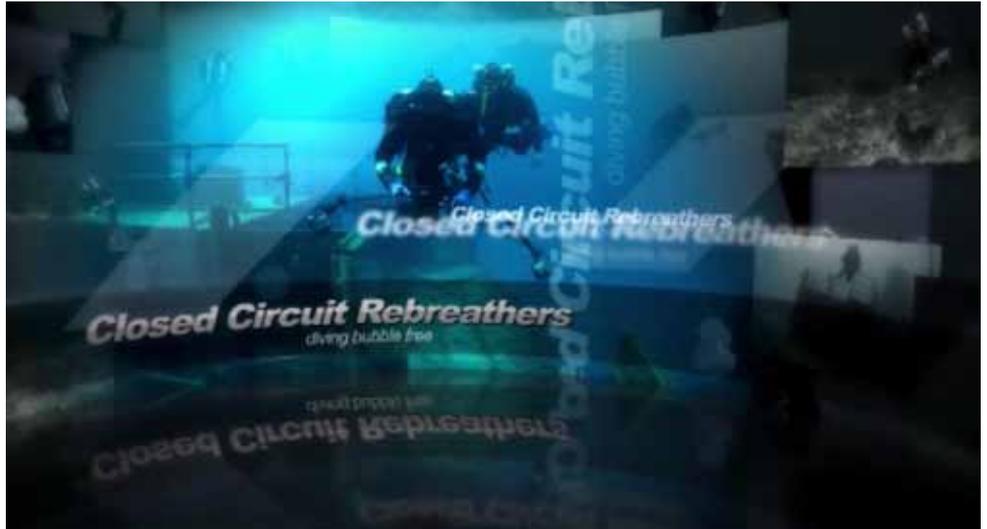
What we did:

We were pleased to enter into a partnership with the Fitness Industry Association (subsequently renamed ukactive) to improve the quality and safety of the sport and physical activity industry. The aim was to work together on policy, industry initiatives, training programmes and campaigns and to give ukactive members, of which there are more than 3,000, access to a free helpline on health and safety issues and preferential rates on RoSPA consultancy, membership and playground inspections.

Also offering support to leisure professionals, we ran a free health and safety clinic at Leisure Industry Week - the UK's largest annual gathering for the sector. We delivered a presentation entitled *As Safe as Necessary*, outlining our approach to leisure and play and using case studies to demonstrate how to strike the right balance when dealing with competing demands. We also teamed up with the HSE to run a session on swimming pool safety management.

Following on from our work to investigate the use of close circuit rebreathers (CCRs) among divers, commissioned by the Department for Business, Innovation and Skills, we moved into the second phase of the project - the development and launch of a [film](#) about the safe use of CCRs.

A huge variety of organisations were involved in the CCR Aware film, which



A still from our CCR Aware film.

introduced how CCRs work and the benefits of using them, such as "bubble-free" diving, plus: the importance of training and how to select a trainer; advice on purchasing equipment, new and second-hand; the importance of practising drills and skills in every dive; and pre-dive checks and maintenance regimes.

What we did:

Through the RoSPA/BNFL Scholarship (see p. 35), we supported research into the risks of drowning in inland waters. The groundbreaking analysis gave new insights to use in the development and targeting of prevention strategies.

We were pleased to go into partnership

“

The Sub-Aqua Association supports and applauds the effort made by RoSPA to produce a balanced and informative presentation introducing the use of rebreathers to recreational divers. As indicated in the film, it is essential that all potential users of rebreathers receive in-depth training on the particular unit they are interested in purchasing. No matter the level of experience the diver has using open circuit SCUBA, they become novices once again on opting for this form of equipment.

Sue Middleton, executive officer, Sub-Aqua Association

”

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.

with health, safety and quality management specialist Right Directions to collate a wide range of data on accidents arising from sport and physical activity across the country. The partnership aimed to identify any patterns emerging as a result of gathering the date, location and details of accidents, to help promote best practice, support new legislation and improve how the

leisure sector operates. It was also planned to bring benefits to the sector for benchmarking and research purposes, as well as collaboration on policy, industry initiatives, training programmes and campaigns.

