

RoSPA Review 10:11

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

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

ROSPA
The Royal Society for the
Prevention of Accidents

2010:11



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BUCKINGHAM PALACE

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

Please convey my warm thanks to the members, trustees and staff of The Royal Society for the Prevention of Accidents for their kind message of loyal greetings, sent on the finalisation of their Annual Review to accompany the Report and Accounts for 2010 to 2011.

As your Patron, I was interested to learn that the Society has now moved into its first permanent headquarters. I much appreciate your thoughtfulness in writing as you did and, in return, send my best wishes to all concerned.



ELIZABETH R.

15th September, 2011.



President's Message

I am delighted to welcome you to the RoSPA Annual Review 2010/11.

Through reading what follows in these pages, I trust that you will not only gain an insight into what we do but also into the reasons behind what we do. All our activities are focused on our mission - *to save lives and reduce injuries* - and we are immensely proud that we remain a unique charity which is committed to achieving this mission in homes, on roads, at work, at leisure and through safety education.

Although facts and figures shed light on many of our achievements, I believe it is the words of those we work with that truly reveal the difference we make and the lives we impact. This Annual Review is full of such words. The words of a mother who has received free home safety equipment to help keep her family safe, a delegate who gained essential knowledge or skills at one of our events or training courses, words of praise from our private sector partners and a Government minister who praised our work in the public sector all tell a powerful story about our much-valued work.

Among the many highlights of the year was the completion of Safe At Home, the national home safety equipment scheme, which ran from 2009-11 and was the biggest scheme of its kind in the world. The huge project exceeded its targets, by providing free equipment to more than 66,000 disadvantaged families in areas with the highest accident rates across England. Families have already told us about the difference the scheme has made to their lives and we look forward to monitoring its lasting impact over the years to come.

I am also pleased to report that two aspects of our work - the Young Drivers at Work Project and a partnership to help small firms manage health risks in Scotland - received external recognition through the presentation of awards.



Lord Jordan of Bournville CBE
President



Our new home at 28 Calthorpe Road, Edgbaston.

This remarkable progress was made possible by the people who work for RoSPA, people like Roger Bibbings MBE who received an extremely well-deserved Lifetime Achievement Award for his contribution to saving lives and reducing injuries at work over 38 years, of which the last 17 years have been spent as our occupational safety adviser.

We also underwent one of the biggest changes in our 94-year history when, on a snowy day in December 2010, our Birmingham-based employees moved into a new, permanent home - a Grade II listed building on the Calthorpe Estate in Edgbaston. It is the first time we have owned our headquarters building and means we will be operating with far lower overheads in the future, enabling us to plough valuable additional resources into our mission.

As in previous years, I would like to offer my sincere thanks to everyone who has been part of what RoSPA has achieved, including the sponsors and speakers who made our events possible; our Safe At Home and Child Safety Education Coalition partners; those in government who have listened to and acted upon our arguments; our campaign supporters; and, of course, RoSPA's staff, members, national committees, volunteers and trustees.

Lord Jordan of Bournville CBE

RoSPA President

Chief Executive's Report

"The only way to keep your health is to eat what you don't want, drink what you don't like, and do what you'd rather not"
Mark Twain

A government's public health agenda may not inspire universal popularity, since it must, as Mark Twain noted, implore people to moderation. But there are some messages which are more welcome than others and one of these is accident prevention. Restrictions on diet and alcohol or exhortations to vigorous exercise seem more likely to be rejected than advice or information which can lead people to keep themselves and their families safe from violent death or injury. Whether it is the immediacy of the reward or the belief that it is the least of "evils" inflicted by the "nanny state", there seems to be more accord between our message and the population's genuine interests than in other parts of the public health agenda.

So it is as well that the long-term epidemic in home and leisure accidents is to be addressed in the Government's new public health plans. While road safety is achieving all-time-lows in death and injury, these gains are being more than offset by the uncontrolled rise in home and leisure accidents. What is critical about this is that the systematic, evidence-driven, road safety improvement programme which has been in train for decades, over several Governments, has been mirrored by piecemeal and unfocused anarchy in these other areas. It is simply extraordinary that home and leisure accidents in the UK cost society £95bn per annum¹.



Tom Mullarkey MBE
Chief Executive

In the new public health plans, which are for England, accident prevention has been given its place. But the real task is to make sure that it achieves its rightful place, which is at the top of the list. It should be there because although it is not by any means on the same scale as other public health issues (heart disease, cancer, smoking, obesity etc. kill many more people than do accidents), it offers many advantages over them. Accident prevention, primarily directed at the young, puts more Quality Adjusted Life Years (QALYs) back into society than trying to prevent disease, which generally affects people in their later years. Accident prevention is cheap and easy to deliver and, because advice and information given to a more generally receptive audience produces better results, it is a more cost-effective use of public health funds. Accident prevention also offers the practical and political advantage, unlike disease prevention which is very long term, in that it saves money straight away, a truth that can be measured at the door of A&E. For an NHS that has to save £20bn over the next five years, this is surely welcome news.

Mark Twain may have been right about the unwelcome message which seeks to accompany virtuous living. At RoSPA, our approach, that "life should be as safe as necessary, not as safe as possible", strikes a chord - perhaps because people do not object at all to being given the knowledge and information to make their own decisions on safety. And they certainly do not object to following another well-worn but little-enacted piece of homespun advice - that "prevention is better than cure". It is time to adopt this common-sense approach and converge the need to save money in the NHS with the need to save the lives of our people. Accident prevention is the "low hanging fruit" of public health and should now become its first priority.

Tom Mullarkey MBE
Chief Executive

¹TRL, Re-valuation of home accidents, 2010.



Our Objectives and Activities

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

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

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

RoSPA's **mission** and **vision** are fundamental in setting our priorities.

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

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



Errol Taylor
Deputy Chief Executive

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

Investing in injury prevention pays. Road fatalities across the UK are at their lowest ever level; in 2010, they fell below 2,000 for the first time. We are immensely proud of RoSPA's huge contribution to this achievement, seen through our many awareness-raising initiatives, campaigns for legislative change and practical resources.

