

# Review 14/15

“RoSPA’s mission is to save lives and reduce injuries”

**ROSPA**  
The Royal Society for the  
Prevention of Accidents





## 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 as you finalise the Annual Review of the Society's work.

As your Patron, I was interested to learn of the launch of LifeForce and Family Safety Week initiatives as well of RoSPA forming an "Alliance" with the Royal College of Emergency Medicine.

I was pleased to be kept informed of the Society's recent programmes and activities to help save lives and reduce injuries and, in return, I send my warm, good wishes to you all.

ELIZABETH R.

26th August, 2015.



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Rupert Hartley/REX Shutterstock



# President's Message

## *Welcome to the RoSPA Annual Review 2014/15*

Our work here at RoSPA is marked by a commitment to fulfil our humanitarian mission to save lives and reduce injuries whether the risks arise on the roads, at home, at work or in our leisure and educational activities.

The past year has not only been a fulfilling and successful 12 months for the charity but one that has seen some valuable and memorable moments, as you will read from the stories in this review.

We have continued to build on our proud record in the promotion of our cause and our bold vision - to lead the way on accident prevention - is supported by an ambitious plan to make our subject a number one priority for public health.

As you will read in our chief executive's report we are not alone in pressing for prevention to be given greater prominence in our healthcare system, to reduce the enormous physical, emotional and structural costs for our society. It is encouraging news that the chief executive of the NHS has made it a core objective in his five year forward plan. We have said before that accidents claim thousands of lives each year and cause a great many more injuries, which has substantial implications for the NHS and our nation as a whole. This new emphasis will seek to develop upstream solutions to these challenges, managing demand on our country's healthcare system and its hard-working clinical staff.

Following the development of the groundbreaking Preventable Year of Life Lost (PrYLL) as a measure of preventable, premature death, three years ago, we are now focused on using mortality data to demonstrate that accidents are the

biggest preventable cause of death for children and young people. This should focus policymakers in Whitehall and decision-makers at a local level on the need to make this issue a significant part of their planning during the course of this Parliament.

As the review shows, we have continued to make a significant impact on the lives of others by helping to prevent injuries across home, road, occupational, leisure and education settings. So much so that double gold Olympic medallist James Cracknell OBE has come onboard as the charity's ambassador after being impressed by our lifesaving work. He too was involved in a life-changing accident so has come to learn first-hand the impact it can have on peoples' lives. We are honoured and proud to call him a RoSPA ambassador and look forward to working with him in the future, as he joins Martin Roberts (Presenter of BBC Homes Under the Hammer) and Danny Crates (Paralympic Gold Medalist) as a member of our ambassadorial team.

Elsewhere in the review, you will see some great examples of how we have changed lives and supported people through our work. For example we teamed up with a mother whose son was injured after biting into a liquid detergent capsule. She chose to work with us to highlight the issue and prevent other young children being injured. It is stories like this that bring home how important our work is and that although we have come a long way in spreading our message, there is still more work to be done so that we can continue to help families and employers to take a balanced approach to preventing accidents.

It is also set to be another exciting year at RoSPA as the charity looks ahead to our Centenary in 2017 while still maintaining our unremitting focus on the daily work to improve the lives of others.

In closing, I would like to express my gratitude to everyone who joined RoSPA in its mission during 2014/15. These included: policymakers 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 we met through our training courses and events; award winners; 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, and, of course, RoSPA's employees, members, national committees, volunteers and trustees.

*Lord  
McKenzie  
of Luton,  
President*





# Chief Executive's Report

## *It's all about prevention - at last*

There is good news on the prevention front – Simon Stevens, the CEO of the NHS, has made it a core objective in his Five Year Forward Plan. For those of us who see that without a long-term prevention strategy, our healthcare system will one day collapse, this is encouraging news. The NHS has set up a NHS Prevention Board (initially focussed on diabetes) and that Duncan Selbie, CEO of Public Health England is to chair it, makes for even better prospects.

Three years ago at RoSPA, we developed the Preventable Years of Life Lost (PrYLL) concept, an analytical tool which merged preventability in mortality (Pr), with premature mortality (Years of Life Lost or YLL), to create a single insightful measure to help everyone prioritise public health - PrYLL. Accident prevention was the number one issue until people reached their 70s, when preventable cancers took over. In their mid-80s, people were then more likely to die through preventable heart disease, pushing accidents into third place in this mortality league. The implications of this are that accidents are one of the top three major issues in public health, and not the peripheral one they have been consigned to in recent decades.

Despite the existence of the PrYLL for three years, few people in the medical professions have considered or adopted it. Indeed when we tried to create a Wikipedia entry, we were told it was a term not in sufficient use to earn a place in this lexicon, a circular logic which does bear some consideration.

So this year, we decided to go back a stage and focus on a simpler issue which is - appropriately - prevention.

We have produced a series of graphs to show the scale of the problem. Firstly, by using mortality data, we have demonstrated (using the Office for National Statistics definition of Preventability (within Avoidability and in parallel with Amenability) that accidents are the biggest preventable killer of the young, peaking at age 10-14, where they account for 75% of preventable mortality. The implication of this is that no child or young person mortality reduction programme can be complete without having accident prevention as its top priority.

At serious morbidity level (using hospital admissions as the index), the pattern was repeated, only more so. Preventable serious morbidity peaks in the 0-4 range with over 90% of admissions being caused by accidents. The same implication on reduction programmes applies for serious morbidity.

And at less serious morbidity levels, (using A&E attendances as the index), accidents average around 75% of all preventable attendances, peaking in the 0-4 range with over 98% and again later in the elderly at around 60% in the 70-84 ranges. At no point do they fall below 45% of preventable A&E attendances and this dip is in the 60-64 range. The graph for this measure - preventability at A&E - is nearly all black.

It must be that we have now reached the dawn of understanding. A&E is the pinch point for our healthcare system and the only substantial way in which attendances can be reduced is through accident prevention. In more serious morbidity and mortality, it's all about children and young people, our most precious assets.

If prevention is better than cure and prevention is itself the cure for many of the demand-management ills in our hospitals, surely now is the time to take this subject seriously, resource it properly and reduce the enormous physical, emotional and structural costs on our society. If not now, when?

**Tom Mullarkey**  
*MBE, Chief Executive*



# Our Activities

## *RoSPA: who we are and what we do*

As a registered charity with a proud history spanning almost 100 years, RoSPA is committed to improving the lives of others through accident prevention.

Our bold mission to save lives and reduce injuries embodies our passion and belief in our cause and determination to improve the lives of others. The importance of our work is brought into focus by the fact that more than 13,500 people die as a result of accidents across the UK each year, while thousands more suffer life-changing injuries.

Our vision - to lead the way on accident prevention - encapsulates how we work towards achieving our mission in all areas of life, be it in the home, at leisure, on the roads, in schools and colleges and at work.

Here's a snapshot of how we achieve our mission through our work.

