

Review 13/14

Saving lives and reducing injuries





BUCKINGHAM PALACE

Lord McKenzie of Luton,
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 loyal greetings, sent on the finalisation of their Annual Review to accompany the Report and Accounts for 2013 to 2014.

As your Patron, I was interested to learn of the success of this year's carbon monoxide safety programme as well as of your hosting the United Kingdom's first Family Safety Week. I appreciate you writing as you did and, in return, send my good wishes to all concerned.

ELIZABETH R.

5th August, 2014.



Photography by: Tim Rooke/REX

President's Message

Welcome to the RoSPA Annual Review 2013/14

Having just completed my first year as President of RoSPA, I am delighted to be writing my inaugural message for our charity's Annual Review, which tells of our activities and impact over the past year.

It was a great privilege to be elected as President, and to follow my distinguished colleague, Lord Jordan of Bournville CBE, in this role.

I already knew RoSPA well, particularly from my days as Parliamentary Under-Secretary of State at the Department for Work and Pensions, where I had ministerial responsibility for safety and health at work. However, during the past year, it has been my pleasure to discover more about how RoSPA works to fulfil its bold mission to save lives and reduce injuries, not only in the field of occupational safety, but also across home, road, leisure and education safety.

RoSPA has a proud record in the promotion of accident prevention - stretching back nearly 100 years - and it is passionate about the importance of this for public health. The stories that you will find on the following pages demonstrate that this proud record is continuing.

For example, in our chief executive's report at the beginning of this review, you will read about RoSPA's ongoing efforts to keep up momentum on the intelligent use of data and evidence. Following the development of the groundbreaking Preventable Year of Life Lost (PrYLL) as a measure of preventable, premature death,

we are now focused on how evidence such as this, in addition to factors like morbidity, efficacy and return on investment, could, indeed *should*, be used to set our nation's healthcare priorities. This really does stand to revolutionise prioritisation in healthcare, and we look forward to continuing to work with our partners on taking this forward.

Alongside this, our long-standing campaign to ensure the collection and analysis of robust injury data from Accident and Emergency departments continues, and it is pleasing to be able to report some breakthroughs in this respect during 2013/14.

Elsewhere, you will read the stories of individuals whose lives have been changed by RoSPA's work. For example, on page 20, you will read about Louisa Jenkins and her four-year-old daughter Betty from Bristol. Their lives were saved by a carbon monoxide alarm supplied as part of the Be Gas Safe programme.

It is stories like this, plus those of the many others who have benefited from practical help or support from RoSPA, that spur us on towards our mission.

As we approach the milestone of RoSPA's centenary in a couple of years' time, I have no doubt that the UK is a much safer place thanks to the efforts of this charity. By standing up for safety, but all the while promoting "prevention in proportion" - which is one of RoSPA's core values - the organisation does this country a massive

service by helping families and employers to take a balanced approach to preventing accidents. As the feedback we received during our first Family Safety Week showed, people are extremely thankful for this type of help.

RoSPA will press on with its mission in the years to come, and I look forward to supporting the work in any way I can.

In closing, I would like to offer my thanks to everyone who joined RoSPA in its mission during 2013/14. These included: policy-makers and practitioners from the public health sphere in all parts of the UK; our many partners, sponsors and event speakers with whom we worked on a wide range of projects; the delegates and award winners we met through our training courses and events; members of the public who signed up to support our campaigns, undertook fundraising challenges or donated money; the families who allowed us to tell their stories of losing a loved one in an accident; the media for giving our subject coverage (although more of this would be most welcome); and, of course, RoSPA's employees, members, national committees, volunteers and trustees.

Lord McKenzie of Luton, President



Chief Executive's Report

Bring on the healthcare revolution

The development by RoSPA in 2012 of the Preventable Year of Life Lost (PrYLL) as a measure of intelligent insight into how public health should be prioritised, was a major milestone in the development of public health, not just in the UK but overseas as well. It offers, for the first time, an opportunity to see the immense complexity of our public health challenge through a single clear lens, from which incisive prioritisation can develop.

The PrYLL takes mortality statistics, which put accidents as the No 5 cause of death, filtering Years of Life Lost (YLL), which put accidents at No 2 or 3 on that list, and applying the final filter of those deaths/YLL which are deemed preventable. The PrYLL measure places accidents as the primary cause of preventable premature death for most of our lives. Preventable cancer and heart disease still, of course, figure highly on this scale. The healthcare system, despite this perspective over the last 18 months, has yet to change its priorities, and accidents remain, frustratingly and puzzlingly, outside those issued by the Department of Health and Public Health England.

While this critical omission must be redressed, it is important to analyse the forces which currently operate the prioritisation system. There are numerous KPIs, outcomes frameworks and statistical metrics which surround the subject but, as has long been lamented by prevention professionals, there needs to be, at the highest level of prioritisation, a strategic connection between prevention and cure.

The healthcare system is currently driven by treatment, when, almost on the sidelines,

those of us who believe we have developed prevention solutions, are given very limited priority or resources. Of course, it is easy to say that as a society, we have to do the treatment. But it will never be otherwise unless we do the prevention, and with the growing burden on healthcare, most notably displayed as the increasing pressure on A&E, the opportunities to find the money to make the strategic move towards prevention, ever more elusive, are slipping away. This can only lead to the eventual collapse of the NHS, or a much larger (and quite unnecessary) tax burden on the public.

I am therefore delighted that RoSPA and the College of Emergency Medicine have formed a new AlliancE, forging links between those trying to prevent accidents and those responsible for treating their consequences. This revolutionary union can only help to describe the healthcare "big-picture" more directly than has been achieved before and, we hope, will focus the public on their personal capacity to reduce their vulnerability and that of their families, to accidental injury. Working with the CEM, the success of prevention can only be enhanced, while the pressure on treatment can expect much-needed relief.

More widely, public health priorities must be determined not just by mortality and the PrYLL but by such critical measures as the health burden in morbidity terms, the cost to society and the state, and the cost and value of each kind of intervention, measured in efficacy, cost-effectiveness and return on investment. Only then will there be a proper link between the treatment burden, which is itself only a mirror of the

pain and suffering of our people, and the preventative measures which have the capacity to reduce this misery.

If this kind of strategic prioritisation took place (and we are working with our partners at NICE and Public Health England to make it happen), accident prevention would come out as the No 1 priority for the healthcare system. Accidents are not only the biggest killer measured in PrYLL, they are a huge cause of morbidity (and the biggest single cause of our A&E queues), the biggest single cost to society and the state in healthcare terms and their prevention measures are the most efficacious and cost-effective interventions. And if this kind of prioritisation took place, everyone in our society would be a beneficiary - it would quite simply optimise the number of people who can live long and healthy lives, at the least cost.

This refreshing, innovative approach to joining forces strategically and prioritising resources economically is our healthcare system's big opportunity to think big and act bold. It is time for something new and fresh, driven by inescapable logic and an audacious confrontation of the facts. It is time for a healthcare revolution.

*Tom Mullarkey
MBE,
Chief Executive*



Our Activities

RoSPA: who we are and what we do

At the Royal Society for the Prevention of Accidents (RoSPA), we have a simple, yet bold, mission - **to save lives and reduce injuries.**

Our vision - **to lead the way on accident prevention** - encapsulates how we work towards achieving our mission.

As a registered charity with roots stretching back to 1916, we have a great heritage of promoting safety and health in the UK and around the world. We are committed to preventing accidents, all the while promoting a proportionate response to risk.

Here's a snapshot of how we work towards our mission to save lives and reduce injuries...

...by campaigning and communicating

- **Develop** and **deliver** evidence-based campaigns on key issues in order to bring about change
- **Grow** the profile of RoSPA and accident prevention in general.

...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.

...on the road

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

...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".

...through safety in education

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

...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.

...through membership

- **Extend** the RoSPA membership community.

...through events

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

Examples of our work in each of these areas during 2013/14 are outlined in this Annual Review.

On the facing page, you will find details of what current data says about the impact of accidents.