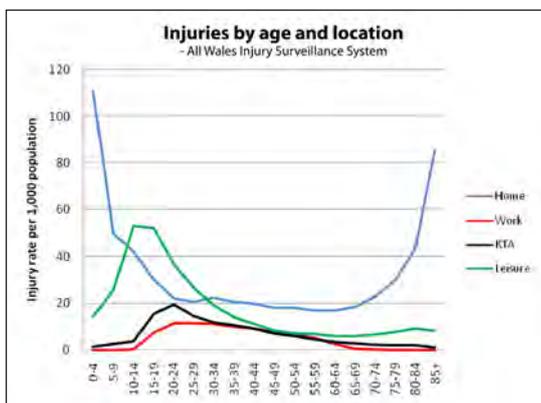
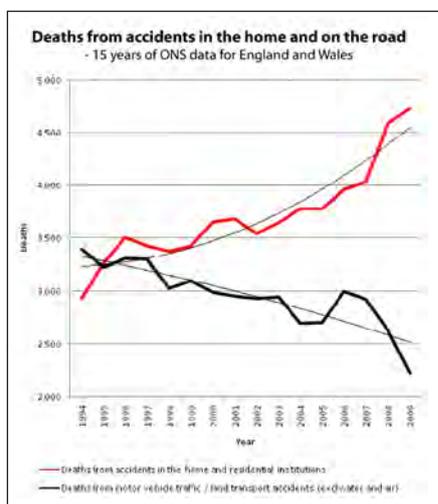
And yet we know there is still more work to do. Across the UK in 2009, 13,861 people lost their lives as a result of accidents. Our desire to reduce this unacceptable figure, and its associated costs - both human and economic - is why we remain at the forefront of accident prevention. Home safety is a key area for action; the number of home accident deaths stood at more than 5,000 in 2009.

The graph to the right shows the contrasting stories of home accident and traffic accident deaths in England and Wales over 15 years and we believe this reflects the per capita investment in accident prevention. However in some areas of the UK, there

is evidence of co-ordinated work reducing home accident deaths. We would like to see far more co-ordinated investment in home accident prevention across the whole of the UK.

There are also millions of injuries suffered as a result of accidents and we are determined to reduce the burden that these place on families, employers, the NHS and society as a whole.

The graph to the left shows that vulnerable age groups - young children and older people - are particularly at risk in the home while young people are at risk in leisure settings, on the road and in the workplace.



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

Saving lives and reducing injuries...in the home

- **Ensure** that home safety is included in 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** local accident prevention partnerships
- **Improve** the focus on home safety by working at national and European levels
- **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 (MORR™)

Saving lives and reducing injuries...at work

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

Saving lives and reducing injuries...at leisure

- **Encourage** the Government to improve its strategic approach to water safety
- **Provide** expert consultancy, audit and training
- **Support** and carry out pioneering research
- **Promote** recognition that leisure and play should be exciting and as "safe as necessary, not as safe as possible"
- **Encourage** the growth of evidence-based practical safety education

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

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

Examples of how we achieved the objectives given above during 2010/11 are outlined in the following sections of this annual review. As you find out more about what we do and why we do it, we hope you will be inspired to join us in our mission.

Errol Taylor
Deputy Chief Executive



Our highlights 2010/11



3.5million visits to www.rospa.com - p. 24



74,000 blind cord safety packs distributed - p. 24



66,127 families receive home safety equipment through Safe At Home - p. 11



1,750 winners in the RoSPA Occupational Health and Safety Awards 2010 - p. 20



1,393 downloads of our award-winning Young Drivers at Work resources - p. 17



286 road safety professionals register on www.roadsafetysafetyevaluation.com - p. 15



127 organisations work together in the Child Safety Education Coalition - p. 22



119 new homes being built in Fife in line with our safety recommendations - p. 14



1st injury report generated by the Water Incident Database (WAID) - p. 21

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

Safe At Home



Anne Milton MP, public health minister, visited RoSPA's Birmingham headquarters to find out about the success of our world-leading Safe At Home scheme.



We were delighted to share the success of Safe At Home with Anne Milton MP, the public health minister, when she visited our headquarters in Birmingham. The visit gave the minister the opportunity to meet families who had benefited from Safe At Home and local scheme partners.

As well as accidents prevented in the homes that received equipment and advice, we hope that Safe At Home's enduring legacy will be sustainable home safety schemes running at a local level.

The single biggest home safety equipment scheme of its kind in the world - Safe At Home - concluded. The scheme, which ran in areas with the highest accident rates across England from 2009-11, exceeded its targets. In all, **66,127** disadvantaged families with children under five received free home safety equipment, including fireguards and safety gates. More than **300,000** families received advice and information from home safety professionals. And, at the last count, **564,198** children's height charts containing accident prevention messages and first aid tips had been distributed and more than **4,000** local delivery providers had been trained and supplied with educational tools including DVDs to be used in sessions with families. Some participating areas have already reported a reduction in accidents.



"The Safe At Home visit has made me think much more about safety in all areas of the house."

Mum-of-two Maryann Edge of Wolverhampton.



Maryann Edge and her two children were among those to have benefited from Safe At Home.

"I am delighted to see first hand the excellent work that this charity does to help families, particularly those living in more disadvantaged areas, avoid accidents and injuries. Accidents are only too often the cause of much pain and suffering for too many young children and their families. But many accidents can be prevented if we take precautions. The Government welcomes the invaluable work done by the Royal Society for the Prevention of Accidents and all their local partners in the community, which crucially helps families to make their homes safer."
Anne Milton, public health minister



Ensuring home safety is on the public health agenda

Why? Home accidents cause more than 5,000 deaths and millions of injuries 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: Having contributed to the development of NICE (National Institute of Health and Clinical Excellence) public health guidance, we welcomed the publication of three complementary documents on the prevention of child deaths and injuries. Our public health campaign in England then began in earnest when we responded to the Department of Health's *Healthy Lives, Healthy People* White Paper. We highlighted the need for a nationally-led but locally-delivered strategic approach to home safety. Among our recommendations were that Public Health England should develop an accident prevention strategy as part of its overall strategy for public health and should encourage local authorities to adopt the NICE guidance in local plans.

Improving data collection, reporting and analysis

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 data has been collected since 2002.

What we did: Following our 2009 study about the feasibility of collecting injury causation data, an ongoing shortage of resources within pilot hospitals meant the South West Public Health Observatory (SWPHO) was unable to produce its report into how data might best be collected in hospital emergency departments. To overcome this inertia, through our BNFL scholarship fund we agreed to support an innovative approach using touch-screen technology that will collect data in emergency departments in Oxford and Reading.

Supporting partnerships

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

"On behalf of both of our families, Katrina and I agreed to take part in the video to help raise awareness of the dangers of carbon monoxide poisoning. We feel it is vital that a greater awareness of the dangers is highlighted to the public."
Catherine McFerran, mother of Neil who died from CO poisoning in 2010

What we did: Partnerships were again integral to our work in Northern Ireland. We chaired the implementation group monitoring progress against the Home Accident Prevention Strategy and Action Plan 2004-2009 (extended to cover 2010/11), and in line with the strategy, continued to support the development of a digital pen project to provide an evidence base for the effectiveness of home safety checks and equipment schemes. Once again, we supported Home Accident Prevention (HAP) Northern Ireland, including local HAP groups' investigations into the safety of electric blankets in which, disappointingly, nearly three-quarters of blankets failed safety checks. We also supported Age Awareness Week, during which we focused on falls prevention.

Also in Northern Ireland, we were enormously grateful to Catherine McFerran and Katrina Davidson for their involvement in a carbon monoxide awareness film, following the deaths of their 18-year-old sons Neil and Aaron. The Health and Safety Executive for Northern Ireland (HSENI) was also involved. We have been pleased to support the Gis A Hug Foundation, established in memory of Neil and Aaron, and, in the wake of their tragic deaths and those of three others, to provide information about CO poisoning to government agencies, the media and public.