Promote 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:

Maintaining play value and keeping risk at acceptable levels have always been our focus, and this continued to be so during another difficult financial year for play providers. It is always important that local authority play providers can assure themselves of the value of what we deliver, so they are able to prove to their taxpayers that they are getting value for money. We continued to help them to do this by providing more inspections than ever before, to more local authorities, at prices that reflected the reality of the market conditions.

“

By working together we can collate meaningful data on when, where and how accidents are most likely to take place. Any patterns can then be used to promote best practice, support new legislation and ultimately improve how we work as a sector.

Caroline Constantine, managing director, Right Directions

”



We continued to promote our philosophy that leisure should be as safe as necessary, not as safe as possible.

As the cuts in local authority spending continued, we maintained our high levels of service and a quality of provision founded upon a practical, pragmatic and sensible inspection service.

And, as local authorities continued to move away from in-house service provision, it became clear that we needed to respond to this trend, including through the collection of information about play value.

Research into inland drowning risks

Young Scottish and Welsh men, some watersports and areas with the greatest amount of inland water should be targeted for drowning prevention campaigns, according to the findings of research funded by the RoSPA/BNFL Scholarship.

The study used data on 791 accidental drowning deaths that occurred in inland waters (including swimming pools, lakes, reservoirs, rivers, canals, ponds and water in the home) in Great Britain in 2009, 2010 and 2011.

More water + more people = more incidents: the rate of accidental inland drowning varies greatly between areas depending on the amount of water and the number of people in an area. For example, the rate of death is about four times higher in areas with the greatest amount of waterway, compared to those with the least amount of waterway. The predominant hazard is “open water”, such as rivers, lakes and canals, in which 81 per cent of the deaths that were analysed occurred, as opposed to indoor swimming pools in which just 2.7 per cent of deaths occurred. The majority of deaths (68 per cent) involved “day-to-day” activities such as walking by water.

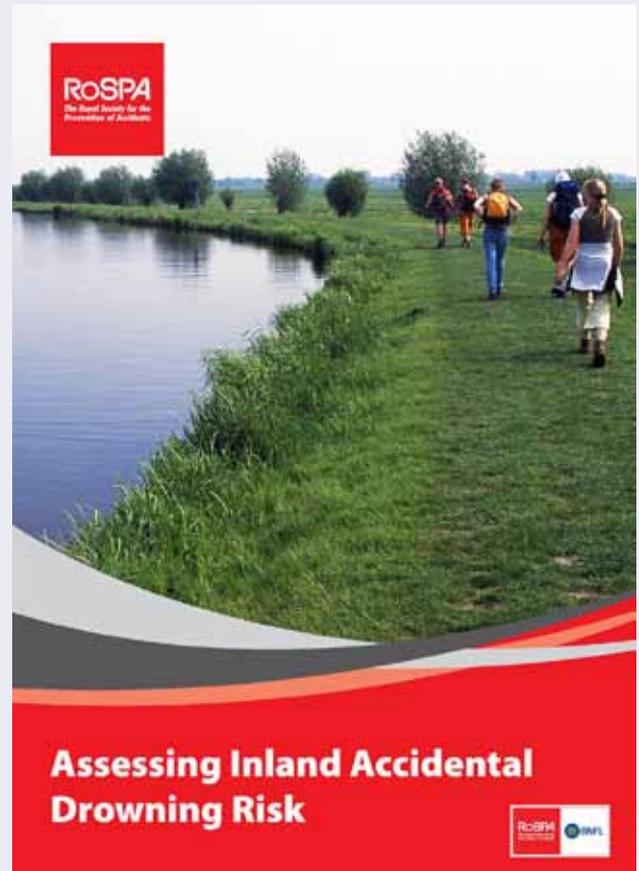
Higher risk for Scottish and Welsh men: there is a difference in the rate of drowning between countries, with higher rates in Scotland and Wales than in England. When all ages are

considered, Scottish and Welsh males are on the cusp of being high risk groups, while Scottish and Welsh teenagers and young men (those aged 15-30) are identified as high risk groups. In England, the risk to males of all ages is close to high in areas with the greatest length of waterway. Males in general have higher rates of drowning than females, particularly teenagers and young men, and also those aged 80-84.