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*



Evidence, insights and priorities

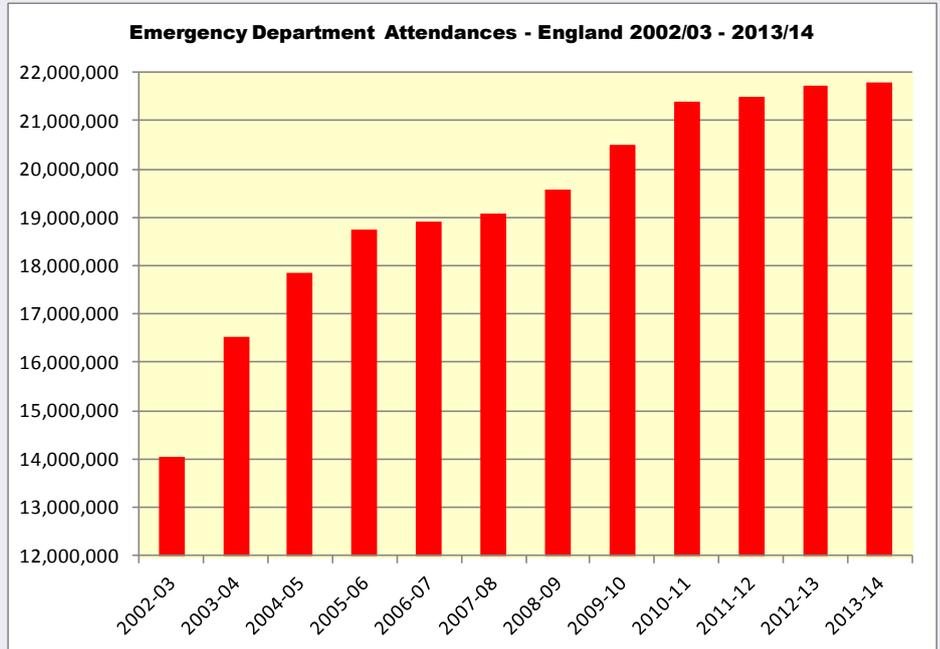
RoSPA has been hard at work to improve our understanding of why a record number (21.778 million) of people attended England's Accident & Emergency Departments in the year ending March 2014.

The rising demand for A&E is putting the NHS under enormous pressure, raising fears that, soon, it may no longer be able to cope. Accident prevention can help prevent such a crisis by reducing the number of A&E attendances that are due to accidental injuries. To be effective, accident prevention needs to be targeted, with specific messages aimed at coping with the specific risks that are faced by parents of inquisitive toddlers, thrill-seeking youngsters, busy employees, innovative designers, road users and the frail elderly. We therefore need to understand who is getting injured, where they were and what they were doing at the time.

RoSPA's collaboration with the College of Emergency Medicine's Tom Hughes has helped develop the Minimum Dataset (MDS), capturing location and activity data, plus demographic and injury data.

Data collection can be expensive, so RoSPA sponsored an eight-month trial of the innovative Kiosk Injury Surveillance System (KISS) in Reading's Royal Berkshire Hospital. Sadly, patients were too worried about losing their seat in the A&E waiting room to use KISS and its low-cost touchscreens.

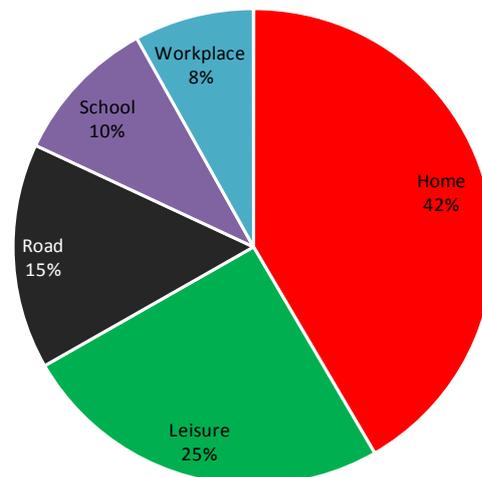
In parallel, however, staff at Oxford's John Radcliffe Hospital and Banbury's Horton General Hospital collected MDS data for 63,877 anonymous patients between January 2012 and March 2014. Data collection continues, but, in the meantime, the 63,877 records are being analysed by Professor Allyson Pollock's Public



Health team at Queen Mary, University of London. At the time of writing, this data is proving to be a goldmine of information about the frequency and severity of injuries by activity and location for various age groups. It is reinforcing the evidence previously presented in RoSPA's "Big Book of Accident Prevention" and the subsequent "Delivering accident prevention at a local level", which show that home and leisure now account for two thirds of accidental

injuries that are treated by A&E. This proportion has grown over recent decades, while the proportion due to road and workplace accidents has fallen to less than a quarter. The drop in road and workplace accidents is due to the success of sustained investment in road and workplace safety. The challenge is to repeat this success by investing in the prevention of home and leisure accidents...and avoid a crisis in A&E.

Location of accidental injuries treated in Oxfordshire A&E departments, Jan 2012 to March 2014



Our Highlights



We hosted the UK's first Family Safety Week, with a fantastic launch event in Birmingham - p. 12



A growing family of fundraisers rose to the challenge of raising money for accident prevention - p. 14



Household cleaning products campaigns were launched in Scotland and England - p. 20



We published resources for public health professionals in England and Northern Ireland - p. 22



New European standards relating to the safety of window blinds were introduced - p. 23



We relaunched one of our most popular websites - www.childcarseats.org.uk - p. 26



Our lighter evenings campaign reached a daytime TV audience thanks to Alan Titchmarsh - p. 28



Our National Water Safety Seminar at Salford Quays attracted a fantastic crowd - p. 29



Withernsea Primary School achieved the first A grade in our new SchoolSafe review - p. 32



Equatorial Guinea was one of the destinations for our occupational safety trainers - p. 35



It was fantastic to meet many members and non-members alike at Safety and Health Expo - p. 38



We secured the Investors In People Gold standard - a fantastic achievement by all our staff - p. 40

Saving lives and reducing injuries...

by campaigning and communicating



We put together a RoSPA family for our Family Safety Week activities.

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

Why?

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

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

What we did:

The start of the year marked the establishment of RoSPA's first dedicated Campaigns and Fundraising Department, enabling us to take a more co-ordinated approach to these two important areas of our work. You can find out more about our fundraising activities on p. 14.

Our key campaigns continued to include:

- Accident prevention as a public health

priority - see p. 22

- Blind cord safety - see p. 23
- Lighter evenings - see p. 28.

We also remained active in promoting other issues on which public awareness campaigns could potentially make a big difference. Poisonings, nappy sacks and driveway safety were among these.

Stand Up for Safety - our quarterly e-bulletin for those who sign up to support our campaigns online - continued to be delivered to about 13,000 people.

Grow the profile of RoSPA and accident prevention in general

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:

Pages on our main website - www.rospa.com - were viewed nearly 4million times during the year, and preparations continued for the development of a new website with greater interactive capability. We also relaunched two of our most popular satellite sites - www.childcarseats.org.uk and www.helpingdrivers.com - and our total number of satellite sites increased to 22.

Our social media presence - which includes multiple Facebook, Twitter, YouTube, LinkedIn and blog platforms - recorded another impressive year, with fantastic interaction from our ever-growing community of online followers. To complement the Workplace Safety blog, which was launched last year, we launched a new Twitter account - @RoSPAWorkplace - aimed at keeping health and safety professionals up to date with useful information and advice for their jobs.

The always-popular RoSPA Infocentre

continued to provide an invaluable service, taking 4,500 enquiries from RoSPA members as well as members of

Our social media success from April 2013 - March 2014

RoSPA Facebook - individual "likes" ↑ 25% from 1,628 to 2,029

RoSPA Twitter - followers ↑ 66% from 6,518 to 10,846

RoSPAWorkplace Twitter - 2,164 followers in its first seven months

RoSPATube (YouTube) - all-time views ↑ 74% from 79,145 to 137,847

SafetyGoneSane blog - all-time views ↑ 83% from 59,513 to 108,979

Workplace Safety blog - all-time views ↑ 1,948% from 18,315 to 375,059

RoADAR's Blog - all-time views ↑ 29% from 15,783 to 20,314

the public, researchers, academics and safety practitioners on a huge range of accident prevention and health and safety topics.

Likewise, the RoSPA press office remained a key resource for local, regional, national, international and trade journalists seeking information about RoSPA's work as well as about accidents and their prevention

in general. On average, we received more than 13 items of printed and online press coverage each day.