Catherine McFerran and Katrina Davidson.

Recognising our CO work across the UK as a whole, we received a Certificate of Acknowledgement from Gas Safe Register for our commitment to help improve gas safety awareness.



In Scotland, we cemented our relationship with the Chief Fire Officers Association Scotland (CFOAS) through a new Memorandum of Understanding (MOU). Promoting best practice and supporting safety professionals are among the aims and we will also work together within the Scottish Community Safety Network. Partnership working like this was one of the benefits to have come

"The MOU is yet another example of how closely RoSPA and the fire service have connected their interventions in order to better protect people and make communities safer...CFOAS is delighted to be associated with RoSPA, and its members look forward to making real progress in the months and years to come."

Assistant chief officer Lewis Ramsay, speaking on behalf of chief officer Jimmy Campbell, CFOAS community safety lead

from Scotland's participation in the Child Safety Action Plan initiative, according to the final report produced for the European Child Safety Alliance

project. RoSPA Scotland facilitated participation in the project by co-ordinating a group of public and voluntary organisations which formed the Scottish Child Safety Alliance.



A Memorandum of Understanding cemented RoSPA's relationship with the Chief Fire Officers Association Scotland.

Improving the focus on home safety

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

What we did: The enormous burden of home accidents on UK society was confirmed through research we commissioned from TRL. The total annual cost of home accident casualties treated at hospital was estimated to be £45.63billion. The figure proved that home safety must no longer be the Cinderella of accident prevention and we hoped it would give renewed impetus to prevention campaigns.

This sum was presented for the first time at our National Home Safety Congress, which took place in Glasgow and investigated different interpretations of the value of home safety. Fergus Ewing MSP, then Scotland's minister for community safety, opened the event.

In England, a young advocate from the Changemakers Foundation worked with us to investigate how young parents receive home safety information. Among her recommendations for improving the dissemination of safety messages was a greater use of social media.

Improving physical safety

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

What we did: The deaths of five toddlers who became tangled in looped blind cords in 2010 gave renewed urgency to our window blind safety campaign. We worked with the Department for Business, Innovation and Skills (BIS) and the British Blind and Shutter Association (BBSA) in contributing to a revision of the relevant European standard and promoting the Make It Safe campaign. In Scotland, we worked with local authority and emergency service partners to distribute safety leaflets and 14,000 cleats (around which cords can be tied) to families in North Lanarkshire, Borders, Fife and South Lanarkshire - projects funded by the Scottish Government. Since receiving the safety information, 60 per cent of parents and carers who participated in the North Lanarkshire project said they were unlikely to buy blinds with looped cords because their knowledge of the dangers had increased, and 69 per cent said they had discussed the risk of blind cords with others.

"Since I launched the first blind cords campaign led by RoSPA in Scotland, awareness of the dangers of blind cords to young children has been increasing. I am delighted to see that the good work achieved so far in North Lanarkshire is being built upon with the campaign being rolled into Borders, Fife and South Lanarkshire."

Fergus Ewing MSP, who was Scotland's minister for community safety at the time of the blind cord project launches

In England, the BBSA kindly donated 60,000 cleats and we distributed these with safety leaflets to families and organisations that work with children. We created a new blind cord safety section on our website and offer our thanks to the families of two-year-old Muireann McLaughlin, who died in 2008, 18-month-old Leah Edwards, who died in 2010, and three-year-old Beth Clifford, who had a near-miss in 2010, for their support.

"We were incredibly lucky. I just want to make sure that other parents are aware of the dangers of looped blind cords – not everyone is as lucky as we were. We are really pleased to be involved with RoSPA's campaign and hope that it will reach as many families as possible."

Tracey Clifford, mother of three-year-old Beth who had a near-miss blind cord accident at her Derbyshire home

In Scotland, work began on the first phase of 119 new-build homes, being provided by Fife Council and local housing association Kingdom Housing, which will contain the physical accident prevention measures outlined in RoSPA Scotland's *Can the Home Ever be Safe?* policy document, including window restrictors and handrails.

Delivering home safety training

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



We were grateful to the Clifford family for the support they gave to our blind cord safety campaign.

What we did: Among the year's successes was the delivery of training to 202 practitioners with a home safety remit in Northern Ireland, of whom more than 90 per cent took and passed an optional City & Guilds assessment. Also in Northern Ireland, we developed, piloted and rolled out a CO awareness-raising workshop for practitioners within the statutory, community and voluntary sector. We are grateful for the guidance we received from the HSENI and funding from the Public Health Agency.

Providing expert product safety advice

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

What we did: We welcomed the implementation of the Pyrotechnic Articles Regulations, bringing together many existing strands of explosives legislation and introducing a "CE" marking requirement for all fireworks. Subsequently, we were pleased to become part of a group formed by BSI (British Standards Institute) to agree a strategy for a new standard for firework selection boxes.

With Chinese lanterns becoming increasingly popular, we took enquiries raising concerns about their use and developed our first guidance on the issue.

We were delighted to learn that, further to our involvement in updating the British Standard related to pen caps, proposals to work on revising the relevant international standard were accepted.

We were saddened to receive reports of children being killed by electric gates on the drives of private residences, and we joined an industry working group established to look into the issue.



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

Supporting national and local road safety strategies

Why? With road deaths falling to below 2,000 across the UK for the first time, the value of a comprehensive road safety strategy has been demonstrated clearly. We are delighted that our work over 94 years has played a central role in this achievement, for example through the seat belt law amendment introduced by one of our former presidents which has saved more than 60,000 lives. That is why we continue to support a strategic approach, promoting national leadership and helping practitioners who are working “on the ground”.

What we did: We worked with the DfT to develop and launch a free website to help road safety practitioners evaluate their education, training and publicity activities. Central to www.roadsafetyevaluation.com is E-valu-it – a unique interactive tool that helps practitioners define exactly what they are doing and why and then carry out their evaluation. Nearly 300 practitioners registered on the site before the end of the year. Free training in the use of E-valu-it was provided at workshops for road safety practitioners across Britain.



Other practical help for practitioners came in the form of advice about acting on road safety in the midst of budget pressures. Our Road Safety Seminar focused on this issue and we partnered with a range of other road safety organisations to produce a joint briefing document for local authority chief executives, called Making it Count, to help them set spending priorities. We also produced a joint communiqué to spark an informed debate about the role and future of safety cameras.