A mixed bag for watersports: nearly a third (29 per cent) of the deaths analysed happened during watersports. There is a broad range of risk levels between watersports, based on the rate of death (number of deaths per number of participants):

- Very high risk - motorboating and sub aqua diving (outdoors)
- High risk - angling, sailing, jet skiing, manually-powered boating
- Moderate risk - outdoor swimming and windsurfing/kitesurfing
- Very low risk - indoor swimming.

The project, carried out by Greenstreet Berman Ltd in partnership with our leisure safety team and the NWSF, identified drowning risk factors to



help determine the case for improving water safety and targeting campaigns. It used data from WAID.

Saving lives and reducing injuries...

THROUGH SAFETY IN EDUCATION



Safety Zone, which takes place at Holme Pierrepont in Nottingham, received LASER Accreditation.

Develop RoSPA support for schools and colleges

Why?

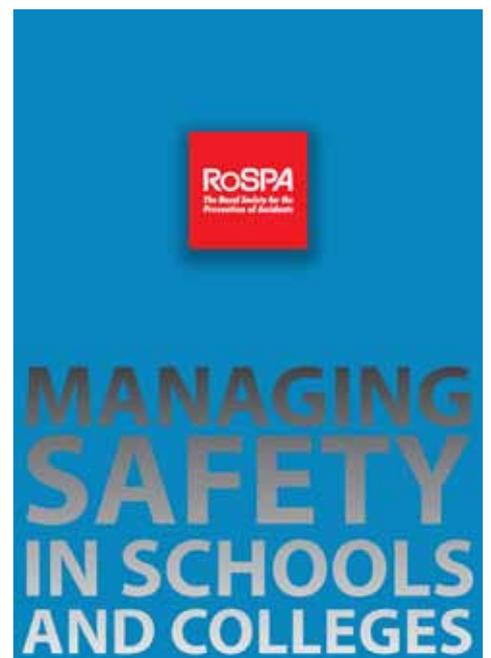
Many schools, colleges and academies now have responsibility for their own health and safety and we're keen that staff working on this issue receive all the help they need to take a proportionate approach to health and safety management - an approach RoSPA champions.

What we did:

Following research into the safety arrangements at 100 academies across England, we were able to plan effectively how to meet their needs through this new area of our work. Our approach

recognises that safety is a whole-school issue, with clear links between "teaching safely" - health and safety management in schools and colleges - and "teaching safety" - preparing children and young people to be able to recognise and manage risk - and we developed our *Safety in Education* journal to reflect this.

We published *Managing Safety in Schools and Colleges* - a plain English guide for school heads, governors, business managers and other staff responsible for safety - and new guidance on school trips - *Planning and Leading Visits and Adventurous Activities*. We also set up a free safety in education telephone and email helpline and, in support of all these developments, we launched a new section of the RoSPA website dedicated to schools and colleges - www.rospa.com/schoolandcollegesafety/ - which is



now promoted on the Department for Education's website.

We also attended two Academies Shows, successfully completed the Independent Academies Association Quality Supplier accreditation and began working with new partners - the Association for PE and Freedom and Autonomy for Schools - National Association (FASNA).

Promote risk education particularly through the LASER Alliance

Why?

By promoting a better understanding of risk, we aim to equip people with the skills to make informed decisions about safety. The LASER Alliance, a network of organisations that are committed to helping people learn about safety by experiencing risk, enables high quality practical safety education to be promoted across the UK. RoSPA hosts the LASER Alliance.

The promotion of safety education at a national level was a key theme throughout the year, due to the development of a new national curriculum and, particularly, due to discussions about PSHE education (personal, social, health and economic

“important and necessary” part of all pupils’ education that all schools should teach.

The LASER Alliance celebrated its first anniversary with its annual conference, hosted at DangerPoint interactive education centre in North Wales. More than 60 safety education professionals attended and took part in discussions on safety education in a public health context and the importance of children and young people enduring challenge. Practical workshops ran throughout the day with young people from the Salford Foundation, who had worked on an older people’s falls prevention project as part of RoSPA’s Safer Homes Programme, and students from Middlewich High

the LASER Alliance launched its online Resource Profiler, which identifies the strengths and weaknesses of education resources and can identify ideas for future resource development.