Our main fortnightly e-bulletin had a change of name from *Safety Connections* to *Safety Matters*, plus a new look and updated format, which helped to improve open rates among its readers. *The Voice*, our fortnightly e-bulletin for RoSPA members, also underwent a redesign, and RoSPA's subject-specific e-bulletins on occupational safety and health continued to attract subscribers among RoSPA members and others.

RoSPA's renowned journals covering occupational safety and health (*the RoSPA Occupational Safety and Health Journal* and *Safety express*), home safety and public health (*Staying Alive*), road safety (*Care on the Road*), safety in education (*Safety in Education*) and leisure safety (*Leisure Safety*) remained important sources of information for professionals in each of these sectors.

At Westminster, the All Party Parliamentary Group on Accident Prevention, which is chaired by Lord McKenzie of Luton, our President, and for which we provide the secretariat, continued to meet.

Meanwhile, in Scotland, we welcomed the launch of a new Cross Party Group on Accident Prevention and Safety Awareness at the Scottish Parliament, for which we are providing the secretariat. The group was set up to provide a top-level forum for discussing issues of concern and the public was encouraged to get involved by sending in their ideas.



At a European level, the European Child Safety Alliance, which we host, continued to deliver the EU-funded TACTICS project (Tools to Address Childhood Trauma, Injury and Children’s Safety) and PIECES project (Policy Investigation in Europe on Child Endangerment and Support).

The Allan St John Holt Memorial Lecture, which we host annually with Royal Mail, was given by Professor Richard Parish, non-executive director of Public Health England and former chief executive of the Royal Society of Public Health, on the subject, “Building safe communities: enhancing business contribution”. Prof Parish urged the audience of business leaders and safety professionals to go much further in promoting healthier lifestyles, not only through the workplace but outside of work as well.

Also during the year, we were pleased to release more iconic safety posters from our archive, including images featuring our road safety squirrel Tufty Fluffytail, who was celebrating his 60th birthday.

This was not Tufty’s only outing of the year - he also featured in the British Library’s Propaganda: Power and Persuasion exhibition.



We began providing the secretariat for a new Cross Party Group at the Scottish Parliament.

“Accidents affect the young disproportionately, and as such are the biggest cause of Preventable Years of Life Lost (PYLL). And because it is cheap, accident prevention is one of the most cost-effective public health measures we can invest in as a nation. It really is a no brainer.”

Professor Richard Parish, who delivered the Allan St John Holt Memorial Lecture



Family Safety Week

We hosted the UK's first-ever Family Safety Week in a bid to help millions of people protect their loved ones from accidents.

Running from March 24-28, the week got underway when TV property expert Martin Roberts and representatives from RoSPA joined staff, parents, carers and children at Allens Croft Children's Centre, in Birmingham, for a launch event.

The week's activities were supported by the new Family Safety Week website - www.familysafetyweek.org.uk, which received nearly 4,000 visits during the five days - with each day having a different theme:

- **Monday: Focus on 0-5s** - looking around your home from a child's point of view
- **Tuesday: Older children** - developing water safety skills by learning to swim
- **Wednesday: Teens and young adults** - helping learner drivers
- **Thursday: Adults** - becoming safer drivers at work
- **Friday: Older people** - preventing falls.



TV presenter Martin Roberts (pictured above), Tom Mullarkey, our chief executive, and Lord McKenzie of Luton, our President, (pictured below) spoke at the launch of Family Safety Week.

Individuals and organisations got involved by:

- Taking part in the online National Accident Survey
- Sharing safety advice with friends, family, colleagues and clients.

We were delighted to have the support of so many partners. From Royal Mail, which sponsored the event, to local children's centres that ran activities, there was a great sense of involvement across the country. For





example, in Birmingham, the Allens Croft Children's Centre, a partnership between Birmingham Community Healthcare NHS Trust and Birmingham City Council, did a sterling job in hosting the launch; in Northern Ireland, we received the backing of the Public Health Agency, which supported a focus on blind cord safety; and in Scotland, Clare Adamson MSP, put forward a motion in the Scottish Parliament in support of the week.

There was also great media interest, including Martin Roberts appearing on BBC Breakfast and Sky Sunrise, complementing a mass of regional and trade media coverage.

“As soon as I heard about Family Safety Week I wanted to be a part of it. Being the father of two young children and knowing friends and colleagues who've lost loved ones in accidents, I know how crucial it is to get the balance right.”

Martin Roberts, TV property expert



Fundraising

We are indebted to the millions of people who have supported our work during the nearly 100 years of our history.

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

During 2013/14, we were once again immensely grateful to our guests at the RoSPA Occupational Health and Safety Awards ceremonies in Birmingham and Glasgow. They raised more than £27,000 through a prize draw and silent auction, including a £5,000 donation from Gulf Petrochemical Industries Company. The money raised went towards our ongoing safety campaigns including, in Scotland, our plans to distribute a children's book about accident prevention to the families of children starting school.

We were also thankful to Joy Edwards, who lost her 17-month-old daughter Leah in a blind cord accident, and to Mark and Michelle Patterson, who lost their five-year-old son Harry in a driveway accident, who kindly took part in our appeal video that was shown at the ceremonies.

Our other fundraising highlights included Amelia Gordon and her friends Ellen, Jane and Annabel rowing the 22 miles of the Great River Race on the Thames in memory of Richard Hollands, who died in a fire at his west London flat, aged 32. They raised more than £1,500 for a fire safety campaign that we are working on with Richard's mother Alison, aimed at young people living in flats in the



Sue Mullarkey completed the Great North Swim in Windermere.

capital.

Sue Mullarkey, the wife of our chief executive Tom, also took to the water, this time braving Windermere in the mile-long Great North Swim, and raising more than £1,300 for RoSPA in the process.

On two wheels, Errol Taylor, our deputy chief executive, raised a fantastic £3,500 by undertaking a 140-mile Coast to Coast cycle challenge, which took him from Whitehaven, on the west coast of Cumbria, to Gateshead, Tyne and



Michael Corley ran in the BUPA Great Birmingham Run.



Amelia Gordon and three friends took to the Thames in the Great River Race.

“ Friends cheered us on and we had a lump in our throats as we passed The Rutland Arms, a favourite place of Richard’s at Chiswick Bridge, where we heard a cheer from a large group of Richard’s close friends. ”

Amelia Gordon, who raised money in memory of her friend Richard Hollands

“ As a mum, I have been shocked to learn that accidental death and injury is the biggest threat to children - far more than disease - and yet just about everybody is unaware of this. ”

Sue Mullarkey, who raised more than £1,300 for RoSPA



Errol Taylor completed a Coast to Coast cycle challenge.

Wear, over four days.

And Michael Corley, our head of campaigns and fundraising, raised more than £800 by pounding the streets of Birmingham in the 13.1-mile BUPA Great Birmingham Run.

We were also grateful for donations of £5,000 from Banagas and more than £3,000 from KBR.

You can read more about our family of fundraisers at www.rospa.com/fundraising/

RoSPA/BNFL Scholarship

The final two research projects to benefit from funding from the RoSPA/BNFL Scholarship Scheme were announced in 2013. 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.

Community-based Child Injury Prevention in Nepal: a programme for Female Community Health Volunteers

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

Advisory Team: Prof Elizabeth Towner, Dr Julie Mytton, Dr Toity Deave and Dr Matthew Ellis

- To develop and evaluate an educational programme on child injury awareness and basic first aid for Female Community Health Volunteers in one district in Nepal. To include the development of educational materials, the provision of training and the evaluation of knowledge of the volunteers and mothers following the programme.

Awarded £30,000.

A series of studies aimed at evaluating LASER (Learning about Safety by Experiencing Risk) safety education schemes

Principal investigator: Dr Mary Joshi, Oxford Brookes University

Co-investigators: Dr Andrew Boyd, University of Bristol; Professor John Macleod, University of Bristol

- A two-part study: to assess the effectiveness of a LASER scheme at alerting children to daily risks in the home and on the roads; and to undertake an objective assessment of the long-term effect of the Bristol Lifeskills-Learning for Living training on accident preventive behaviour, and on accident and injury outcomes.