### *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 2014/15 are outlined in this Annual Review.

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

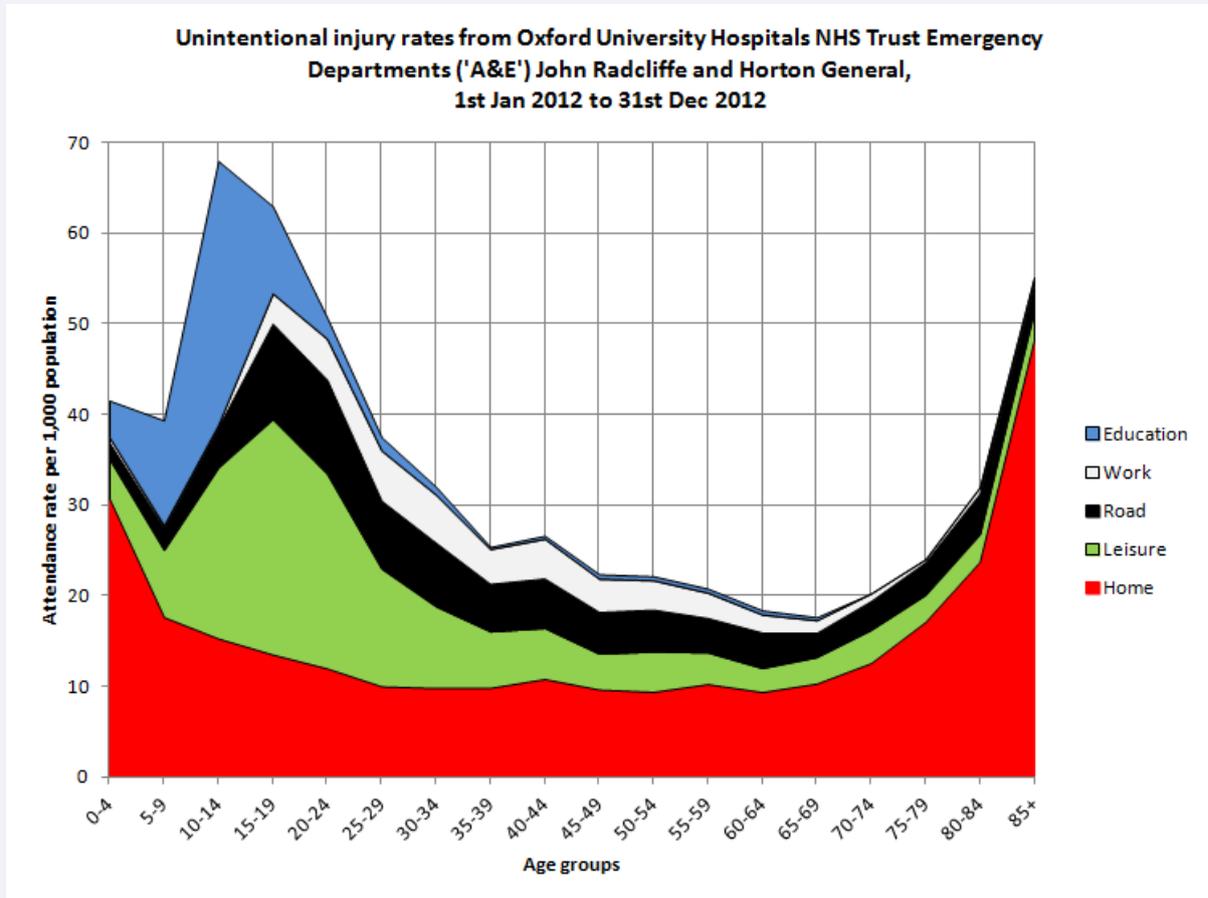
As you find out more about what we do and why we do it, we hope you will be inspired to join us in our mission.

***Errol Taylor,***  
***Deputy Chief***  
***Executive***



# Evidence, insights and priorities

*Why are hospital A&E departments so busy?*



Hospital Emergency Departments ("A&Es") are under pressure. In England alone, there are 21 million A&E attendances per year, with accidents being the principal cause. For this reason, RoSPA and the Royal College of Emergency Medicine (RCEM) announced the creation of the Alliance. Among their work together, the two organisations are taking forward a project on data collection, seeking to bring about the introduction of standardised A&E attendance data to highlight the burden of accidents on emergency care. This project will also involve the reintroduction of detailed accident causation data, based on a sample of hospitals, enabling the targeting of preventative action and filling the hole left by the Government's

closure of the UK's world-leading Home and Leisure Accident Surveillance Systems in 2002.

In the meantime, we have been creating a set of fresh insights from data collected in the Oxfordshire pilot. Under the leadership of the RCEM's data 'guru', Dr Tom Hughes, Oxford's John Radcliffe Hospital and Banbury's Horton General Hospital, have collected injury causation data from almost 64,000 A&E attendances. The analysis of the data - carried out by the University of London's Graham Kirkwood - confirms that home and leisure accidents account for two-thirds of all accidents and they particularly affect very young children, teenagers/young adults and older people.

The area graph shows how the age group which is least likely to visit A&E is newly retired 65-69 year olds. In contrast, children aged 10-14 are three times more likely to visit A&E because of injuries sustained in their leisure time and in school.

Very young children and older people have relatively high rates of accidents - including falls - in the home. Compared with home and leisure accidents, the rates of road and workplace accidents are relatively low but the peak for road accident rates affects teenagers (15-19 year olds) and young adults (20-29 year olds) while the peak for workplace accidents affects the slightly older 25-34 year old age group.

The results of further analysis are shown in the table.

This has clear implications for targeting accident prevention programmes at the most vulnerable demographic groups and the most risky combinations of products (such as handrails in the home) and activities (such as cycling in busy city streets).

We have already used this data to work with manufacturers and retailers

of garden trampolines to update our guidance. This aims to make parents and users more risk aware and therefore better able to enjoy all the fantastic benefits of trampolining without injuring themselves or those around them.

This is just the start. We expect to be able to use the injury causation data collected in hospital A&E departments, to provide much more targeted safety

messages to the public and to help manufacturers, retailers and service providers improve safety features without increasing costs or reducing any of the benefits of using the product or service. In the fullness of time, this should help deliver significant reductions in injury rates, reducing the number of people attending A&E and therefore reducing the pressure on A&E departments.

<i>Location</i>	<i>Age range (in years) for highest accident rates</i>	<i>Injuries and activities associated with large numbers of A&amp;E attendances and/or resulting in the most severe injuries</i>
Home	0-4	Bruising, fractures and concussion due to slips/trips/falls while walking and using stairs.  Scalds and burns while parents are cooking and washing.
Home and Leisure	5-14	Bruising and fractures due to slips/trips/falls while running and walking.  Fractures and sprains while using a garden trampoline.
Schools	5-14	Bruising and fractures due to slips/trips/falls while running and walking.
Road	15-29	Bruising, fractures and concussion due to slips/trips/falls as pedestrians and cyclists or collisions as drivers/riders of motor vehicles.
Leisure	15-24	Bruising, sprains, fractures and concussion while playing rugby/soccer for males and hockey/netball for females.
Workplace	20-64	Bruising, fractures and concussion due to slips/trips/falls while walking and using stairs or ladders.
Leisure	40-59	Bruising, fractures, concussion and spinal injuries while horse-riding. Primarily affects women.
Home	Over 70	Bruising, fractures and concussion due to slips/trips/falls while walking and using stairs.