The LASER Alliance accreditation service was also developed. DangerPoint became the first permanent safety centre in the UK to receive a new LASER Bronze accreditation in recognition of its commitment to educational excellence and quality. Meanwhile, a project designed to improve young people’s knowledge and understanding of the legal and criminal justice system became the first safety education resource to gain accreditation; the I Pledge to Keep On Track programme was developed by Nottinghamshire County Council, the National Centre for Citizenship and the Law, Nottinghamshire Police and Experian. Safety Zone - a twice-yearly outdoor safety education initiative in Nottingham - also received accreditation.

To help practitioners, the LASER Alliance trialled a scheme to help those delivering safety education gain new national accreditation as a Chartered Practitioner. The pilot programme, hosted by RoSPA, ran in partnership with the PSHE Association and was sponsored by the Gas Safety Trust. Organisations taking part included the Royal National Lifeboat Institution, safety education centre DangerPoint, domestic violence and anti-crime charity Safe Partnership, workplace safety training company DRS Safety and conflict management firm MAX Conflict.

education). We were disappointed that a ministerial review concluded that PSHE education should not become part of the national curriculum but heartened that the minister said it remained an

School, Cheshire, being among the presenters.

To help support the development of high quality practical safety education,

“ Teenagers have a bad reputation, so we chose [to work with] RoSPA because we didn’t want to be overlooked, and gave a presentation to older people about how to prevent falls in the home.

Matthew Houghton, 17, of the Salford Foundation, who worked with RoSPA on an older people’s falls prevention project as part of the Safer Homes Programme

“ Being part of LASER and working closely with RoSPA has major benefits for NFRS and our partners, because of their knowledge and expertise in the area of child safety. Children’s safety knowledge has been found to increase by 10 per cent by participating in Safety Zone. A lot of hard work has gone into gaining the LASER Accreditation - it was important to us that our event was seen as a prime example of good practice and quality outdoor learning.

Dave Evans, crew manager at Nottingham Fire and Rescue Service (NFRS), on Safety Zone’s LASER Alliance accreditation

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 workplace, road, home, leisure and education safety. 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:

A new online RoSPA Member Zone was launched, improving members' access to information about benefits and services, the RoSPA Infocentre and RoSPA's suite of journals.

Another membership enhancement came when our *Staying Alive* and *Safety in Education* journals, which are distributed to members and other subscribers, went digital, and a new journal, *Leisure Safety*, was launched. See page 9 for full details of journal developments.

To reflect changes in the education sector and provide much-needed help to schools and academies responsible for their own health and safety arrangements, we launched a new Safety in Education membership and were delighted at the early uptake among academy trusts.

During 2012/13, we welcomed a variety of new RoSPA Members including:

- Bath Spa University
- Garlock (GB) Ltd
- Sirona Care & Health
- Voltcom Group
- WaveComm Corporation
- Dyno-Rod

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:

- Coca-Cola Enterprises Ltd
- Lavendon Group PLC (Nationwide Platforms)
- Marriot Hotels International
- PSA Peugeot Citroen Automobiles UK Ltd
- Bureau Veritas UK Ltd

Our international membership base also continued to grow. We welcomed new members from Colombia, Algeria, the Falklands Islands, Grenada, Russia, South Africa, Ukraine and the USA, meaning that businesses and organisations supporting RoSPA's mission and benefiting from the support we offer could be found in more than 50 countries.



Errol Taylor, RoSPA deputy chief executive, Dawn Ward, RoSPA Member, and Lord Brougham and Vaux, RoSPA Vice President.

“ For us, becoming a RoSPA member was a way of demonstrating to everybody both inside and outside the college our commitment to health and safety. This is driven by the Principal, Mike Hopkins, and then cascaded throughout the organisation. It might be small, but that little red badge sends out a clear message that we take our responsibilities seriously.

RoSPA Member Dawn Ward, assistant director of health and safety at South and City College Birmingham

”

Saving lives and reducing injuries...

THROUGH EVENTS



We had a fantastic presence at Safety and Health Expo 2012.

Share 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 2012/13 are mentioned elsewhere in this Annual Review, including the RoSPA Occupational Health and Safety Awards on p. 31.

Among the year's other highlights was a three-day exhibition of RoSPA's recently-discovered vintage safety posters - The RoSPA Collection (see p. 9) - at the Hilton Birmingham Metropole Hotel at the NEC. There was significant press interest in the event and visitors were not only interested in the wide range of artistic styles on display but also that fact that many of the safety messages were still relevant.