Awarded £37,778.



Puspa Raj Pant received £30,000 from the RoSPA/BNFL Scholarship for research into child injury prevention in Nepal.

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:

We continued to champion accident prevention as a public health priority. Our activities in England were linked to the reorganisation of public health, with local authorities taking responsibility for public health from April 2013. We also continued to work closely with health services in Northern Ireland and Scotland, where the links between accident prevention and public health were already well developed.

The highlights of our public health campaign are outlined on p. 22.

In addition to these, our Safer Homes Programme continued to run in England, funded by the Department of Health, providing a training, consultancy and intervention service to help local authorities integrate home safety into local public health plans.

Highlights from the programme included:

- A falls prevention programme in Liverpool, which included a “slipper swap” with patients at Broadgreen Hospital and the distribution of a new advice booklet
- Our contribution to the development of an accident prevention strategy in Nottinghamshire



Gemma Duke and her two-year-old son Zachary, who had been injured by a cleaning product, helped us launch the “Take action today, put them away” campaign. See p. 20.

- The distribution of safety packs to more than 400 families across Lincolnshire, Leicestershire and Nottinghamshire
- The delivery of a safety programme for migrant families in Blackburn with Darwen.

“ One mother in the group said she used to have a kettle in the bedroom to make it easier to have a hot drink in the morning. After discussions in the group, she decided this was not safe because she has a two-year-old who comes in the room, so she took it away. ”

Feedback from a Safer Homes project for migrant families in Blackburn with Darwen

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

Why?

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

What we did:

We supported a variety of projects aimed at improving data collection and analysis. See p. 7 for full details.

In Scotland, we also gave comments to the Information Services Division (ISD) Scotland on how its Unintentional Injuries publication could be made more useful.

Support and encourage partnerships on accident prevention

Why?

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



A slipper swap at Liverpool Community Health's Intermediate Care base at Broadgreen Hospital took place as part of the Safer Homes Programme. An evaluation showed improvement in patients' gait when they were wearing their new slippers - reducing a key risk factor in falls.



There were some great opportunities to swap ideas at the Child Safety Scotland conference.



Staff, children and parents at Alder Hey Children's Hospital in Liverpool took part in a launch event for the "Take action today, put them away" campaign.

What we did:

In Scotland, we contributed to the Go Safe Scotland website - www.gosafescotland.com - which was compiled by a variety of partners including the NHS, police and fire service, and co-ordinated by Glasgow City Council and Fife Council. The website, covering road, home, water, outdoor, fire, rail and digital safety, is used as a teaching aid in primary schools.

To encourage parents to get involved in safety, we developed the Child Safety Scotland website - www.childsafetyscotland.org.uk - which supports the messages children are learning in school.

At a regional level in Scotland, we continued to contribute to the Unintentional Injuries Steering Group within NHS Greater Glasgow and Clyde, and, at a national level, we ran our second Child Safety Conference, which looked at safety from a legal and moral point of view. More than 100 delegates attended, with networking promoted to encourage organisations to learn from one another's experiences.

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

Why?

Home accidents often go unnoticed because they happen behind closed doors, and continuing effort is needed to raise awareness of their causes and how they can be prevented among policy-makers, practitioners and members of the public.



Victoria Borwick, Deputy Mayor of London, spoke at the premiere of the Facing up to Falls film.

What we did:

The Be Gas Safe programme, which we run with Gas Safe Charity, entered its final year, with 70 project partners working across the UK to distribute 1,300 carbon monoxide (CO) alarms to high risk groups, such as older people and families with young children, and many more families receiving CO safety information. Following two reports of lives being saved the previous year, we were delighted to receive another report; this time Bristol mother Louisa Jenkins and her four-year-old daughter Betty escaped injury thanks to an alarm provided by local Be Gas Safe partner, Des Walker Chimney Sweeps.

Louisa had dozed off in front of her wood burner, with Betty sleeping upstairs, when she was woken by the CO alarm. CO had built up after a builder installed a ventilation cowl on her live flue.

During the year, we were also pleased to welcome a new law making CO alarms compulsory in all new-build properties in Scotland, and, in Northern Ireland, we joined the Health and Safety Executive Northern Ireland to warn of the dangers of CO during the country's first Carbon Monoxide Awareness Month.

Poisoning of a different kind - from household chemicals - was the focus of other initiatives.

In Scotland, we distributed more than 20,000 safety packs, containing a cupboard catch and leaflet, to families with young children as part of the "Not for play, keep them away" campaign, funded by NHS Greater Glasgow and Clyde.

And in England, "Take action today, put them away" pilot schemes were launched in Birmingham and Liverpool, funded by the UK Cleaning Products Industry Association, to give away magnets and detachable notepads featuring poisoning safety advice to 80,000 families.

A pilot scheme in England was also launched to distribute changing mats (pictured right) carrying safety advice about nappy sacks, which have been

“ If I hadn't heard the alarm, I would have been killed and my daughter would have either suffered the same fate or come down the next morning and found her mummy dead on the sofa. It doesn't bear thinking about. The carbon monoxide alarm completely saved my life and now I can't help but tell everyone I come across the importance of having one in their home. ”

Louisa Jenkins, whose life, and that of her daughter, were saved thanks to Be Gas Safe

involved in the choking and suffocation of babies, to organisations working with young families, to complement the continuing distribution of posters and leaflets.

Older people were the focus of a new film - Facing up to Falls - made as part of the Safer Homes Programme. Featuring the stories of people from Hackney, Islington and Newham, the film premiered at the Keeping London Healthy - Reducing Falls event at City Hall, and was made freely downloadable from www.rospa.com/homesafety/adviceandinformation/falls/. Victoria Borwick, Deputy Mayor of London, was among those who attended, along with some of the stars of the film.

Also for older people, we ran a Christmas



Allan Coyne and Elizabeth Jones both featured in our Facing up to Falls video, which was launched in London.

campaign in Scotland, aimed at reducing electrical fires over the festive period, thanks to funding from the Electrical Safety Council. The project involved talks with older people's groups and the distribution of extension leads and tea-towels bearing safety messages.

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:

The launch of Scotland's Home Safety Equipment Scheme, funded by the Scottish Government, was one of our major highlights during the year. The aim was to provide 800 families with children under the age of five with free home safety equipment from July 2013 - June 2014. By March 2014, 614 families, and more than 1,200 children, had benefited. As well as professionally installing home safety equipment, such as safety gates, fireguards and cupboard locks, the project raised awareness of home safety issues among parents, carers, older siblings and professionals working with families.

Our blind cord safety campaign also continued across the UK, and full details can be found on p. 23.

Deliver home safety training courses

Why?

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

What we did:

Training courses covering home safety,

child safety and older people's safety were delivered to practitioners across England, Northern Ireland and Scotland.

In Northern Ireland, we also joined forces with 3fivetwo Training Academy to provide childminders with training on health and safety in the home, child protection and paediatric first aid.

In Scotland, we delivered training to nearly 100 childminders, focusing on home and garden safety.

Also in Scotland, home safety sessions were delivered to: students in the adolescent unit at Stobhill School Hospital, Glasgow; pupils from Noble Primary School, South Lanarkshire; and a group of teenagers who are no longer in mainstream education at the Bridges Centre, Rosyth. We also offered a visiting service, giving talks on child safety in the home, and supporting drop-in sessions at nurseries, health centres and older people's groups.

In England, more than 400 people working with children and older people received home safety training as part of the Safer Homes Programme.

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

Why?

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

What we did:

We kept abreast of new topical issues and problems, and aimed to keep the public up to date too, issuing online guidance on second-hand goods and button cell batteries. We were also featured on the BBC's Watchdog Test House, talking about furniture, electrical and general home safety, and our input into a national-level working group on the safety of electric gates at private residences continued.



Families and project partners attended the launch of Scotland's Home Safety Equipment Scheme.

Campaign: **public health**

Background

Accidents are responsible for 14,000 deaths and millions of injuries across the UK each year, costing the State an estimated £20-30billion. They are untimely, often violent and can devastate families and communities.

The prevention of accidental injury and death is often overlooked in public health circles because of its seeming complexity and interdependence with other issues such as alcohol or illness. And yet, it 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.