# Our Highlights



We launched LifeForce, a new community-based volunteer programme for Birmingham - **page 15**



We revamped our website [rospa.com](http://rospa.com) - **page 10**



Bringing safety home to help reduce injuries was the theme of the 2014 Home Safety Conference - **page 20**



Our home safety team met actress Amanda Redman at the Hot Water Burns Like Fire Launch - **page 16**



We were delighted to meet many members at Safety and Health Expo - **page 36**



We were delighted with the release of a report which highlighted the dangers of looped blind cords and chains - **page 23**



Fundraisers rose to the challenge of raising money for RoSPA - **page 14**



The future of pedestrian safety was the topic of discussion at our road safety conference - **page 25**



We attended the launch of the Home Accident Prevention Strategy - **page 17**



We hosted our second Family Safety Week, with a launch at a school in Birmingham - **page 12**



We opened a new practical training centre - **page 33**



We were delighted to welcome 150 professionals to our Child Safety Conference in Scotland - **page 21**

*Saving lives and reducing injuries...*

# by campaigning and communicating

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

## *Why?*

RoSPA has a long history of campaigning successfully on issues that have the potential to save lives and reduce injuries. From awareness-raising campaigns that highlight how people are killed and injured in accidents and how such accidents can be prevented, to calling for changes to legislation, standards and government priorities, we are committed to evidenced-based campaigns that can prevent harm to others.

## *What we did*

Following the establishment of RoSPA's first dedicated Campaigns and Fundraising Department, we strengthened our campaigns function further through the appointment of a campaigns assistant, enabling us to sustain our focus on some key issues.

As well as this, we also continued to be active in promoting other issues on

which public awareness campaigns could potentially make a big difference. Poisonings and the safety of young drivers were among these.

Our quarterly e-bulletin Stand Up for Safety aimed at people 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 policymakers of the rationale for accident prevention and sharing advice and information are crucial if there are to be co-ordinated efforts to reduce the number of people killed and injured.

## *What we did*

Our main website - [www.rospace.com](http://www.rospace.com) - was viewed more than 4million times during the year and we were delighted to launch our new-look website which has greater interactive capability. Other web developments included the revamp

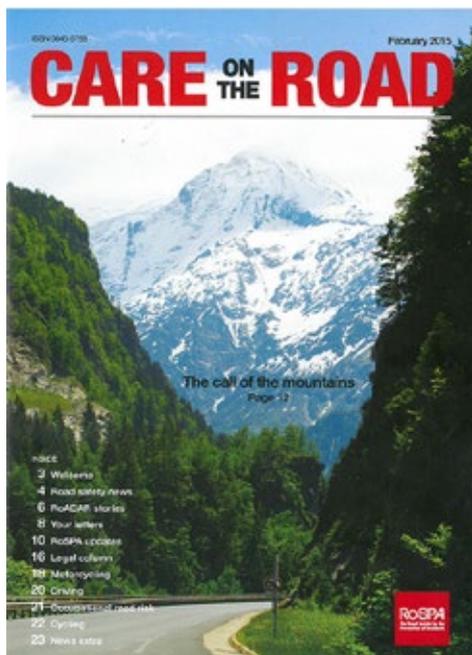
of our Occupational Road Safety Alliance (ORSA) website with updated features and information for people who drive for work. The new site provides practical support in the form of information, advice and direct links to a wide range of free resources, advice, case studies and research evidence to help employers understand and manage the risks faced, and created, by their staff when driving as part of their work. It is also compatible with mobile devices and provides an improved user experience. The total number of satellite sites that we maintain, in addition to the main RoSPA site, reached 26.

Our social media presence - which includes multiple Facebook, Twitter, YouTube, LinkedIn and blog platforms - continued to go from strength to strength with some excellent interaction from an ever-growing community of online followers.



## Social media success from April 2014 to March 2015

- **Workplace safety blog** - all time views up 161% from 375,059 to 981,267
- **Safetygonessane blog** - all time views up 11% from 108,979 to 121,435
- **RoSPATube (YouTube)** - views reached 67,040
- **RoADAR's blog** - all-time views up 9% from 20,314 to 22,217
- **RoSPA Twitter** - followers up 39% from 10,864 to 15,112
- **RoSPA Workplace Twitter** - followers up from 2,164 in its first seven months to 5,582.
- **RoSPA Facebook** - individual "likes" up 35% from 2,029 to 2,731



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

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

about accidents and their prevention in general.

Our main fortnightly e-bulletin Safety Matters continued to be well received and we continued to develop The Voice, our fortnightly e-bulletin for RoSPA members.

We revamped RoSPA's road safety journal (Care on the Road) giving it a new look and design, which was praised by members. Our other renowned journals covering occupational safety and health (the RoSPA Occupational Safety and Health Journal and Safety Express), home safety and public health (Staying Alive), 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.

At a European level, we were delighted to continue hosting the European Child Safety Alliance, of which we have been a member since its inception in 2000, supporting its aim to make the lives of children living in Europe safer. We worked with the European Child Home Safety Alliance, to host the first European Child Home Safety Conference in Stratford-upon-Avon. European delegates attended the conference from as far afield as Portugal, Austria, Finland and Lithuania.

Errol Taylor, our deputy chief executive, is the current chairman of EuroSafe, an organisation which works across the European Union to improve the safety of people of all ages. The EuroSafe agenda is increasingly aligned with that of EUPHA – the European Union Public Health Association.

The Allan St John Holt Memorial Lecture, which we host annually with Royal Mail, was delivered by Dr Clifford Mann, president of the Royal College of Emergency Medicine, on how accident



Tom Mullarkey, Clifford Mann and Shaun Davis, of Royal Mail, at the Allan St John Holt Memorial lecture.

prevention can relieve the pressure on A&E. Dr Mann outlined how A&E attendances due to preventable injuries are impacting the health service, and how reducing them would relieve pressure on the NHS frontline.

***“Not only would preventing accidents reduce the number of people suffering their painful and often traumatic consequences, but it would also translate into significantly reduced pressure on our struggling A&E departments.”***

*Dr Clifford Mann, who delivered the Allan St John Holt Memorial Lecture*

## Family Safety Week

Following on from the huge success of last year's launch, we hosted the second Family Safety Week, to encourage more people to cycle by pushing for



*James Cracknell*

a road network that is more cycle-friendly, calling for better education, engineering and enforcement to create safer urban areas. The aim of the event was to get the public to associate RoSPA with "family safety" and for the public to recognise RoSPA as a charity.

The event ran from March 2-7. It was launched at Queensbridge School, in Birmingham by double gold Olympic medallist James Cracknell, who, following the event, is now an ambassador for RoSPA. The awareness-raising week also got underway with TV property expert, and Family Safety Week Ambassador, Martin Roberts, and Nazan Fennell, a Birmingham-based campaigner whose 13-year-old daughter, Hope, was knocked off her bike and killed in 2011.



*Nazan Fennell*

RoSPA also commissioned a YouGov survey to coincide with the launch with some interesting results. It revealed that almost 70 per cent of people in Britain support greater cycling route provisions in their area. It also showed that a startling 58 per cent of the 2,169 people polled never cycle, with nearly half (48%) stating that they think it is unsafe to cycle in their local area.