We also attended the Intersec Dubai exhibition for the first time, talking to

delegates from across the Middle East about the prevention of accidents and ill health at work. Another "first" was a conference we hosted, tailored to the needs of public health professionals, which highlighted the cross-overs between accident prevention and other areas of public health (see p. 11).

At Safety and Health Expo, RoSPA was once again the "home of health and safety" with visitors to our stand during the three-day event not only finding out about our training, consultancy and membership services but also our key campaigns such as blind cord safety and public health.

“

@PeteCleary @RoSPA thanks for a superb, thought provoking and informative conference today on a wide range of road safety issues. Most helpful."

Peter Cleary on Twitter after RoSPA's Road Safety Seminar

"Well done to all at RoSPA for making the awards even more of a success than they already were. It just goes to show how seriously UK plc takes safety and the welfare of their employees and customers."

Phil Buckle, Electrical Safety Council

"Inspirational!"

A delegate at the RoSPA Scotland Congress

”

RoSPA events in 2012/13

- National Water Safety Seminar
- Vintage posters exhibition
- Safety and Health Expo 2012
- RoSPA Occupational Health and Safety Awards 2012
- Leisure Industry Week
- RoSPA Scotland Congress and Awards
- Road Safety Seminar
- Intersec Dubai exhibition
- Public Health Conference
- RoSPA Occupational Safety and Health Congress
- The Academies Show
- Moving and Handling People Exhibition
- IOSH Exhibition
- RoSPA Awards Entrant Guidance Seminars x 3
- Health and Safety Legal Seminar

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 2012/13 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 2012/13.

Objectives for 2012/13

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 34 per cent have achieved the top-level gold standard, 41 per cent silver and 14 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 2013, which 4 per cent are working towards currently. Beyond the gold standard, 7 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 wellbeing	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 introduced during the previous year were working well.



What do you like most about working at RoSPA?

- "I believe in the RoSPA mission. I feel I can make a difference to people in RoSPA and in the real world."
- "Working with the people at RoSPA - a big asset to the organisation. Working for RoSPA is a worthwhile cause."
- "Teamwork. Sense of common purpose. Great people. Warm atmosphere."
- "I like working for an organisation that can actually bring about change and I really believe in RoSPA's mission."
- "The positive, mission focused attitude of the staff."
- "RoSPA does such worthwhile work and aims to impact on making all our lives a bit safer."
- "I fully stand by the mission of RoSPA and am very proud of the work we do."

From the RoSPA Employee Survey 2012



Performance data for the 12 months ending March 2013

Key performance indicators	Result (during the year to March 2013)	Result (during the year to March 2012)
Reportable Injuries	Nil	Nil
Minor Injuries	3	5
Notices served	Nil	Nil
Enforcement action by health and safety enforcing authorities	Nil	Nil
Days lost due to sickness absence	381 absence days and 294 days lost due to recovery from operations	355 absence days and 229.5 days lost due to recovery from operations
Sickness absence rate per employee	6.5 days (108 staff absences in period)	6.6 days (88 staff absences in period)
Percentage of sickness absence due to a period of less than 20 days	59.7%	44.1%

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 Elaine Ellis, word processing operator/receptionist, received RoSPA's fifth Employee of the Year award.

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 2012 survey has fuelled plans to develop the RoSPA induction programme for new starters, introduce a workplace environmental committee and develop a new pilot scheme for appraising managers by upwards feedback. The success of departmental lunch briefings launched a couple of years ago has ensured their continuance going forward.



Members of our road safety department.

We launched e-learning training packages on equality and diversity, data protection and information security. We will also be applying to renew our IIP Bronze award status during the autumn of 2013.

We 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.

A new staff intranet was also launched.

Consultations *April 2012-March 2013*

RoSPA is represented on a variety of committees working towards new standards and legislation. We also respond to many consultation documents and to drafts of proposed legislation or guidance, and we gave oral evidence to inquiries. This section of our Annual Review lists the responses we made in 2012/13.