This is why one of RoSPA's key campaigns - see www.rospace.com/publichealth/ - is to make accident prevention the number one priority for public health.

Progress

We published "Delivering accident prevention at a local level within the new public health system" - a handbook for local authorities.

Supported by Public Health England and funded by the Department of Health, it highlighted the burden of accidents on families, local communities, A&E departments, wider health and social care services and the economy as a whole, and outlined the benefits of investing in prevention. Case studies, fact sheets and research papers highlighted how prevention had been delivered successfully.

Anna Soubry, Minister for Public Health, and Professor Kevin Fenton, director of health and wellbeing at Public Health England, provided a foreword.



We were also delighted to publish Northern Ireland's "Big Book of Accident Prevention".

Launched at the Stormont Estate, the document revealed that accidents vied with intentional self-harm as the leading cause of preventable, premature death until the age of 60, with examples given for how to prevent them. Dr Eddie Rooney, chief executive of the Public Health Agency, wrote the foreword.

Impact!

By the end of March 2014, our main "Delivering accident prevention" webpage had been viewed nearly 11,500 times, and we were delighted with the feedback received.

Northern Ireland's Big Book also had a great response. In fact, it influenced the evidence base for the proposed 10-year Home Accident Prevention Strategy, with Edwin Poots, the Health, Social Services and Public Safety Minister, recognising the "invaluable" statistics and data we had supplied.

“ This handbook brings together evidence and outcomes with real examples from councils and partnerships that have stepped up to the challenge and are saving lives and seeing real-time financial return on investments made. ”

Prof Kevin Fenton, director of health and wellbeing at Public Health England



The launch of Northern Ireland's Big Book of Accident Prevention.

Campaign: **blind cord safety**

Background

Our research shows that at least 28 young children have died after becoming tangled in the looped cords of blinds and curtains in the UK since 1999, 15 since the start of 2010. There will have been many more non-fatal injuries and near-misses.

Through the Make it Safe campaign, we work with partners including the Department for Business, Innovation and Skills (BIS), the European Committee for Standardisation (CEN) and the British Blind and Shutter Association (BBSA).

Our campaign - www.rospace.com/blindcords/ - is two fold: we promote design modifications, enshrined in standards, for new blinds; and raise awareness of cord dangers so parents and carers can take action to reduce the risk posed by existing blinds.

Progress

Our campaign continued to attract significant media attention with the highlights being our appearances on BBC Breakfast, ITV Daybreak and the BBC's Watchdog Test House, enabling us to bring the issue to the attention of



Sophia Parslow was 17-months-old when she was killed by a blind cord.

millions of people.

It was during our media work that we came into contact with Amanda O'Halloran, who lost her 17-month-old daughter Sophia in a blind cord accident.

As with the other blind cord families we work with, we were humbled by Amanda's desire to prevent others from enduring a similar tragedy, and were really pleased that she, and partner Chris, were able to join us at the launch of Family Safety Week.

Impact!

There was some pleasing progress in our campaign during the year, not least the introduction of a tougher European standard for internal blinds - something we had worked

towards for many years.

The amended standard has a considerably extended scope, meaning that it relates to many more types of blind, and it also requires that blinds must be "safe by design" or be supplied with appropriate child safety devices installed. It imposes a maximum cord and chain length, states that all blinds must continue to carry safety warnings and is supported by two additional standards that relate to testing requirements.

Also during the year, England's Chief Medical Officer, Professor Dame Sally Davies, recommended that all four UK chief medical officers work with RoSPA to look at ways to reduce blind cord accidents. The project was to be led by Dr Michael McBride, the Chief Medical Officer for Northern Ireland.

“The announcement by CEN is a welcome step forward in helping to significantly reduce the dangers that the looped cords of window blinds pose to young children. I am pleased to note the excellent work of RoSPA in conjunction with BIS and BBSA. This is an important contribution.”

Prof Dame Sally Davies, Chief Medical Officer for England

“I commend the work of RoSPA and partner organisations for the work that they do in raising awareness of the dangers and look forward to working with them in the coming months to consider if there is more that can be done to reduce accidents and deaths associated with blind cords.”

Dr Michael McBride, Chief Medical Officer for Northern Ireland

Saving lives and reducing injuries... on the road

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

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:

Funded by the Department for Transport (DfT), we produced new guidance for road safety and public health professionals to help them integrate road safety and public health activities. The report highlighted how road safety activities could have a positive impact on health issues such as heart disease and mental health, as well as preventing injuries.

Also exploring the link between the road safety and health and wellbeing agendas, our Road Safety Conference focused on cycling. At a time of rising cyclist casualties, the event, hosted in Birmingham, explored how we can produce a safer cycling environment and improve driver and cyclist attitudes and



The delegates and instructor team on the first two-day RoSPA National Diploma in Advanced Motorcycle Instruction course. See p. 25.

behaviour so that more cycling does not mean more casualties.

In a continuation of our work to support road safety professionals, we maintained the Road Safety Observatory website, at www.roadsafetyobservatory.com, on behalf of the DfT. The site provides access to independent road safety research.

We also refreshed our road safety evaluation website, at www.roadsafetyevaluation.com, to make it simpler to use. The site, which is home to the free online toolkit, E-valu-it, helps road safety practitioners to evaluate their activities.

In Scotland, we continued to help deliver the Scottish Government's Road Safety

Framework to 2020. We prepared the way for the launch of a new qualification for road safety professionals - the SQA Road Safety Course, which would be approved by the Scottish Qualifications Authority.

We ran child car seats training courses for road safety practitioners, health professionals and social workers in Glasgow and Edinburgh. Delegates were also given free resources as part of RoSPA's Child on the Drive! campaign, which raises awareness of the dangers posed to young children on driveways and in and around cars.

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

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

On a global scale, we continued to support the UN Decade of Action for Road Safety.



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. The 68 RoSPA Advanced Drivers and Riders (RoADAR) groups help to reduce road accidents by improving driving and motorcycling 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, which was completed in the summer of 2013.

A new RoADAR motorcycling group was



set up in Ayrshire and we received great feedback from our other groups about their activities to enhance driving and riding skills. Many of them sent their news to Care on the Road, our road safety journal, to inspire others. For example, members of the Taunton group (pictured above) had a go at manoeuvring a lorry and a 12-metre bus in an exercise that highlighted the blind spots around large vehicles.

We also continued to partner with St John Ambulance in the West Midlands, helping it to set up its own RoADAR group and working with it on the training and testing of its drivers, and we worked with Brecon Mountain Rescue to establish a new group.

During the year, we thanked Bob Smalley, our chief examiner, who retired following 23 years of dedicated service with RoSPA, and we welcomed Stuart McMillan as our new chief examiner.

Another significant development was the launch of a new two-day course for the RoSPA National Diploma in Advanced Motorcycle Instruction. Offered since 1995 as a five-day course, the intensive two-day option was launched for riders who already held riding and instructor qualifications awarded by sources other than RoSPA.

We were pleased to welcome the Police Foundation's publication of revised Roadcraft manuals for driving and motorcycling, a project on which Bob Smalley advised.

We were also delighted to team up with Ford Motor Company as the official safety partner for a new young drivers' programme - Ford Driving Skills for Life.

Further afield, our work contributed to moves to raise driving and riding standards in Turkey when we awarded a new advanced level of accreditation

“Unfortunately, accidents happen all too often in Turkey, which is why we decided to work with RoSPA - a leading name in road and occupational safety expertise. We are proud to have become the first organisation in the world to gain Accreditation Plus, and hope to continue improving through the advice we have received from RoSPA.”

Halil Kiliç, founder and administrator of GiS Akademi

to GiS Akademi. The Istanbul-based driver and rider training firm, which runs GiS Park - an extensive off-road complex - became the first to secure our Accreditation with Trainer Certification - Plus, which looks at how training is delivered, trainers' qualifications and the quality of facilities.

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

Why?

Among the most common factors in road accidents 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 cut road casualties significantly.

What we did:

With funding from the DfT, we were able to completely refresh our popular Child Car Seats website - www.childcarseats.org.uk - which is viewed more than 4,000 times a day.

Also with DfT support, we launched



Bob Smalley joined Valerie Singleton in an advice video for older drivers.

updated versions of our website for parents and others who help learner drivers with private practice - www.helpingdrivers.com - and our guidance booklets on this topic.