The week's activities were also supported by the Family Safety Week website - [www.familysafetyweek.org.uk](http://www.familysafetyweek.org.uk) - which was expanded to include more practical advice and downloadable resources. It received 760 visits during the six days - with each day having a different theme:

- **Monday: Launch event**  
Getting more people pedalling.
- **Tuesday: Children's bicycles**  
How to buy the right size bicycle for your child.
- **Wednesday: Cycling to school**  
Getting children on their bikes for the journey to school.
- **Thursday: Cycling to work**  
Helping those who cycle to work to make sure they stay safe on the road.

- **Friday: Leisure cycling**

We provided practical advice and information for people interested in cycling for leisure.

- **Saturday: Vulnerable road users**

Encouraging drivers and cyclists to take positive action by sharing the road responsibly.

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, including Argos, which kindly supported the week by including a number of in-store and online promotions, and Queensbridge School which did a sterling job in hosting the launch.

The week was also backed by a number of other partners including Birmingham City Council, DBS Law and Push Bikes Birmingham, all of which offered an advice and information service to young cyclists during the launch. The children thoroughly enjoyed some of the practical demonstrations, which included a blind-spot demonstration



# Family Safety Week

**The Royal Society for the Prevention of Accidents**



*Argos (DHL) team, James Cracknell and Martin Roberts*

from Argos (DHL) using one of its lorries.

We were also delighted to welcome Luke Cameron, author of the Good Deed Diary blog, who took part in the launch and put together a vlog of the event, which was uploaded on to our social media sites.

RoSPA's former president, Lord Jordan of Bournville, also raised a cycling-related question in the House of Lords during the week.

There was also great media interest both locally and nationally. Martin Roberts and James Cracknell carried out local radio and TV interviews during the launch, which complemented a mass of regional and trade media coverage.

The Times ran an exclusive piece on

the results of the RoSPA-commissioned YouGov survey, while Nick Lloyd, road safety manager, attended the Big Cycling Debate at the newspaper's head office during the launch.

***"It took the death of my daughter for me to realise that we need to radically re-think our urban areas with cyclists and pedestrians in mind. My dearest wish is for Family Safety Week to extend the national conversation – so that whenever we talk about the importance of cycling, we talk about the importance of cycling safely."***

*Nazan Fennell*

***"What's not to love about cycling? It's cheap, it's clean and it helps us to stay happy and healthy. Yet all of these benefits mean little if we don't get the safety bit right first"***

*Martin Roberts, the presenter of BBC1's Homes Under the Hammer*



*Tess Bowen, RoSPA Campaigns Assistant*

# Fundraising

We are duly grateful 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 2014/15, we were once again immensely grateful to our guests at the RoSPA Occupational Health and Safety Awards ceremonies in London, Birmingham and Glasgow. They raised more than £34,000 through a prize draw and silent auction, with Gulf Petrochemical Industries Company (GPIC) and Bahrain National Gas Company (Banagas) each donating £5,000 towards that total.

The money raised went towards our ongoing safety campaigns.



Roger Bibbings

Roger Bibbings, our partnership consultant, raised more than £450 for RoSPA's driveway safety campaign when he swapped a hard hat for a motorcycle helmet to hit the road for the 'e2w' (east to west) slowly challenge. He set off from the most easterly part of Great Britain in Lowestoft on the longest day of the year and finished up in St David's, the most westerly point, at sunset the next day.

***“At least 29 children have been killed on, or near, the driveways of their homes since 2001. Sadly, in most cases, an adult member of the child’s family, a neighbour or a visitor was driving the vehicle. The campaign raises awareness of simple measures that drivers can take to prevent such tragedies.”***

*Roger Bibbings, who raised money for RoSPA’s driveway safety campaign*

Elizabeth Lumsden, RoSPA Scotland’s community safety manager, also got into the fundraising spirit when she joined her son, Donald, on the 50-mile second stretch of the West Highland Way. They raised more than £700 which went towards the printing and distribution of the Birthday Party book – a children’s book about home safety made available to all children starting school this summer in Scotland.

***“We walked with friends who were fundraising for other charities and had a real sense of achievement when we crossed the finishing line. We all had friends and family to meet us and were receiving text messages during the last few hours encouraging us to keep going.”***

*Elizabeth Lumsden, who raised more than £700 for RoSPA.*

Bunzl donated £15,000 to RoSPA to help it reinvigorate its MORR campaign ([www.rospace.com/media-centre/press-office/press-releases/detail/?id=1294](http://www.rospace.com/media-centre/press-office/press-releases/detail/?id=1294)). We were also grateful to our former Sir George Earle Trophy winners Morrison Utility Services for pledging to make an annual donation to our charity.



Elizabeth and Donald Lumsden

# RoSPA/BNFL Scholarship

Now in its fifth and final year, in 2014 the Scheme's Oversight Group<sup>1</sup> decided to use remaining funds to help launch RoSPA's new Home Safety Volunteer programme, LifeForce, in the charity's Birmingham home city.

Thanks to the funding, the LifeForce team of qualified volunteers has been able to give support to families to help protect the most vulnerable and prone to injury – the under-5s and the over-65s. The volunteers offer simple, life-saving advice that can make a huge difference, such as baby/toddler safety tips for new parents or falls prevention advice for older people. The volunteers also look beyond accident prevention to consider other areas of family life that could pose a risk to someone's welfare - such as feelings of isolation or help with repairs - which can then be passed on to other local support groups.



*LifeForce Manager Justin Powell, centre, with volunteers*

***"What you said to us has helped a lot. I'd recommend you every day of the week!"***



*John and Marie – typical of the people that welcome LifeForce volunteers into their homes*

## *A legacy of ground-breaking research projects*

Since its creation in 2009, the RoSPA/BNFL Scholarship Scheme has provided funding for 13 research projects which have improved our understanding of accidents, their causes and how they might be prevented – in order to save lives and reduce injuries.

The projects have covered a broad spectrum of RoSPA's interest in road, community, leisure and home safety. In summary, the projects were:

### *Road*

- Staffordshire County Council's young drivers coaching program
- Perceptual judgments by elderly road users

<sup>1</sup> Tom Mullarkey MBE and Roger Bibbings MBE (nominated by RoSPA) and Rear Admiral (rtd) Paul Thomas CB and Dr Richard Taylor (nominated by BNFL)

- Strategic review of the Management of Occupational Road Risk

### *Community / Leisure*

- Float First - An Assessment of the Buoyancy Provided by Seasonal Clothing Assemblies Before and After Swimming
- Child injuries in Nepal (three year study)
- Community-based Child Injury Prevention in Nepal: a programme for Female Community Health Volunteers
- Child Injury Prevention Impact Statement Investigation
- What are the challenges to engaging stakeholders in fall prevention?
- A series of studies aimed at evaluating LASER (Learning About Safety by Experiencing Risk) safety education schemes
- KISS – The Kiosk Injury Surveillance System. A self-service approach to injury data collection

### *Home*

- An investigation into the medium-long term effects of the National Home Safety Equipment Scheme for pre-school children
- Behaviour change following Fire and Rescue Service fire safety interventions

Full details of all the projects – and where available, downloadable copies of the full research reports – can be found at [www.rosipa.com/occupational-safety/conferences-events/bnfl/](http://www.rosipa.com/occupational-safety/conferences-events/bnfl/)

***"It is great to learn new things and to help people. I'm also hoping that my experience as a volunteer will help with my career"***

*LifeForce volunteer*

## *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 6,000 deaths and millions of injuries across the UK each year. The annual cost to society of home accidents that result in a visit to A&E has been estimated as £45.63 billion. Yet, prevention is easy and inexpensive.