General

Private Members' Bills (House of Commons' Procedure Committee) - oral evidence

Home

Fit and Well - Changing Lives: a 10-Year Public Health Strategic Framework 2012-2022, Consultation Questionnaire 2012 (Department for Health, Social Services and Public Safety, Northern Ireland)

Product

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

Public Health

Healthy Lives, Healthy People: Towards a workforce strategy for the public health system (Department of Health)

Road

Cycling in the City; the City's Canals (Birmingham City Council)

Proposals to Amend the High Risk Offenders (HRO) Scheme (Driver and Vehicle Licensing Agency)

Speed Limit Exemptions (Department for Transport)

Examining the Speed Limit for HGVs Over 7.5 Tonnes on Single Carriageway Roads (Department for Transport)

Removal of the Need for Motor Insurance Certificates (Department for Transport)

Enforcement Procedures Against Drink Drivers and Other Offenders (Department for Transport)

Draft Road Safety Delivery Plan (The Welsh Government)

Get Britain Cycling (All Party Parliamentary Cycling Group)

London Road Safety Action Plan to 2020 (Transport for London)

The Draft Road Traffic (Drink Driving) (Amendment) Bill and Additional Measures to Tackle Drink Driving in Northern Ireland (Department of Environment, Northern Ireland)

Setting Local Speed Limits (Department for Transport)

Changes to the Treatment of Penalties for Careless Driving and Other Motoring Offences (Department for Transport)

Informal Consultation on Driving Licence Exchange Arrangements (Driver and Vehicle Licensing Agency)

New Arrangements for the Drink Drive Rehabilitation Scheme in Wales (The Welsh Government)

Mobility scooters and powered wheelchairs on the road: some guidance for users (Department for Transport) - following publication of the guidance, RoSPA participated in a "round table discussion" on options for improving fitness to drive.

Safety in Education

Children and Young People's Health Outcomes Strategy (Department of Health)

New National Curriculum for England and Wales (Department for Education)

Scotland

Taxi and Private Hire Car Licensing (The Scottish Government)

Reducing the Drink Drive Limit in Scotland (The Scottish Government)

Review of Building (Scotland) Regulations 2004: Technical Handbooks – Section 3: Environment and Section 4: Safety (The Scottish Government)

Consultation on a proposal for a Children and Young People Bill (The Scottish Government)

Work

Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (Northern Ireland) 1997 (Committee for Enterprise, Trade and Investment, Northern Ireland Assembly) - oral evidence

CD239 - Proposals to remove fourteen legislative measures (Health and Safety Executive)

CD241 - Proposals to review HSE's Approved Codes of Practice (ACOPs) (Health and Safety Executive)

CD242 - Proposals to exempt from health and safety law those self-employed whose work activities pose no potential risk of harm to others (Health and Safety Executive)

CD243 - Proposals to Revise the Reporting of Injuries, Diseases and Dangerous Occurrences Regulations 1995 (as amended) (RIDDOR '95) (Health and Safety Executive)

CD247 - Public consultation on a National Local Authority Enforcement Code – Health and Safety at Work, England, Scotland and Wales (Health and Safety Executive)

Officers and Committees

(as of March 31, 2013)

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
Baroness Gibson of Market Rasen OBE
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

PRINCIPAL COMMITTEES AS AT MARCH 31, 2013:

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 (Vice-Chairman)
Dr D Lloyd
Dr M O'Mahony
Mr M Parker CBE
Prof S Page
Mr E A Wiles (Chairman)

NATIONAL SAFETY AND RISK EDUCATION COMMITTEE:

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

NATIONAL HOME SAFETY COMMITTEE:

Mr I Evans (Chairman)
Ms C Lindsey (Vice-Chairman)

NATIONAL OCCUPATIONAL HEALTH AND SAFETY COMMITTEE:

Mrs T Budworth (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, 2013:

CHIEF EXECUTIVE:

Mr T Mullarkey MBE

DEPUTY CHIEF EXECUTIVE:

Mr E C L Taylor

DIRECTOR OF FINANCE AND ADMINISTRATION:

Mr M Penny

DIRECTOR OF OPERATIONS:

Ms F D Richardson

RoSPA Enterprises Ltd (REL) BOARD:

Mr E C L Taylor (Managing Director)
Mr I Bucknell (Treasurer)
Mr M Penny (Director)

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RoSPA
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