Bob Smalley, in his then role as chief examiner, joined Valerie Singleton in an advice video aimed at older drivers, produced by breakdown provider and road safety charity GEM Motoring Assist.

We continued to run our Child on the Drive! campaign to raise awareness of the risk to children from cars on the family driveway, responding to many requests for posters and leaflets.

And we used our YouTube presence to

promote four innovative videos that were created by young people across Wales to tackle drink driving in the run up to Christmas. The videos were produced as part of a competition run by Road Safety Wales.

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

Why?

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

What we did:

We continued to update 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, and produced a new guide focusing on telematics.



In Scotland, we continued to host the Scottish Occupational Road Safety Alliance (ScORSA), and conducted a survey to measure the use of the ScORSA Driving Risks at Work (DR@W) Toolkit. The toolkit helps managers within companies, or external practitioners, to conduct awareness-raising workshops for staff who drive for work.

The results showed that the toolkit helped companies to implement MORR strategies, leading to an improvement in the overall safety culture of the firms.

Also in Scotland, the Young Drivers at Work (Scotland) Black Box Pilot, funded by the Scottish Government, was completed. The project assessed how employers can use telematics to improve the safety of young drivers who drive for work. Equipment was installed in vehicles used by young drivers employed by different businesses.

The resulting data revealed a range of issues for both the businesses and their employees. As a result, we produced "Using Telematics to Improve Driving for Work Safety: A Good Practice Guide", which will advise future projects.

The RoSPA Awards once again shone a light on firms leading the way on occupational road safety.

Dubai-based Tristar Transport LLC won RoSPA's MORR Trophy, sponsored by Allianz, an award that honours the organisation demonstrating the most effective and cohesive MORR programme, supported by historical performance data.

And CEMEX UK Operations Ltd - Logistics won the MORR Technology Trophy - a new award introduced in 2013. Sponsored by Tesco Dotcom, the award recognises the best use of technology in MORR, from black boxes in vehicles to e-learning and social media. The firm was chosen as the winner because of its use of technology to reduce risks to cyclists.

The majority of our MORR awards are achievement awards, and, reflecting the growing international interest in our

work, we were delighted to present a silver award to The Roads and Transport Authority - Public Transport Agency, Dubai, UAE.

Our other MORR activities in the international sphere included work with organisations from Russia, Oman and Kurdistan.

Also during the year, RoSPA was represented at a roundtable discussion hosted by CEMEX, which brought together transport planners, road safety organisations, construction industry representatives and cycling groups to discuss how goods vehicles could be made safer for cyclists.



Trainers from Dubai Taxis, who successfully completed our two-week International Diploma in Advanced Driving Instruction.



The Roads and Transport Authority - Public Transport Agency, Dubai, UAE, received a silver award for MORR in the RoSPA Awards.

Campaign: **lighter evenings**

Background

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

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

Progress

We continued to champion the road safety benefits of SDST, as well as the business, leisure, tourism and environmental benefits, also sharing important safety advice when the clocks went back in the autumn.

Our views were featured widely across regional radio, and the campaign's highlight of the year was the appearance of Tom Mullarkey, our chief executive, on the Alan Titchmarsh Show on ITV1.

We also continued to raise awareness of the procedural problem in Parliament that had led to Rebecca Harris MP's Daylight Saving Bill being talked out of time in the House of Commons by a few MPs, despite widespread support from other MPs, and the general public.

Impact!

The Alan Titchmarsh Show provided a fantastic opportunity to debate the merits of switching to SDST in front of daytime television viewers. Tom Mullarkey went head-to-head with radio presenter Matt Brown in the debate. We're pleased to say that Tom's argument proved the most convincing and he won the audience vote.

We were also delighted that, after being invited to address the House of Commons Procedure Committee as part of its investigation into the effectiveness of Private Members' Bills, comments made by Tom Mullarkey were referenced in the final report.

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



Tom Mullarkey debated the merits of SDST live on the Alan Titchmarsh Show...and won the audience vote! Credit: Steve Meddle/REX.

“If you can reform this situation, so that it becomes transparent and it actually works and it empowers Parliament and more of us people to engage in politics, then it will have been a great success.”

*Tom Mullarkey,
RoSPA chief executive,
quoted in the House of
Commons Procedure
Committee report on
Private Members' Bills*

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



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.

With the UK's accidental drowning figure being static at around 400 deaths

a year, a key issue on the NWSF's agenda was laying the foundations for the first national water safety and drowning prevention strategy to reduce the toll.

The topic was raised at the National Water Safety Seminar, which we hosted at Salford Quays, an event that looked at how evidence about water safety could be transformed into action to save lives and reduce injuries. The day included a boat tour of Salford Quays, a walking tour of Salford Watersports Centre (pictured

below) and a discussion on survival swimming and life jackets.

Also during the year, we conducted a study to establish how Scotland's 32 local authorities were addressing water safety, discovering an inconsistent "ad hoc" approach despite a high rate of drownings. Our report called on Scottish local authorities to work together to share ideas, resources and good practice.



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 entered into an exciting project during the year, linking up with Parkwood Leisure, one of the UK's leading leisure management companies.

The two-year agreement would see us delivering specialist health and safety services to Parkwood, including reviewing the firm's current policies and conducting health and safety audits of 15 of its sites. All 84 of Parkwood's sites also became RoSPA leisure safety members.

Our leisure and play safety teams attended Leisure Industry Week in Birmingham, where we gave tailored advice on a range of issues covering play safety, swimming pools and activities for children and young people. We also hosted two workshops focusing on how accidents and ill health can affect a leisure operator and the critical steps to take following an incident.

Also during the year, the foundations were laid for the development of RoSPA Leisure SafetyMark, a new review system for the leisure industry.

Support and carry out pioneering research

Why?

Establishing the causes of drowning and



We were delighted to start working in partnership with Sportscover.

developing new prevention strategies are essential to make an impact in reducing the tragic loss through drowning each year.

What we did:

We started working with Sportscover, a worldwide specialist sports and leisure insurer with an insurance syndicate at Lloyd's of London. The partnership would enable us to collaborate on safety

campaigns, policy and industry initiatives.

A key aim of the partnership was to identify emerging risks leading to injuries and accidents in the leisure sector in order to create a better understanding of what is at the root of the problems and how to tackle them. Sportscover and Active (the firm's leisure brand) policyholders would also benefit from priority access to our risk management information and services.

“ We are delighted to be working with RoSPA. Its name is synonymous with health and safety in the sectors we accommodate through our Sportscover and Active product range. We continue to look forward to assisting RoSPA in its mission to improve safety. ”

Murray Anderson, underwriting director at Sportscover

“ Health and safety has always been a key priority for Parkwood Leisure and our work with RoSPA will enable us to build on the work we do already and ensure that all our sites follow best practice approaches. ”

Darren Parrot, assistant regional director at Parkwood Leisure

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

Why?

The child’s right to play has been recognised as important by the UN Committee on the Rights of the Child, through the publication of its General Comment on article 31 of the UN Convention on the Rights of the Child.

Play comes in many forms, and it is important not to forget the right to exciting, stimulating, challenging and risky play, especially that which comes through access to “natural” play features. The life skills learnt through such exposure are carried throughout a child’s life.

What we did:

We continued to be at the forefront of playground safety within the UK by providing inspections for playground operators. Our advice centred around maintaining the play value of a playground and keeping it sensible, to avoid unnecessary expenditure.

Playgrounds should be fun, exciting places for children, and so a great focus was on the provision of natural play space. Such an approach often pushes the boundaries of what has traditionally been acceptable, in respect of compliance with standards and guidance. We helped to assure designers and providers of the need to maintain a balance between benefit and risk.

One particular example was the flagship Tumbling Bay playground at the Queen Elizabeth Olympic Park, which features rock pools, sand pits, tall tree houses and wobbly bridges, as well as slides, swings and more, all in a real, natural environment. We were involved in the



early stages of the design, assisting the landscape architects and designers to overcome safety issues, through to

carrying out final inspections before the playground was opened to the public.

Saving lives and reducing injuries...

through safety in education

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:

We continued to work with primary and secondary schools across the UK, including academies and maintained schools, offering direct support, auditing and training staff.