### *What we did*

Our life-saving work to champion home safety as a public health priority continued apace. In England, we continued to work closely with local authorities and industry professionals, while we also continued to work with health services in Scotland and Northern Ireland where the link between accident prevention and public health are already developed.

Our three-year Safer Homes programme, funded by the Department of Health, concluded in March 2015 after a final year of helping to create community interventions to improve home safety nationwide.

At least 166,000 people benefitted across 31 local authority areas in the scheme, which gave a clear rationale for intervention in home injury prevention.

The programme also resulted in more than 750 frontline practitioners from local councils, children's centres and public health departments being trained in home safety.

Successful local projects included the Get It Straight campaign on hair straightener safety, which led to 80-90 per cent of families changing their behaviour.

Another region used a doll's house as a tool to promote home safety messages to families.

Independent evaluation into Safer Homes has found:

- RoSPA home safety training had increased participants' knowledge and confidence in delivering home safety interventions
- community interventions were successful in installing home safety equipment, raising awareness and changing home safety behaviours in vulnerable groups
- strategic impacts are likely to be sustained although financial pressures present a challenge to the sustainability of some community interventions
- consultancy support had generated significant strategic impact.

***"Since the start of the process to develop a strategy for Nottingham City and Nottinghamshire County, RoSPA has provided consultation support at key engagement events, supported the development of the strategy to ensure it contained key elements which would ensure sign off by both Nottingham City and Nottinghamshire County Health and Wellbeing Boards. RoSPA has also provided funding to roll out the injury prevention training in the county for children centre staff and trained health visitors as part of the home***

***safety equipment scheme programme operating in Nottingham City."***

*Lynn McNiven, Consultant in Public Health at Nottingham City Council*



***"Without being approached by RoSPA, [project work] wouldn't have happened because there wasn't a focus at the time – there was so much going on organisationally and nationally."***

*A Safer Homes partner from Blackburn-with Darwen*

In Northern Ireland, we distributed 1,000 copies of the Northern Ireland Big Book of Accident Prevention through training, workshops, meetings, exhibitions, talks as well as at the launch of the new Home Accident Prevention Strategy 2015 – 2025 held at Castle Buildings, Stormont.



## *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 backed various projects aimed at improving data collection and analysis. See [page 7](#) for full details.

In Scotland, we collected research on children's views on safety when we joined forces with the Children's Parliament to carry out the research, entitled Home Free, aimed at raising awareness of children's rights in relation to staying safe in the home. The survey was taken by 153 children aged nine to 11.



In addition to the survey, 79 children - also aged nine to 11 - from five primary schools took part in creative workshops to

explore home safety issues.

They talked about their personal experiences and how best to keep themselves safe and used their creative skills to design their own public service advertising campaigns.

The data analysis conducted by RoSPA for the Northern Ireland Big Book led to it becoming one of the primary sources of reproduced statistics and data used to provide the evidence base for the new Home Accident Prevention Strategy 2015-2025, the only one of its kind in the UK.



*Ita McErlean, RoSPA Home Safety Manager, Northern Ireland and Jim Wells, Health Minister at Launch of HAP Strategy*

We also responded to requests for accident data and opinions concerning flame height on cigarette lighters.

## *Support and encourage partnerships on accident prevention*

### *Why?*

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

### *What we did*

Throughout the year in Northern Ireland we have nurtured and developed our strategic relationships with special mention and support from the following:

- Health and Safety Executive NI (supplied 1,000 carbon monoxide alarms and 150 fridge magnets to

distribute in the course of our work)

- Public Health Agency who provided a small pot of funding to support refresher home safety training for 50 people. It was held in the new RoSPA offices in Antrim between Jan – Mar 2015.
- Northern Ireland Home Safety Check Scheme (NIHSCS), which is established to gather a statistical evidence base of the home safety visits using a digital pen and a secure online database.

Work with Argos through the year saw safety messages applied to pages in its catalogue for several products including blinds in relation to blind cord strangulation risks.

We worked closely with the BBC and Intertek in respect of the devastating burns received by Claudia Winkleman's daughter when she was wearing a halloween costume. RoSPA and the BBC have both called for a review of the product safety standards in place for these products, and several high street retailers have since voluntarily adopted higher safer standards for these products.

We continued work with the British Retail Consortium and the Department for Business, Innovation and Skills (BIS) and RoSPA's relationship with the Health and Safety Executive (Product Safety Unit) also strengthened this year. Joint work was carried out in respect of the safety of ladder towers and dust masks. To reflect this stronger relationship, the Product Safety Unit is now a permanent member of the National Home Safety Committee.

We were delighted to support the Department of Health's "Week of Action", which focused on the work of health professionals in supporting families to give children and young people aged 0-19 the best start in life.

The week showcased the work of healthcare and early years practitioners, and wider partners, and celebrated the progress made through the national health visiting and school nursing programmes.

We provided particular support for health professionals on the subject of child home safety, with a question and answer session with Sheila Merrill, the charity's public health adviser, on Twitter.

With the help of a mother in Northern Ireland whose son was injured after biting into a liquid laundry capsule, we teamed up with the Royal Belfast Hospital for Sick Children (RBHSC) to highlight the risks of the capsules.

Linda McCartan's 20-month-old son Max was taken to the emergency department of RBHSC after biting into a liquid capsule and inhaling some of the liquid.

***"I had no idea that liquid tabs could be so dangerous and no-one I had spoken to had any idea that they could pose a risk, which is why it is important to raise awareness."***

*Linda McCartan, whose son bit into a liquid capsule*

Members of the Scottish Parliament (MSPs) also acknowledged the importance of home safety equipment fitting schemes in a parliamentary debate which recognised that families, particularly young children, are at risk of serious accidents in the home, and can be protected with vital information and the use of some simple equipment.

It follows the launch of the Home Safety Equipment Scheme, funded by the Scottish Government and spearheaded by RoSPA. The scheme worked in partnership with organisations such as Scotland's Fire and Rescue Service, Care and Repair and the NHS. Where possible, the scheme has linked closely with local Early Years Collaborative (EYC) teams, contributing to the EYC stretch aims of reducing infant mortality and ensuring children meet their developmental milestones.

The scheme reached 900 families across the country by providing them with an

education package and safety equipment such as safety gates, fire guards, door jammers, blind cord cleats, cupboard locks and corner cushions.

In Scotland, we were also re-elected, for the third year, to provide the secretariat to the Cross Party Group on Accident Prevention and Safety Awareness.