“I am delighted that we have been able to work with RoSPA to develop this invaluable tool and I hope it will be widely used by road safety practitioners.”
Mike Penning, road safety minister, speaking about www.roadsafetyevaluation.com

In Scotland, we continued to be represented on the Strategic Partnership Board and Operational Partnership Group, tasked with taking forward the commitments outlined in Scotland’s Road Safety Framework to 2020. The framework’s Annual Report 2010 acknowledged RoSPA Scotland’s contribution to the commitments through E-valu-it, ScORSA and in-car safety training. In order to support the Scottish Government and ACPOS seat belt campaign, we extended our child car seats training for road safety practitioners to make it available to professionals in health, education and community roles. We were also part of a working group developing a qualification for road safety practitioners, in partnership with the Scottish Qualifications Authority (SQA) and the Scottish Government.

On the UK-wide campaigns front, we continued with our long-running daylight saving campaign and were delighted that 765 people registered their support on our website. And there was pleasing progress in Parliament when Rebecca Harris MP’s Daylight Saving Bill, which proposes a cross-departmental analysis of the costs and benefits, passed its second reading. We also became an official supporter of 10:10’s Lighter Later campaign.

On drink driving, having responded to the North Review, we welcomed the subsequent recommendations, which included the lowering of the drink-drive limit. Although the ensuing Government response did not include this recommendation, we were pleased that a raft of new measures, including the closing of loopholes to make it easier to conduct roadside breath tests, were announced. In Scotland, we used the opportunity presented by the Scotland Bill consultation to call for Scotland to have the power to lower its drink-drive limit.

Improving driving and motorcycling standards

Why? A driver or rider error or reaction remains the most frequently reported contributory factor in accidents. RoSPA Advanced Drivers and Riders (RoADAR) groups exist across the country to reduce road accidents by encouraging an interest in road safety and improving driving standards, knowledge and skill.

What we did: We celebrated a milestone with Stan McMillan, one of our longest-serving RoADAR members, with 2010 marking 45 years since he took his first advanced driving test. Stan, 82, has taken a test at advanced or diploma level every year, bar one, since 1965. He achieved Gold standard again in 2010.

We worked with TRL and the Driving Standards Agency (DSA) to evaluate the proposed new learning to drive syllabus and process; with the DSA on its Modernising Driver Training and Learning to Ride programmes; and with the Department for Transport (DfT) and DSA on a review of the practical motorcycle test. Also, we were delighted that RoSPA's National Diploma

in Advanced Motorcycle Instruction achieved DSA accreditation, enabling direct entry through the Diploma on to the DSA Register of Post-test Motorcycle Trainers.

"After a while, people's standards go down rather than up. They can get sloppy. It is important that people take regular training to keep them on the ball and improve their driving. It is vitally important, especially as you get older. I think everybody should do it."
RoADAR member Stan McMillan, 82, from Lincolnshire

Our road safety team in Wales continued to serve an integral role in the Road Safety Wales structure and remained a key player in national initiatives ranging from Pass Plus Cymru and BikeSafe Cymru to the



Bob Smalley, RoSPA's chief driving examiner, and RoADAR member Stan McMillan.

management of road safety websites aimed at the general public and road safety practitioners: www.roadsafetywales.org.uk, www.jrscymru.org.uk and www.dragondriver.com

Raising road safety awareness

Why? With common contributory factors to road accidents including speeding, drink driving and careless driving, and failure to wear a seatbelt claiming nearly 400 lives a year, it is clear that improved behaviour could cut road casualties. We raise awareness of issues like these and provide practical help so road users can take steps to change their behaviour.

What we did: We continued to maintain and improve our extensive web presence, and there were more than 1.7million visits to the road safety section of the RoSPA website and to our various satellite sites, including www.childcarseats.org.uk and www.helpingldrivers.com. Our road safety advice documents were downloaded more than half a million times.

An issue on which our work continued to develop was the safety of children on driveways and we released the findings of a survey conducted in conjunction with the Iain Goodwill Trust. More than half of the parents, grandparents and carers surveyed could recall a time when a child had followed them out on to the driveway without them realising and nearly a quarter said they had started to manoeuvre a vehicle on the driveway and then realised a child was close to the car. Based on the findings, work began on preparing a new poster to share some simple driveway safety tips.

In Wales, we co-ordinated the production of bi-lingual road safety resources covering child pedestrian, cyclist and mobility scooter safety.

Helping employers manage occupational road risk (MORR™)

Why? With around a third of crashes on Britain's roads involving someone who is at work at the time, we campaign for the management of occupational road risk to be taken seriously by employers and regulators and provide practical help for employers, including through our MORR™ suite of products and services. Acting on occupational road risk makes sense for moral, legal and business reasons.

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



We have remained at the forefront of action on this subject and this year our road safety team in England were the proud recipients of a Prince Michael International Road Safety Award, presented in recognition of the Young Drivers at Work Project. The project, conducted between 2008 and 2010, resulted in the development of the Young Drivers at Work Workshop, for which an online toolkit for local authority road safety officers

and employers remains freely available.

"Well researched programmes, like RoSPA's, thoroughly deserve the recognition these awards give. Young drivers are one of the highest risk groups on our roads. Working with them to develop strategies that address the underlying causes of crashes is essential to improving safety. All businesses should adopt this approach."

David Jamieson, former road safety minister, RoadSafe board member and vice-chairman of the West Midlands Road Safety Partnership, who presented RoSPA with its Prince Michael International Road Safety Award

In Scotland, the Scottish Occupational Road Safety Alliance (ScORSA), of which RoSPA was a founder partner, continued to offer free help to small and medium-sized firms and launched its bi-monthly newsletter. We were delighted to promote ScORSA to visitors to the Royal Highland Show's Road Safety Village and at events in Edinburgh. Work began on producing the ScORSA Toolkit which was funded by Transport Scotland and the Scottish Centre for Healthy Working Lives, to provide employers and road safety officers with new resources to use with those who drive for work.



David Jamieson presented a Prince Michael International Road Safety Award to Lindsey Simkins, RoSPA's road safety research and evaluation officer, and Duncan Vernon, RoSPA's road safety manager for England.



In the fleet training arena, our international influence extended when we welcomed our first Russian delegates - from Active Safety LLC and Shell Exploration and Production - on to our Advanced Driving and National Diploma in Advanced Driving Instruction courses. To respond to growing demand for our services overseas, we developed a new International Diploma in Advanced Driving Instruction, which can be tailored to the needs of the specific country, organisation and participants. We also travelled to Muscat, in the Sultanate of Oman, to accredit the training provided by TATI (Technical and Administrative Training Institute) and several of its driver trainers were also awarded the National Diploma in Advanced Driving Instruction.

"The National Diploma in Advanced Instruction was the best driving course I've ever done. I have improved very much during my time here."
Vladimir Leontenkov, health, safety and environment manager, Shell Exploration and Production



Our road safety training accreditation reached Oman.

We launched Driver Profiler 20:20 - a new version of our award-winning online driver risk assessment tool.

For the second year in a row, Tesco Dotcom won our prestigious MORR Trophy, which was sponsored by Allianz Insurance plc.