One of the highlights was the launch, at the Education Show, of RoSPA SchoolSafe - a review programme that evaluates schools' performance on health and safety management and the teaching of safety, and makes recommendations for future developments.

Withernsea Primary School in the East Riding of Yorkshire became the first school to achieve an A grade in the RoSPA SchoolSafe programme.



Withernsea Primary School became the first to be awarded an A grade in RoSPA's SchoolSafe programme.

“ The audit process provided us with a day of knowledgeable advice and guidance from the RoSPA officer who visited us. It increased our confidence in what we do and how we organise our health and safety, particularly in light of the work we do with other schools. The 'A' grade we achieved helped to demonstrate our effectiveness. ”

Nina Siddle, Withernsea Primary School's assistant head responsible for business and development



In addition to our UK activities, we were also delighted to begin working in partnership with InSiGHt Health Consulting on a project to promote effective health and safety management in schools in Nigeria.

The project, called SafeZone, includes annual assessments and the development of safety improvement plans for schools. Our project partners were able to visit us during the year to find out more about our work and visit some UK schools and colleges.

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” (LASER), enables high quality practical safety education to be promoted across the UK.

What we did:

We continued to host the LASER Alliance, which celebrated its second anniversary with a conference at Safeside, an interactive safety education centre run by West Midlands Fire Service in Birmingham.

Examining the past, present and future of practical safety and risk education was the theme of the event, which brought together a range of organisations working with children and young people.

During the year, the LASER Alliance continued to accredit practical safety education providers that demonstrated educational excellence and quality. Bodmin’s Flashpoint Lifeskills Centre, Guernsey’s Safety Calling Challenge and Oxfordshire’s Injury Minimization Programme for Schools (pictured right) all

“ SafeZone is the first of its kind in Nigeria and West Africa and will begin to pave the way for improved safety culture in our schools. ”

Dr Nnenna Mba-Oduwusi, principal consultant at InSiGHt Health Consulting



Members of the InSiGHt Health Consulting team from Nigeria joined us to visit some UK schools and colleges, including Hereward College in Coventry.

received bronze certificates.

We were delighted to learn of the impact made by our LASER Alliance partners. For example, training provided by Oxfordshire I.M.P.S. enabled 10-year-old Nicole Faux from West Kidlington Primary School to know what to do when her mum received a deep cut. And it was a session at Safety Zone at Holme Pierrepont in Nottinghamshire that helped Tara Brown, also 10, stay calm and dial 999 when her mum was knocked unconscious in a fall from a horse.

“ I knew what to do because of the course. I kept mummy’s arm in the air, and calmed her down by getting her to take deep breaths until help arrived. ”

Nicole Faux, 10



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



We travelled to Equatorial Guinea to deliver training for the NEBOSH International General Certificate. See p. 35.

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.

Saving lives and reducing injuries...at work

What we did:

We continued to provide practical assistance to SMEs, and, more broadly, to champion the simplification of help available to SMEs.

For example, our response to the Department for Work and Pensions’ Triennial Review of the Health and Safety Executive covered this important area, and we were pleased that the findings of the review included the need for the smarter use of new media to reach SMEs.

As a way of highlighting good help and advice for SMEs, we once again presented the SME Assistance Trophy during the annual RoSPA Awards, with the Solvents Industry Association winning in 2013.

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:

During the year, Roger Bibbings, our occupational safety adviser, who had spearheaded moves at a national level



to strengthen the corporate leadership of health and safety, retired after nearly 20 years in his role. We were extremely grateful for his significant contribution to

both RoSPA and the area of occupational health and safety in general. We were delighted that he would continue working with us as our partnership consultant.

We continued to shape our thinking on occupational health and safety policy by working with the National Occupational Safety and Health Committee. A theme for the next 12-18 months was chosen, which would see the committee investigating how higher performing organisations, such as top winners in the RoSPA Awards, could contribute to the improvement of health and safety performance outside their own organisations.

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

Why?

More than 70 local groups in the Safety Groups UK network provide a forum for raising awareness and spreading knowledge and understanding of health and safety at work within their communities, particularly by reaching out to small firms.

What we did:

We continued to support and provide the secretariat for Safety Groups UK.

The achievements of the local groups were once again recognised at the Alan Butler Awards ceremony, hosted by Lord Brougham and Vaux, the



We were delighted to enter into a partnership to benefit Aviva policyholders, underwriters and brokers.

movement's President, at the House of Lords. Harrogate and District Health and Safety Forum was announced as the overall winner, and a further 18 groups also won awards. Roy Hewson, vice-president of Swansea and West Wales Occupational Safety Group, received the Maurice Adamson Award, which honours outstanding individual commitment to safety groups.

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:

During the year, we entered into a new trusted training partnership with Aviva, the UK's largest insurer. The arrangement meant that Aviva policyholders, underwriters and brokers would benefit from access to a wide range of courses, consultancy and online training from RoSPA at preferential rates.

We also began offering training for the prestigious NEBOSH Diploma in Scotland for the first time, with courses available in Glasgow and Edinburgh.

And, further afield, we spent three weeks in Malabo, Equatorial Guinea, where we delivered the NEBOSH International General Certificate to delegates from

“ By offering access to RoSPA's courses, resources and consultancy, we believe this will help our customers to better understand, manage and control their risks. Ultimately, this will help them to protect their business and staff. ”

Simon Bramhall, risk manager at Aviva Risk Management Solutions

Marathon Oil, which was in the process of handing over operations to local government-controlled operators.

We laid the foundations for opening a new training centre in Birmingham and, in addition to our training courses, we hosted a series of conferences for health and safety professionals (see p. 38).

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 support organisations across the UK and around the world, including through in-depth health and safety management audits and benchmarking.

A highlight of the year was the presentation of awards to organisations that had successfully taken part in our Quality Safety Audit (QSA) programme. Anglia Ruskin University, Trinity House and QVC UK achieved a Level 5 Diamond Award - the highest award in the QSA programme. Midland Heart received a Level 4 Platinum Award and OCS Group UK Ltd received a Level 2 Award.

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 registered in the RoSPA Occupational Health and Safety Awards 2013, and Morrison Utility

Services won the highest accolade - the Sir George Earle Trophy - plus the Construction Commercial Sector Award.

The firm was recognised for its outstanding performance in reducing injuries among staff and contractors, underpinned by a positive health and safety culture, led personally by directors and managers and involving the workforce.



Morrison Utility Services lifted the Sir George Earle Trophy.

“ We are delighted to be named as the winner of the 2013 Sir George Earle Trophy. Heralded as the pinnacle of the RoSPA Awards scheme, the Sir George Earle Trophy is internationally recognised as the premier performance award for occupational health and safety. ”

Charles Morrison, chief executive of Morrison Utility Services



Anglia Ruskin University received a Level 5 Diamond Award in the QSA Awards.

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 organisations to join us in our mission.

What we did:

A new industry-leading email marketing platform was introduced to ensure the seamless delivery of our newsletters. The benefits provided by the system resulted in the launch of an updated version of *The Voice* - our popular fortnightly e-bulletin for members.

We also worked hard behind the scenes to plan improvements to our member services, including making it easier for members to join, renew and choose their benefits, which include RoSPA journals (pictured right), online.

During 2013/14, we welcomed a variety of new RoSPA Members including:

- Travis Perkins Plc
- Trinity Mirror Printing Ltd
- Wembley National Stadium Ltd
- West Midlands Police Federation.

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:

- British Airways Plc
- Hovis
- National Union of Teachers
- Pinewood Studios Group.



“We’re really happy to join such a magnificent organisation and are looking forward to a long term relationship.”

***RoSPA Member Amador Brinkman,
corporate SSHEQ manager,
Almajdouie De Rijke Logistics,
Saudi Arabia***

Saving lives and reducing injuries...

through events



Our stand at Safety and Health Expo 2013 at the NEC in Birmingham was once again a popular port of call.

Share best practice and information through events

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 2013/14 are mentioned elsewhere in this Annual Review, including the RoSPA Occupational Health and Safety Awards on p. 36.