Product safety work this year focussed on ongoing and emerging safety issues, working closely with trading standards, manufacturers and government bodies. Products under the limelight included:

- **electronic cigarettes:** exhaust vapour can be inhaled by bystanders, liquid nicotine is highly toxic and chargers cause house fires
- **button cell batteries:** when swallowed, these burn holes in the digestive tract
- **baby slings:** can be insecure and allow babies to fall
- **magnetic toys:** when swallowed these can cause vomiting and damage to the digestive tract
- **bunk beds:** pose a risk to young children of entrapment between bars
- **nappy sacks:** pose a risk of choking to babies when inhaled

- **second-hand goods:** which can fail and release small components which could be inhaled or ingested
- **cot bumpers:** which can cause cot deaths through asphyxia.

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

## *Why?*

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

## *What we did*

The legacy of the Be Gas Safe programme continued this year with the home safety team involved in a range of projects linked to gas safety and reducing deaths by carbon monoxide poisoning - which



*Sheila Merrill from RoSPA (far left) and Amanda Redman (centre) at the launch of the Children's Burns Trust launch of Hot Water Burns Like Fire*

kills an estimated 50 people a year in the UK and leads to more than 1,100 hospital admissions.

The team continued to be heavily involved with the All-Party Parliamentary Group on Carbon Monoxide (CO) and public health project manager Ashley Martin spoke to 200 delegates at the Knowledge Is Power conference in London, which included gas engineers, staff from other energy providers, fire service teams and local authority workers. He explained how RoSPA's Be Gas Safe programme had saved the lives of at least three families, equipped around 13,000 families across the UK with CO alarms and is believed to have educated as many as 3 million people nationwide through awareness packs and media coverage.

We pushed forward with a project to reach more families and younger audiences through social media. Its @homesafetyUK Twitter account was re-launched and grew by 117 per cent in the year to more than 1,100 followers including influential names in home



Ashley Martin at the CO conference

safety and product safety such as consumer watchdog Lynn Faulds Wood, senior staff from Public Health England and the Department for Business and Innovation (BIS).

Highlights on home safety social media included:

Working with Viv Bennett, head of nursing at the Department of Health, to promote Public Health England's Public Health Professionals Children & Young People (PHPCYP) week, during which time a home safety Twitter chat took place with RoSPA's public health adviser Sheila Merrill.

**RoSPA Home Safety** @homesafetyUK

Here's our #publichealth manager Ashley Martin @IGEMGi #carbonmonoxide Conference: Our Gas Safe #CO scheme success [pic.twitter.com/bA8VWbGxwJ](http://pic.twitter.com/bA8VWbGxwJ)

2:46pm - 9 Jul 14

By RoSPA Home Safety

5 RETWEETS

**RoSPA Home Safety** @homesafetyUK

Baby died after swallowing button battery. Inquest: [bit.ly/1vaEuKv](http://bit.ly/1vaEuKv) Advice for parents: [bit.ly/1ECilrd](http://bit.ly/1ECilrd) [pic.twitter.com/jMIKTGEiCk](http://pic.twitter.com/jMIKTGEiCk)

11:05am - 10 Oct 14

**Small in size. The risk of a large problem.**

By RoSPA Home Safety

4 RETWEETS

**RoSPA Home Safety** @homesafetyUK

Being aware of these symptoms of #CO #carbonmonoxide could save your life. More info at [carbonmonoxidesafety.org.uk](http://carbonmonoxidesafety.org.uk) [pic.twitter.com/uKHL5UwOLY](http://pic.twitter.com/uKHL5UwOLY)

10:19am - 23 Apr 14

**Signs of a good night out? Or carbon monoxide poisoning?**

By RoSPA Home Safety

17 RETWEETS 4 FAVORITES

We supported a new website - [www.registermyappliance.org.uk](http://www.registermyappliance.org.uk) - which alerts people to any appliance recalls or repairs. Launched in January by the Association of Manufacturers of Domestic Appliances (AMDEA), the new web portal is designed to make it quicker and easier for the public to register all of their appliances and provide up-to-date, accurate contact information for owners who have acquired specific models of appliances within the past 12 years, so manufacturers can issue safety updates or repair notifications to the right homes.

In Northern Ireland, we joined members of the NI CO Safety Group to urge people to recognise the six symptoms of CO poisoning - headaches, dizziness, breathlessness, nausea, collapse and loss of consciousness.

We worked with register offices across England to stock RoSPA leaflets highlighting life-saving information for parents.

During the year, RoSPA worked with communities, children's centres, health visitors and other organisations to distribute resources to families. This includes:

- 85,616 nappy sack safety leaflets
- 90,859 blind cord safety packs with cleats
- 56,232 height charts
- 100,000 fridge magnet pads featuring key safety advice to prevent child poisonings in the home

We successfully piloted a scheme that used baby changing mats to reach parents with life-saving advice on the suffocation dangers of nappy sacks. So far, RoSPA is aware of at least 15 baby deaths in the UK due to nappy sacks - plastic bags used to store dirty nappies.

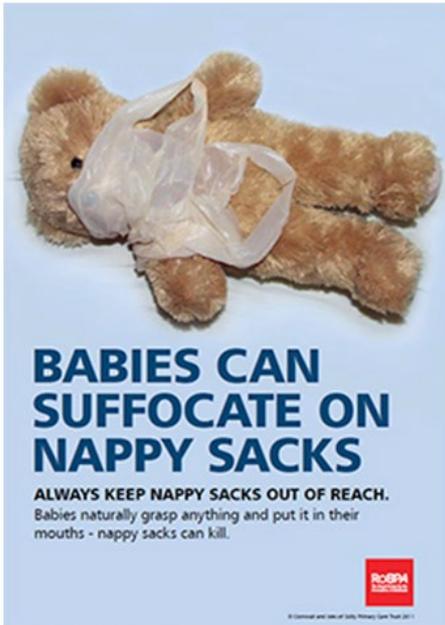
A total of 1,500 baby changing mats were sent to professionals working with families across England, which included healthcare professionals, maternity services, children's centres, health promotion staff and local authorities. The pilot scheme covered large parts of the

country including the West Midlands, Luton, Bristol, Stockton, Kent, Wigan and Bradford.



New #parents - do you know risks of nappy sack bags around babies? 14 deaths so far. Factfile: [rospa.com/homesafety/cur...](http://rospa.com/homesafety/cur...) [pic.twitter.com/WTzc2soPyH](https://pic.twitter.com/WTzc2soPyH)

2:17pm - 3 Sep 14



By RoSPA Home Safety



The idea was to fit safety messages around parents' lifestyles and was supported by practitioners also offering safety tips through mother and baby sessions and informal chats. The changing mats received an overwhelmingly positive response from practitioners and parents, with the majority saying it had encouraged them to make changes to ensure nappy sacks were stored safely away from babies and to also start changing their baby's nappy on the floor.



In England, the Take Action Today programme to reduce the number of children being poisoned by household cleaning products expanded into two further regions of Bradford and Norfolk. More than 200,000 families with children under the age of five have now been educated on the risks in these areas, as well as in Birmingham and Liverpool in previous years.



Lorna Brickman with daughter Liliانا at Bradford Take Action launch

***"Although I was aware of the risks of household cleaning products, it definitely helps parents to***

***have this magnetic pad from RoSPA as a reminder as they don't think about it enough. You just don't think about what children can get into until it happens."***

*Lorna Brickman, a Bradford mother who received educational resources in the Take Action Today scheme in Bradford.*

Take Action Today, funded by the UK Cleaning Products Industry Association (UKCPI) provides parents with free magnetic pads featuring simple advice on how to prevent toddlers getting hold of harmful substances, such as liquid detergent capsules or dishwasher tablets.