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

Helping SMEs

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

What we did: Moves by the Government to reduce confusion and the perceived administrative burden of health and safety, particularly on SMEs, was the year’s dominant theme. We were at the forefront of the debate on many occasions, consistently sharing our fundamental belief that there is nothing essentially wrong with the legislative framework, which has proportionality at its heart, but recognising that there are some instances in which over-the-top judgements are made or in which health and safety is used as a convenient excuse for not doing something. We valued the opportunity to contribute these arguments to Lord Young of Graffham’s review of health and safety law and the compensation culture, and were pleased that his final report did not recommend a wholesale rewriting of the law but focused instead on how the law should be applied and communicated.

When Chris Grayling MP, Minister for Work and Pensions, subsequently announced a shift in regulatory emphasis through a package of measures outlined in *Good Health and Safety, Good for Everyone*, we welcomed the intention to concentrate enforcement on cowboy employers, bear down on over-zealousness and eradicate unnecessary red tape. However, we expressed our concern about cuts in the resources of the Health and Safety Executive (HSE) and the impact this would have in limiting help available to the vast majority of non-compliant firms which are well motivated but lack knowledge and understanding. We continued to highlight the extent of major health and safety issues that still need to be tackled,



We were among the winners of the SHP IOSH Partnership Award for our work with SMEs.

“All the partners are delighted to have been named as winners of the Partnership Award at the SHP IOSH Awards. We know that work contributes to a healthy life, but also that some work can damage our health. Coming together with other organisations to tackle big issues like ill health is crucial if improvements are to be experienced across the board.”
 Karen McDonnell, head of RoSPA Scotland, on receiving the SHP IOSH Partnership Award.

including work-related health damage and occupational road safety. We also began preparing our response to a subsequent review announced by the Government - the Löfstedt Review which would consider the architecture of health and safety regulations.

Complementing our contributions in the policy-making arena, we continued to develop practical solutions to help SMEs prevent accidents and ill health. We were delighted that a project we worked on with the Scottish Centre for Healthy Working Lives, Scottish Chamber of Safety and HSE in Scotland was recognised through the presentation of the Partnership Award at the SHP IOSH Awards. The award recognised our collaboration on the Health Risks at Work initiative, which provides face-to-face support and a toolkit to help SMEs identify and manage common health risks.

Strengthening corporate leadership

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

What we did: Furthering co-operation between employees and management was the theme of the RoSPA Scotland Occupational Safety and Health Congress in Glasgow, at which the results of a major investigation into worker involvement in health and safety within non-unionised workplaces in Scotland were presented. The investigation, commissioned by the HSE and conducted by RoSPA Scotland, found that effective worker involvement needed the support of the



managing director, or another senior director, and so top management must be convinced of its worth. The final report contained hints and tips for businesses wanting to begin a programme of worker involvement.

To turn the spotlight on another aspect of leadership, we launched the Big Workplace Discussion, through which we invited health and safety committees to submit their views on what characterised a good line manager or team leader. We then held an informal workshop to examine options for taking the agenda forward including though coaching, mentoring and business-to-business learning, and a list of "essentials" for team leaders and supervisors was produced.

Supporting local groups

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



We launched the Big Workplace Discussion at Safety and Health Expo.

What we did: Our support for more than 70 local health and safety groups continued through our provision of the secretariat for Safety Groups UK - a network that celebrated its fifth anniversary during the year. Our role included organising the Alan Butler Awards for Excellence which celebrate good practice across the groups and were once again presented at a ceremony at the House of Lords. A new award - the Maurice Adamson Award - was established to recognise the outstanding contribution of an individual to the safety groups movement.

Increasing competence

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

What we did: To help those who need to learn how to manage safely but are short on time, we introduced the IOSH Managing Safely "Plus" course. The course uses the shortest possible time to deliver the Institution of Occupational Safety and Health's flagship training - just three days - with day four comprising our Business Benefits Workshop, which provides a unique opportunity for delegates to understand the true cost of an accident and its impact on an organisation.



"The trainer was excellent and presented his points very clearly. The course was good value for money."

Nigel Smith, founder and director of Corporate Balance, who was among the first delegates on RoSPA's new NEBOSH Health and Safety at Work Qualification course



The first delegates on the NEBOSH Health and Safety at Work Qualification.

The year also marked the first running of our scheduled training course for the new NEBOSH Health and Safety at Work Qualification, a programme we had piloted for the National Examination Board in Occupational Safety and Health the previous year.

In addition to expanding our training course portfolio, we led an initiative supported by a wide range of trade associations to help employers better understand which health and safety qualifications their staff need to hold. The National Core Competence Benchmark features a website that lists courses and qualifications (offered by any training provider) and ranks them against recognised training frameworks. The initiative also includes "smart card training passports" enabling contractors to quickly and easily share their training histories with third parties.



Encouraging continuous improvement

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

What we did: Tying in with national moves to reduce confusion about health and safety, we were pleased to be involved in the establishment of the Occupational Safety and Health Consultants Register (OSHCR), an independent organisation involving the main bodies in health and safety. The OSHCR was launched to help employers procure good quality, proportionate advice. Eligible consultants who provide commercial advice on general health and safety management issues are able to sign up, and our own consultants are among those who are now listed on the register.



We were delighted that, in 2010, Workers' Memorial Day received official Government recognition for the first time. Our National Occupational Safety and Health Committee initiated the creation of a website dedicated to thousands of people who never returned home from work. The site provides detailed information about dozens of memorial sites across the UK and is designed to provide a poignant reminder of why we cannot consider health and safety as a "job done".

Celebrating success

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

What we did: It was another record breaking year in the RoSPA Occupational Health and Safety Awards with more than 1,750 businesses and organisations honoured in 2010. Doosan Babcock, part of Doosan Power Systems, won the prestigious Sir George Earle Trophy, in addition to the Engineering Construction Sector Award. FMC Technologies Ltd - Dunfermline won the RoSPA Scotland Trophy, as well as the Manufacturing Industry Sector Award.

"We are delighted to have achieved this award. Not only does it demonstrate our commitment to health, safety and the environment in the workplace; one of our core values as an organisation, it supports our vision to become a high performing organisation."
David Currie, managing director of FMC Technologies Ltd, winner of the RoSPA Scotland Trophy



Roger Bibbings MBE received an IOSH Lifetime Achievement Award.

Distinguished Service Awards, which are reserved for individuals who make exceptional contributions to society through their work in health and safety, were presented to David Morris, Bernard Robinson and Diana Kloss MBE.

We were also delighted that Roger Bibbings, our occupational safety adviser since 1994, received the IOSH Lifetime Achievement Award, which was presented at the SHP IOSH Awards in recognition of his outstanding contribution to saving lives and reducing injuries at work over nearly four decades.

"There is no doubt that Roger Bibbings has made a significant difference to the safety of the working lives of people across the UK. His hands-on approach has earned him the utmost respect from his peers and his passion and enthusiasm for his industry have made such a huge impact on UK health and safety that it must be recognised."