Among the year's other highlights were our second visit to the Intersec Dubai exhibition, where we met visitors involved in occupational health and safety from across the Middle East, and two RoSPA conferences tailored specifically to the needs of health and safety professionals in the construction and manufacturing industries.

We were also delighted with the

success of Safety and Health Expo 2013, welcoming many visitors to our impressive stand, where they could not only find out about our occupational

health and safety services, but also discover more about our campaigns and fundraising activities and test their driving skills in an F1 simulator.

RoSPA events in 2013/14

- Academies Show, Birmingham
- Education Show, Birmingham
- Intersec Dubai exhibition, Dubai
- Leisure Industry Week, Birmingham
- National Water Safety Seminar, Salford
- RoSPA Construction Conference, Birmingham
- RoSPA Manufacturing Conference, Birmingham
- RoSPA Occupational Health and Safety Awards 2013, Birmingham
- RoSPA Occupational Health and Safety Congress, London
- RoSPA Road Safety Conference, Birmingham
- RoSPA Scotland Occupational Health and Safety Awards 2013, Glasgow
- RoSPA Scotland Occupational Safety and Health Congress, Glasgow
- Safety and Health Expo 2013, Birmingham
- SPATEX Exhibition, Coventry
- UK Pool and Spa Expo, Birmingham

Feedback from our events

“ Fantastic presentations, lots of practical solutions.
A delegate at the RoSPA Construction Conference

All speakers were superb and gave me plenty of info to take back to my workplace.
A delegate at the RoSPA Scotland Congress

It was such a great evening and well planned!
Andy Frankum, Midland Heart - RoSPA Award winner and Gala Dinner guest

RoSPA did an excellent job of managing and organising the event.
Mike Barrett, NWSF - National Water Safety Seminar speaker ”

Health and Safety and Human Resources at RoSPA

We advocate greater transparency of health and safety performance and, here, we apply this principle to RoSPA itself.

Policy

Our health and safety policy has a range of 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 oversees RoSPA's health and safety performance.

Objectives for 2013/14

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 take relevant training depending on the results. Online licence checks are conducted via Interactive Driving Systems. Company car drivers must take the RoSPA Advanced Driving Test and 33 per cent have achieved the top-level gold standard, 37 per cent silver and 7 per cent bronze. These results are updated constantly, with retests happening every three years. RoSPA sets its minimum acceptable level for company car drivers as silver and the objective is that all drivers will have achieved at least silver by December 2015, which 11 per cent are working towards currently. Beyond the gold standard, 12 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 one staff member studying for the NEBOSH Award course.
Promotion of health and wellbeing	RoSPA continued to use Lifeworks, an employee assistance programme that offers support in all aspects of life. A Workplace Environment Committee was established.

Performance data for the 12 months ending March 2014

Key performance indicators	Result (during the year to March 2014)	Result (during the year to March 2013)
Reportable injuries	Nil	Nil
Minor injuries	2	3
Notices served	Nil	Nil
Enforcement action by health and safety enforcing authorities	Nil	Nil
Days lost due to sickness absence	279.5 absence days and 213.5 days lost due to recovery from operations	381 absence days and 294 days lost due to recovery from operations
Sickness absence rate per employee	4.1 days (70 staff absences in period)	6.5 days (108 staff absences in period)
Percentage of sickness absence due to a period of less than 20 days	43.3%	59.7%

Human Resources

With our 120 employees being a vital component of the delivery of our mission to save lives and reduce injuries, we were absolutely delighted to achieve the Gold Investors in People standard during 2013/14.

The achievement put us in the top five per cent of organisations taking part in the rigorous IIP programme and came 14 years into our IIP journey.

Staff from across RoSPA took part in the process to achieve the Gold standard, and a wide range of initiatives were recognised by IIP, including: the RoSPA Academy - our junior management development programme; the RoSPA Encomium - our staff recognition scheme; improvements to the appraisal system and training opportunities; our welfare committee; employee surveys; lunch seminars at which different departments showcase their work; focus groups;

and lunches hosted by the chief executive.

Throughout the year, the RoSPA Encomium recognised employees who demonstrated outstanding and sustained performance, and Hannah Preece, direct and digital manager in our Marketing Department, received RoSPA's sixth Employee of the Year award.

We also implemented a variety of new processes to offer improvements to our employees, including transferring our payroll to a different provider, introducing e-payslips and preparing for pensions auto-enrolment, and a new Workplace Environment Committee was set up to discuss issues relating to the working environment and general staff wellbeing.

Also during the year, RoSPA staff took



part in a competition to capture the essence of RoSPA through a new set of organisational values.

And we held another of our regular "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.

“RoSPA’s ongoing commitment to investing in its people has resulted in a skilled, loyal and engaged team that fully understands and contributes to the organisation’s goals.”

Betty Bullock from emb-x, which delivers the IIP standard across Central England

“To join the small proportion of organisations that have achieved the highest standard is a reflection of the hard work of everyone across the organisation. It has given us even greater determination to take forward our mission to save lives and reduce injuries, with our employees recognised as being at the heart of everything we do, and valued as such.”

Tracey Mansell, RoSPA’s HR manager



Extracts from our IIP Gold report

“RoSPA has a defined vision, mission and values that are clearly at the heart of the way the business is led, these define its culture and ethos.

People are proud of the Society’s achievements and the feeling of satisfaction from working in a successful environment and believe that what they do makes a real and measurable difference to people’s lives and their communities.”

Consultations *April 2013 - March 2014*

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 give oral evidence to inquiries.

Home

Review of Property Conditions in the Private Rented Sector (Department for Communities and Local Government)

Health and wellbeing strategies
(Various local authorities, as part of the Safer Homes Programme)

Road

Reform of the Regulatory Framework for Approved Driving Instructors
(Driving Standards Agency)

Further European Changes to Driving Licences and Driving Test Requirements
(Driving Standards Agency)

Drugs and Limits for the New Offence of "Driving with a Specified Controlled Drug in the Body Above the Specified Limit" (Department for Transport)

Safety at Level Crossings (House of Commons' Transport Committee)

Work

Health and Safety Executive triennial review 2014 (Department for Work and Pensions)

Draft Deregulation Bill - call for written evidence (Joint Committee on the Draft Deregulation Bill)

Corporate responsibility: a call for views (Department for Business, Innovation and Skills)

Scotland

Scottish Fire Statistics User Consultation 2014 (The Scottish Government)

Children and Young People (Scotland) Bill - call for written evidence (The Scottish Parliament's Education and Culture Committee)

Inquiry into lobbying (The Scottish Parliament's Standards, Procedures and Public Appointments Committee)

Inclusion of nappy sacks and liquid detergents information on the Maternal and Early Years website (Health Scotland)

Ruby Review process into child deaths (Fatality Investigation and Review Studies team, University of Dundee)

Officers and Committees

(as of March 31, 2014)

Patron: Her Majesty The Queen

PRESIDENT:

Lord McKenzie of Luton

IMMEDIATE PAST PRESIDENT:

Lord Jordan of Bournville CBE

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 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, 2014:

BOARD OF TRUSTEES:

Mr P Brown
 Mr I Bucknell
 Mr E L Clark
 Prof Y Doyle
 Mr M Hampson (Chairman)
 Dr D Lloyd
 Mrs J McNulty
 Dr M O'Mahony
 Mr M Parker CBE (Vice-Chairman)

NATIONAL SAFETY IN EDUCATION COMMITTEE:

Dr J Lloyd (Chairman)
 Mr J Bennetts (Vice-Chairman)

NATIONAL HOME SAFETY COMMITTEE:

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

NATIONAL OCCUPATIONAL HEALTH & SAFETY COMMITTEE:

Mrs T Budworth (Chairman)

NATIONAL ROAD SAFETY COMMITTEE:

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

NATIONAL WATER SAFETY FORUM:

Mr A Stammers (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 A Townsend (Chairman)

OFFICERS OF THE SOCIETY AS AT MARCH 31, 2014:

CHIEF EXECUTIVE:

Mr T Mullarkey MBE

DEPUTY CHIEF EXECUTIVE:

Mr E C L Taylor

DIRECTOR OF FINANCE & ADMINISTRATION:

Mr M Penny

DIRECTOR OF OPERATIONS:

Ms F D Richardson

RoSPA Enterprises Ltd (REL) BOARD:

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

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