***"The Emergency Department is always keen to provide information for families on a variety of topics and would very much like to help build awareness of the dangers of children ingesting household products. We welcome RoSPA's awareness and prevention campaign and will devote our monthly health prevention board to information regarding products to be particularly aware of."***

*Nikki Smart, senior sister paediatric lead at Queen Elizabeth Hospital King's Lynn*

RoSPA has also supported a global campaign aimed to inform consumers to safely use and store laundry detergent capsules, keeping them away from children.

Our Home Safety Congress in November 2014 took place in Birmingham and highlighted the increasingly urgent

problem of deaths and injuries caused by accidents in and around the home. While a number of speakers presented strategic approaches being taken on the issue, others talked the audience through practical measures already being implemented on the ground to make the most of the resources currently available.



*Tom Mullarkey delivers the keynote speech at the home safety congress.*

Delegates from central and local government, the emergency services, charities and national organisations gathered at the event sponsored by the Institute of Home Safety, National Grid, Northern Gas Networks, Wales and West Utilities and SGN.

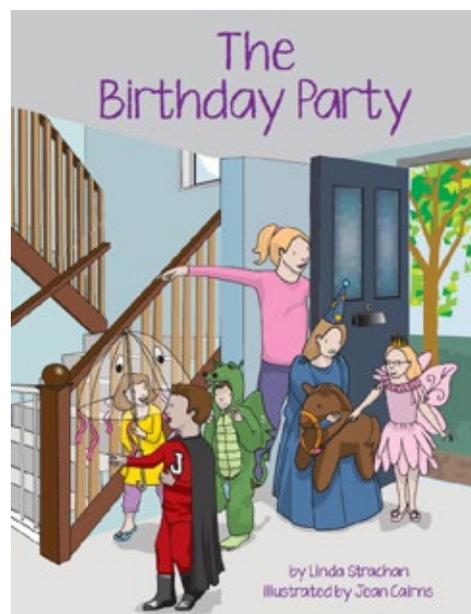
We produced a storybook, titled *The Birthday Party*, to teach young children across Scotland how to stay safe in the home.

The book, part of the Go Safe Scotland initiative to educate children on safety, was written by award-winning children's author Linda Strachan. It follows Jamie and his friends as they prepare safely for a birthday party, including making and decorating cakes, putting on costumes and tidying up after themselves. The book was given to teachers to distribute to their Primary One children. The first story will be followed up by a series of ebooks to

explore other areas where children have accidents, the majority of which can be avoided with small changes in everyday behaviour.

***"We'd like to thank RoSPA for their continued support and in particular for their efforts in producing *The Birthday Party*. The publication of the book adds another dimension to the home safety section of our campaign, highlights important key safety messages for both parent and child, and of course it is a great and entertaining story."***

*George Cairns,  
chairman of the Go Safe  
Scotland partnership*



We hosted our annual Child Safety Conference in Scotland to encourage everyone to take responsibility for the safety of the country's children. The event, called Child Safety – A Sharing, was attended by 150 professionals who have a role to play in helping to prevent accidents from happening to children. Key presentations included Paul Wheelhouse MSP, Minister for Community Safety and Legal Affairs; Dr Dylan

Broomfield, accident and emergency consultant at Edinburgh's Royal Hospital for Sick Children, on why children die; and David McGown, deputy assistant chief officer for prevention and protection at the Scottish Fire and Rescue Service, on building safer communities.

***"RoSPA is an organisation that has made a very big and very real difference in reducing accidents and preventing injury across all aspects of Scottish life."***

*Paul Wheelhouse, MSP  
Minister for Community  
Safety and Legal Affairs,  
speaking at RoSPA's Annual  
Child Safety Conference.*



***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***

We revealed plans to expand our home safety equipment scheme in Scotland and held an evaluation launch to discuss ways to expand the successful project, and provide more families with crucial home-safety advice and equipment.

Our blind cord safety campaign also continued across the UK, and full details can be found on **page 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*

We trained more than 700 delegates in child safety, older people safety and an introduction to safety in the home.

In Scotland we trained 23 childminders in child safety in the home and 27 of Scotland's Home Safety Equipment Scheme practitioners successfully gained City & Guilds Accreditation in child safety in the home.

In Northern Ireland we trained 880 people during the period April 1 - March 31, 2015 with 7 per cent of those taking one or more of the City & Guilds - Child Safety in the Home, Older people Safety and Implementing Home Safety Checks.

## *Campaign: Public Health*

Accidents are responsible for 13,500 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 despite the fact that 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 we continue to campaign to make accident prevention a top public health priority - [www.rospace.com/campaigns-fundraising/current/public-health/](http://www.rospace.com/campaigns-fundraising/current/public-health/) - and continue to work with organisations such as Public Health



*Alison Brinkworth, RoSPA public health support officer, promoting our home safety projects*

England, The Royal College of Emergency Medicine (RCEM), the NHS, Department of Health and other decision makers.

# 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 to the end of March 2015 - 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/campaigns-fundraising/current/blind-cord/](http://www.rospace.com/campaigns-fundraising/current/blind-cord/) - is twofold: 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

We were delighted with the publication of a report which highlighted the dangers of looped blind cords and chains.

The 30-page paper, by the four UK Chief Medical Officers and organisations including RoSPA, the Department of Health, Social Services and Public Safety (DHSSPS) Northern Ireland, Public Health Wales, the British Blind and Shutter Association (BBSA) and Children in Wales, highlights the dangers looped blind cords and chains pose to young children.

It calls for more appropriate data to be recorded into deaths and near misses to better identify the scale of the problem.

This report is an important step forward in raising awareness of the potential dangers of looped blind cords. Anything that can help reach homes that still have blinds with looped cords or without the



appropriate safety devices is a move in the right direction.

In Northern Ireland, in response to the Chief Medical Officer's calls for action, the Public Health Agency approached us to deliver blind cord safety workshops to health visitors as part of a pilot scheme in the Northern Health and Social Care Trust.

## Impact

There was some great news earlier in the year on blind cord safety from health departments in England, Scotland, Northern Ireland and Wales.

Blinds in premises where children under the age of 42 months are present or likely to have access, must only be installed if compliant with child safety requirements.

Families can now read our blind cord child safety advice in 11 languages. You can download the leaflet from the RoSPA website.

We launched our Ladywood Make it Safe Project. The one-year project is designed to provide practical home safety support and advice to families with children under five in the Ladywood area of Birmingham.

The aim is to make existing blinds in homes safer and to raise awareness of potential risks in the home.

Up to 100 families in the area can access free blind safety equipment and receive free advice and resources.

Children's centre staff are receiving free home safety training from RoSPA so they can support and advise local families.

Our partners in the project are Sure Start Ladywood Children's Centres and Reynolds Blinds. The project has been funded by Awards for All and the William A Cadbury Charitable Trust.

*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. In 2014, there was an increase in road deaths to 1,775 and this demonstrates the importance of maintaining the focus on delivering a co-ordinated road safety strategy. Working in partnership towards common goals is an essential approach to achieve this.