John Holden, president of IOSH, the chartered body for health and safety professionals, on Roger's Bibbings' Lifetime Achievement Award

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

Addressing the lack of a strategic approach

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



“Managing water risks is all about a balance between giving people freedom to make informed choices about how to enjoy water and the impact those choices have on society in general. By providing better information, WAID will assist in striking that balance and enable us to develop more effective prevention work.”

David Walker, RoSPA’s information manager and a member of the NWSF

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.

A particular highlight of the year was that WAID (the WAter Incident Database) generated its first report, which revealed that 405 people died as a result of water-related accidents in the UK in 2009. WAID was developed by the NWSF with funding from the Department for Transport, to enable greater detail and volume in the collection of data on drowning and other water-related deaths, injuries and near misses. Of the 405 fatalities identified by the report, more than half (213) came as a result of incidents in inland waters. Under-19s accounted for 59 of the fatalities.

The year also saw the publication of two best practice guides about coastering. The guides - one covering skills and training for coastering guides and the other outlining best practice for providers in managing the risks associated with coastering - were produced by an industry working group, involving coastering providers and safety and rescue organisations. The group was established under the direction of the NWSF’s beach safety advisory group.



Jenny Spink, who joined us for a water safety placement.

Supporting new research

“I am interested in water safety due to an experience that occurred years ago when a friend who was 11 almost drowned. She thought she was a strong swimmer and went into the deep end and got into trouble, but luckily there was a lifeguard to help her. I wondered what would happen if there wasn’t a lifeguard at swimming pools. Here at RoSPA I have found out what happens. There is a high percentage of drownings of UK children abroad when there have not been lifeguards on duty.”

RoSPA placement student Jenny Spink

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

What we did: We were pleased to welcome a placement student who investigated how swimming pool drownings could be prevented within the context of overseas holidays. She discovered that 67 children from the UK (42 boys and 25 girls) had drowned abroad during the seven years from 2003-2009. The largest number of deaths (26) happened in Spain. The most common location was in a swimming pool, where 39 of the drownings happened. Children unaccompanied by an adult at pools where there was no lifeguard was a common factor in the drownings. The research is informing our advice on this issue. A young advocate from the Changemakers Foundation also joined us to research young people’s participation in water safety.

Providing expert consultancy, audit and training

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



What we did: We were commissioned by the architects of the Peace Bridge in Derry to assess their design for safety. Unique to this request by McAdam Design, we were asked to consider the design of the bridge in terms of deliberate jumping from the structure as well as the possibility of accidental falls from it. To provide our comments on the design we compared the proposed bridge with the design of several other bridges in the UK that were known to have a problem of people jumping from them, such as the Clifton Suspension Bridge. We also compared the design of newly constructed similar high profile bridges including the Millennium Bridge over the Thames and the Sage Bridge in Gateshead to give our safety assessment.

Promoting exciting leisure and play

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

What we did: We continued to work with local authorities and other play providers, helping them implement their inspection regime and running training courses on play management.

In a new development, RoSPA Play Safety entered into partnership with PSS, the leading provider of asset management technology, to help local authorities develop playgrounds that are both safe and challenging. The new partnership saw RoSPA Play Safety inspectors begin using PSSLive - software that enables data and photographs from annual safety inspections to be gathered using a handheld device and uploaded instantly to the internet, from where they could be accessed by the playground provider. Removing the administrative barrier to play safety that is sometimes cited by providers enables them to concentrate on developing and maintaining play areas that are challenging for children and "as safe as necessary, not as safe as possible".



RoSPA Play Safety inspectors began using PSSLive software.

"We are privileged to work with RoSPA Play Safety at a time when public sector finances are under pressure to deliver value in the most cost-efficient manner possible."
David Gent, managing director of PSS

We were also delighted to contribute to a briefing paper, *River restoration projects and children's play*, prepared by London Play and Natural England, which considered how to create natural water areas by rivers or streams that are enjoyable and engaging places for children to play.

Encouraging practical safety education

Why? Practical safety education gives children and young people the opportunity to develop their risk competence skills, enabling them to fulfil their potential to enjoy healthy lifestyles through active (learning by doing) approaches to injury prevention.

What we did: The Child Safety Education Coalition (CSEC), hosted by RoSPA, came to an end three months earlier than originally planned as a result of Government funding cuts. The coalition, which promoted and developed practical safety education to help children learn about danger and how to cope with it, had 127 members, consisting of a diverse range of local authorities, charities and commercial organisations.



CSEC highlights from April - December 2010:

- The CSEC Resource Profiler, through which practical safety education resource developers could “run” their draft programmes in order to gain an objective review of quality, was launched. The Resource Profiler was developed in partnership with Lucid Communications, one of CSEC’s members, and it remains available for use.
- The Heartlands Academy Have Fun Be Safe project culminated in a week of activities to mark Child Safety Week. The seven-month project saw a group of 14 and 15-year-olds working with CSEC and a variety of its member organisations to prepare a series of workshops and presentations for fellow students at the Birmingham school.
- A project run by CSEC and Farming and Countryside Education (FACE) saw the traditional “look but don’t touch” style of farm safety education turned on its head. The project encouraged those involved in school trips to farms (teachers, children and farmers) to take a more active approach to safety, letting children interact with farm hazards in a controlled environment.
- CSEC and Plantlife launched a project that encouraged children and young people to explore and enjoy the outdoors while also breaking down the perceived “health and safety barriers”.



CSEC’s farm safety project enabled children to get close to nature.

“We want to show people that you can have fun and do all the things that you want, but in a safe way.”

Heartlands Academy student Bhesme Nimo, who worked on the Have Fun Be Safe project



Preparing for Have Fun Be Safe week at Heartlands Academy.

- Four safety education practitioners including RoSPA’s youth liaison worker became the first professionals of their kind to achieve a Certificate in Professional Development in PSHE (Personal, Social, Health and Economic education), funded by CSEC.
- CSEC published the findings of research conducted by former Ofsted inspectors, which showed that safety education in schools in England was characterised by a mixture of inspirational teaching and missed opportunities.

Following an overwhelming response from members at the end of the CSEC project, the LASER Alliance (www.lasersafety.org.uk) was established to provide continuing opportunities for organisations to be part of a wider network of practical safety education professionals.

“I have found the course really interesting and stimulating and I wish we had had the opportunity to do this a few years ago. It has been really useful to look at how to structure lessons and to reflect on your own practices and how you could improve them. It gives you the opportunity to change and develop.”

Jane Stark, child accident prevention manager at NHS Wakefield District, who successfully completed the PSHE CPD



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

Maintaining the profile of accident prevention

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

What we did: One of the most significant developments of the year was the appointment of our first campaigns manager to work with our policy teams on some key campaigns, including public health, blind cord safety and lighter evenings. This new capacity enabled us to enhance our lobbying activities, partner with a greater number of organisations that share our aims and communicate more regularly and effectively with our supporters. An example of the success of our more streamlined approach was that nearly 2,000 people registered their support for our blind cord safety campaign in the five months after comprehensive campaign pages went live on our website.

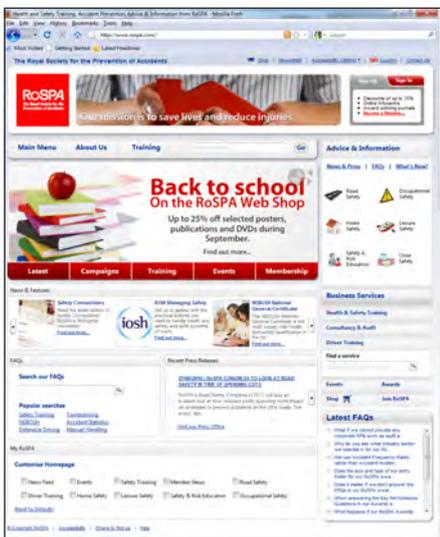


Staff from across RoSPA responded to the huge demand for blind cord safety packs.

At Westminster, the All Party Parliamentary Group on Accident Prevention, chaired by our President Lord Jordan of Bournville and for which we provide the secretariat, continued to meet. Among the issues discussed were the public health White Paper, Lord Young's review of health and safety, the value of data collection and the Daylight Saving Bill.

On a European level, we were delighted to become the new host of the European Child Safety Alliance (ECSA), of which we have been a member since its inception in 2000, and we look forward to the joint collaboration strengthening action for child safety in the UK and Europe.

In the global arena, we had the opportunity to tell safety practitioners and academics from around the world about the success of Safe At Home, the Child Safety Education Coalition, the National Water Safety Forum and community safety activities in Scotland through presentations and posters at the 10th World Conference on Injury Prevention and Safety Promotion, which was held in London.



With the RoSPA website continuing to be our main "shop window", we were delighted that it received 3.5million visits during the year, and that the various documents it hosts were downloaded 900,000 times. Innovations and additions to the site included greater use of film to support our campaigns and the development of new online facilities for donations and RoSPA membership applications. An online registration function for the RoSPA Awards was also introduced. We enhanced our presence in the social media sphere, making increased use of our presence on Facebook and Twitter and introducing two blogs - Safety Gone Sane, which covers accident prevention in general, and RoADAR Bloggers, for members of RoSPA Advanced Drivers and Riders. During the year, we also continued to maintain 17 satellite websites, including completely re-designing and re-building the National Water Safety Forum website, and two new sites were created from scratch - one for ECSA and one for the road safety evaluation project.

Once again, our Infocentre provided an invaluable service, dealing with 3,500 enquiries from RoSPA members seeking advice about health and safety management and also other individuals and organisations looking for background information about accident prevention.

Our fortnightly Safety Connections e-bulletin remained popular, being received by tens of thousands of people, and our journals covering occupational safety and health (OS&H Journal and Safety Express), home and leisure safety (Staying Alive), road safety (Care on the Road) and safety education (Safety Education) remained an important source of information for professionals. We also remained a popular port of call for journalists from all sections of the media.

Sharing best practice and information

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



Our Infocentre responded to thousands of enquiries.

"It was a very relevant, practical and succinct event; really found it useful. Did more in 3 hours than you often do in a day."
Delegate, Meet the Experts - Effective Training

What we did: We responded to the financial and associated time pressures faced by many of our stakeholders by devising a finely-targeted events programme that would enable them to gain the most benefit from time out of the office. Our annual Road Safety Congress was reduced to a one-day seminar focused solely on coping during a time of limited public spending. We launched a series of one-day conferences, entitled "From Industry, For Industry", with events specifically for those seeking information about construction and facilities management, and we introduced our "Meet the Experts" series with half-day seminars covering worker involvement, effective training and work-related road safety. Among our other events was a conference for the waste management industry and in partnership with The Age Employment Network, we hosted a conference which investigated the pitfalls and opportunities that UK employers and the growing number

of older employees face. We also organised the seminar programmes for DFA Media's Drives and Controls/Plant and Works Exhibition and International Fluid Power (IFPEX)/Air-Tech Exhibition.

"Core health and safety involvement" was our theme at Safety and Health Expo, for which we were once again an official show partner, and our stand featured an eco-driving simulator and training course taster sessions.

"Lots of initiatives to take back to the workplace."
Delegate, From Industry, For Industry - Construction Health and Safety

Enhancing RoSPA membership

Why? We are privileged to be a society of members who are dedicated to reducing accidents through the education of others.

What we did: We were delighted that a variety of new members joined us and also that many well-known organisations renewed their corporate membership. These included:

New members:

- Bilfinger Berger
- The Co-operative Group
- Hoare Lee Ltd
- National Express Ltd
- Pinewood Studios
- Sellafield UK
- Tesco.com

Well-known corporate members include:

- Coca Cola Enterprises
- DHL Excel Supply Chain
- Lavendon Group Plc
- Marriot Hotels International
- Multiple Sclerosis Society
- Nampak Plastics Europe
- Premier Foods Group
- PSA Peugeot Citroen Automobiles UK Ltd
- St John Ambulance



We expanded our range of member benefits by launching The Voice - a fortnightly members'-only e-bulletin, containing member news, special offers and health and safety updates. We also enhanced the service received by new members during their first year of membership.

Promoting safety and risk education

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

"As a younger member of the community, I have had the chance to step into the shoes of RoSPA staff, and from looking at water activities from both perspectives I know that RoSPA is not trying to take away childhood risks. The message being portrayed is to have fun but think through the possible consequences of your actions."
Sabrin Choudhury, a Sutton Girls student, who joined us for a two-week work experience placement

What we did: Our youth participation strategy came under the spotlight when a group of young people visited our Birmingham headquarters to find out how we were already working with young people and discuss how this could be taken forward. Drawn from across the country, they represented the Young Advisers Charity, which advises decision-makers on how to engage young people in community life. Among the ideas they suggested were more partnerships with other organisations and greater use of social media to get young people actively involved in our mission to save lives and reduce injuries.



Representatives of the Young Advisers Charity looked at our youth participation strategy.

We continued our successful association with the Changemakers Foundation, through which "young advocates" aged 18-25 join us for 10 days over a six-month period. We also trained more RoSPA employees to become work experience facilitators, increasing our capacity to host school-age students for two-week placements.

RoSPA/BNFL Scholarship

Two new research projects received funding from the RoSPA/BNFL Scholarship Scheme. The scheme supports research that could have a real impact on improving safety in the UK and overseas.



The two successful projects in 2010 were:

Perceptual judgments by elderly road users when observing vehicle approach

Dr Damian Poulter and Professor John Wann, Action Research Laboratory, Royal Holloway, University of London
Awarded £20,000.

Child Injury Prevention Impact Statement Investigation and Development Project

Joanne Vincenten and Morag MacKay, European Child Safety Alliance
Awarded £20,000.

Funding also continued for a three-year PhD study:

The scale and impact of child injuries in Nepal

Puspa Raj Pant, Centre for Child and Adolescent Health, University of the West of England
Awarded £65,000 over three years (2009-12).

Visit our website for more details about the projects.

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 the Annual Review 2010/11 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 2010/11.

Objectives for 2010/11

Update RoSPA's health and safety policies and procedures

Policies and associated forms were redrafted in line with legislation and best practice and published via the staff intranet.

Manage RoSPA's occupational safety risks

The results of the ongoing programme of risk assessments were fed into the OSH Risk Register for review and action by line managers and/or the 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 were introduced in 2010 via Interactive Driving Systems. Company car drivers must undertake the RoSPA Advanced Driving Test and 42 per cent have achieved the top level gold standard; 30 per cent silver and 22 per cent bronze. These results are constantly updated, with drivers taking a retest every three years. RoSPA sets its minimum acceptable level for company car drivers as silver and the objective is that all drivers are to have achieved at least silver by the end of 2011. Beyond the gold standard, 6 per cent of drivers have achieved RoSPA's National Diploma in Advanced Driving Instruction.

Maintain OSH expertise throughout RoSPA

Two staff attended the NEBOSH National General Certificate course, with a further three staff studying for the world-renowned NEBOSH National Diploma.

Promotion of health and well-being

RoSPA's use of Lifeworks, an employee assistance programme designed to support staff in all aspects of life, continued. A new short-term absence policy was developed, both to reduce short-term absence and to ensure that all employees are given the appropriate level of support during and after periods of sickness absence.



Performance data for the 12 months ending March 2011

Key performance indicators	Result (during the year to March 2011)	Result (during the year to March 2010)
Reportable Injuries	1	Nil
Minor Injuries	9	9
Notices served	Nil	Nil
Enforcement action by health and safety enforcing authorities	Nil	Nil
Days lost due to sickness absence	556	827.57
Sickness absence rate per employee	7.2 days (77 staff absent in period)	8.7 days (95 staff absent in period)
Percentage of sickness absence due to a period of less than 20 days	86.5%	66.3%

Human Resources

Our employees are a vital component of the delivery of our mission to save lives and reduce injuries. As such, we were delighted to receive our first Bronze Investors in People award in October 2010. And, in January 2011, we received a "One to Watch" status in *The Sunday Times* BEST Companies to Work For competition, which was particularly pleasing because it was the first time we had entered this prestigious scheme.

We value the thoughts and suggestions of all employees and, in addition to encouraging these to be shared informally on a regular basis, we also collect them formally via a staff satisfaction survey. Feedback given through the most recent survey in June 2010 led to the introduction of focus groups and monthly lunch seminars, both of which encourage employee communication and the sharing of cross-departmental knowledge.



Members of the third RoSPA Academy visited the Lake District to find out more about our "as safe as necessary, not as safe as possible" principle.

The RoSPA Encomium continues to be supported as a means of recognising employees who have demonstrated outstanding and sustained performance, and Debbie Parslow, purchase ledger controller, received RoSPA's third Employee of the Year award.

Following three successful years of the RoSPA Academy, which provides learning opportunities for staff and generates a more entrepreneurial and exciting working environment, plans have been made for the creation of a "Masterclass" for previous Academy graduates.

"People across the organisation are clear about [RoSPA's] values and believe that they are at the heart of how they and the organisation operate and people said that they are encouraged to be engaged in 'making the vision happen'."

Bronze Award Review Report for RoSPA, Investors in People West Midlands, October 2010

Consultations April 2010 - March 2011

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

GENERAL

Healthy Lives, Healthy People: our strategy for public health in England (Department of Health)

Healthy lives, healthy people: consultation on the funding and commissioning routes for public health (Department of Health)

Healthy Lives, Healthy People: transparency in outcomes - proposals for a public health outcomes framework (Department of Health)

Tools for using NICE guidance to prevent unintentional injuries among under-15s (National Institute for Health and Clinical Excellence)

HOME

Building regulations and carbon monoxide review (Department of Health, Social Services and Public Safety and Department of Environment, Northern Ireland)

Review of the Northern Ireland Home Accident Prevention Strategy and Action Plan 2004- 2009 (Department of Health, Social Services and Public Safety, Northern Ireland)

Evidence gathering for proposed thermostatic mixing valve legislation (Building Standards, Department of Finance and Personnel, Northern Ireland)

Independent review on early intervention delivery (Department for Education)

Draft COMMISSION DECISION on the safety requirements to be met by European standards to address certain risks posed to children by internal blinds, corded window coverings and safety devices pursuant to Directive 2001/95/EC of the European Parliament and of the Council (European Commission)

Strategy towards a safer future (Electrical Safety Council)

ROAD

Possible implications for Northern Ireland of the Daylight Saving Bill (Northern Ireland Affairs Committee)

Proposals to Amend Driving Licence Standards for Vision, Diabetes and Epilepsy (Department for Transport and the Driver and Vehicle Licensing Agency)

Level Crossings (Law Commission and Scottish Law Commission)

Drink and Drug Driving Law (Transport Select Committee)

Deployment of in-vehicle emergency call - eCall - in Europe (European Commission)

Increasing the uptake of eco-driving training for drivers of large goods vehicles and passenger carrying vehicles (Department for Transport)



Preparing a Road Safety Strategy for Northern Ireland 2010 - 2020 (Department of Environment)

The Resilience of England's Transport Systems in Winter (Independent Winter Resilience Review)

Proposed Changes to Regulations Covering Powered Mobility Scooters & Powered Wheelchairs (Department for Transport)

WORK

CD233 - Proposed amendment to the Reporting of Injuries, Diseases and Dangerous Occurrences Regulations 1995 (RIDDOR) (Health and Safety Executive)

Review of Health and Safety and the Compensation Culture (Lord Young of Graffham)

SCOTLAND

Statistics on Transport in Scotland: Assessment of compliance with the Code of Practice for Official Statistics (UK Statistics Authority)

Review of Rural Roads (Freight Best Practice)

Pre-consultation on a seatbelt policy paper (The Scottish Government)

Drink and Drug Driving Law (Transport Select Committee)

School Transport Review (The Scottish Government)

Consideration of the Scotland Bill 2010 and Relevant Legislative Consent Memoranda (Scottish Parliament: Scotland Bill Committee)

National Debate on Young Drivers' Safety (Atkins and Professor Stephen Stradling)

Integrated Risk Management Plan 2011-14 (Grampian Fire and Rescue Service)

The Scotland Bill Committee Meeting (Scottish Parliament: Scotland Bill Committee)

Road safety and young drivers (Scottish Parliament: Transport, Infrastructure and Climate Change Committee)

The National Guidance for Child Protection in Scotland 2010 (The Scottish Government)

Wider Planning for an Ageing Population - Housing and Communities: Consultation on the Workstream Report and its Suggested Actions (The Scottish Government)

North Lanarkshire Council - Hard Choices Big Decisions (North Lanarkshire Council)

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