### What we did

We ran our road safety evaluation website [www.roadsafetyevaluation.com](http://www.roadsafetyevaluation.com) and the online E-valu-it toolkit to help practitioners conduct evaluations of their road safety education projects and share their results. More than 700 practitioners are registered users of E-valu-it, and have started more than 500 projects between them. The website received around 30,000

visits and downloads during 2014/15.

We provided evaluation advice and support for a range of bodies, including West Midlands Fire Service, Dorset County Council, Birmingham City Council and North Wales Police Service.

We helped to run a webinar on evaluation for the European Road Safety Charter.

We also ran evaluation projects for Derbyshire County Council (a Young Driver Education Workshop for sixth formers), Staffordshire County Council (a road safety publicity event) and Glasgow City Council (an online education resource).

We also ran the Road Safety Observatory website - [www.roadsafetyobservatory.com](http://www.roadsafetyobservatory.com) - to provide easy access to facts and research evidence on key road safety topics to practitioners and the public. It received over 50,000 page views and downloads between January and March 2015.

We produced Embedding Road Safety in Joint Strategic Needs Assessments (JSNA), to help road safety and public health practitioners.

We also worked with Public Health England to produce a guide for local authorities on the causes of child road traffic injuries and on a range of specific actions to prevent them, which was published in June 2014.



In Scotland, we launched road safety qualifications, accredited by the SQA. The SQA Road Safety Course equips new road safety professionals with the specialist knowledge, delivery skills and analytical capabilities needed to reduce road deaths. We also provided In Car Safety training for practitioners in Scotland.

***"I welcome the launch of this new SQA-accredited road safety qualification, which will improve the professional standing of our road safety officers and help ensure consistent good practice in road safety education across Scotland. One life lost on Scotland's roads is one too many and the Scottish Government will continue to work with our road safety partners to ensure everyone plays their part when it comes to making our roads safer."***

*Scotland Transport Minister Keith Brown*



Our road safety team in Wales continued to contribute significantly to the strategic overview through its role within the All Wales Strategic Road Safety Group. Activity on behalf of the group included providing the Secretariat to meetings

and facilitating many of the actions at the request of Welsh Government. In Wales, we also provided secretariat services to the CSS Wales Traffic Service Group, the Welsh Roads Policing Regional Strategic Group and Road Safety Wales. RoSPA's role now spans key groups relating to road safety education, engineering and enforcement.

We also managed road safety websites aimed at both the general public and road safety practitioners - [www.roadsafetywales.org.uk](http://www.roadsafetywales.org.uk), [www.jrsocymru.org.uk](http://www.jrsocymru.org.uk) and [www.dragondriver.com](http://www.dragondriver.com) - as well as running social media accounts on behalf of Road Safety Wales.

RoSPA's grant-funded activity in Wales enabled road safety organisations across the country to take advantage of a collaborative approach to casualty reduction and to national initiatives including Pass Plus Cymru and BikeSafe Cymru.

We responded to the Welsh Government's consultation paper, "Amending the Use of Invalid Carriages on Highways Regulations 1988".

## *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 produced and published a new version of RoSPA's "Refresher Driver Training Toolkit" ([www.rospa.com/road-safety/resources/free/drivers/promoting-refresher-driver-training-toolkit/](http://www.rospa.com/road-safety/resources/free/drivers/promoting-refresher-driver-training-toolkit/)) to

help anyone who provides or promotes driver training to raise awareness about refresher driver training, explain what it involves and promote its benefits and suggest ways to overcome deterrents to taking further driver training.

We also produced and published a new version of RoSPA's "Get More From Your Driving" ([www.rospa.com/road-safety/resources/free/drivers/get-more-from-your-driving/](http://www.rospa.com/road-safety/resources/free/drivers/get-more-from-your-driving/)) to encourage drivers to improve their driving, explain the options for doing so and the benefits of refresher driver training.

published - ([www.rospa.com/rospaweb/docs/advice-services/road-safety/employers/young-drivers-at-work-black-box-pilot.pdf](http://www.rospa.com/rospaweb/docs/advice-services/road-safety/employers/young-drivers-at-work-black-box-pilot.pdf)) - together with a good practice guide based on the project's findings ([www.rospa.com/rospaweb/docs/advice-services/road-safety/employers/telematics-good-practice-guide.pdf](http://www.rospa.com/rospaweb/docs/advice-services/road-safety/employers/telematics-good-practice-guide.pdf)).

We were delighted to support the Department for Transport's "Never too good" THINK BIKER campaign to promote further rider training. The campaign included new films featuring



*Alan Davies in the Department for Transport's "Never too good" THINK BIKER campaign video*

RoSPA's President, Lord McKenzie of Luton, hosted a Parliamentary dinner to discuss the next steps in improving the safety of young drivers. It was agreed that we would seek to persuade all political parties to include a commitment in their manifestos to publish a Young Drivers Green Paper. Consequently, RoSPA has drafted a proposal to the political parties to include a Young Drivers Green Paper in their manifestos.

Our report of a pilot project in Scotland to evaluate the practicalities and effectiveness of employers using telematics to monitor and improve the at-work driving of their young staff was

Mike Addison, a RoADAR examiner. It can be viewed at [www.youtube.com/watch?v=X\\_6ExovKOAg](http://www.youtube.com/watch?v=X_6ExovKOAg). As part of our support for the campaign, riders who applied for their first RoSPA Advanced Motorcycling Test between October 8, 2014 and July 31, 2015 will receive a five per cent discount on the test fee and a 10 per cent discount from a motor insurer.

*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*

In total during 2014/15, there were over 3.6million road safety visits and document downloads across RoSPA's road safety websites.

We produced and published a new "Drivers and Cyclists" resource - ([www.rospa.com/rospaweb/docs/advice-services/road-safety/cyclists/sharing-the-road.pdf](http://www.rospa.com/rospaweb/docs/advice-services/road-safety/cyclists/sharing-the-road.pdf)).

We published a new cycling policy paper to review and summarise the benefits and risks of cycling in Great Britain and identify how the best ways of meeting the challenge of increasing cycling without also increasing cyclist casualties. The key is to create a safe on and off-road cycling environment, improve driver and cyclist attitudes and behaviour towards each other, and to produce safer vehicles that reduce the risk to cyclists. Our policy



Nick Lloyd at RoSPA's Road Safety Conference

paper calls for range of measures to make conditions safe for all those who want to cycle.

RoSPA's 2015 Road Safety Conference was held in Birmingham and the future of pedestrian safety was the topic of discussion among road safety experts when they met for the annual event.

It considered the impact of factors including pedestrian behaviour, environments (both shared and traditional), technology and innovation on the future of pedestrian safety, and road safety practitioners were urged not to lose sight of the needs of pedestrians, who accounted for nearly 25 per cent of road accident deaths in Great Britain in 2013.

We joined the Global Alliance of NGOs for Road Safety, which has more than 140 member NGOs active in more than 90 countries and aims to create a forum



The future of pedestrian safety was discussed at our Road Safety Conference

where NGOs can share best practices and collectively advocate for road safety and the rights of victims of road traffic injury.

We welcomed Scotland's new lower drink-drive limit of 50mg of alcohol per 100ml of blood, a reduction from the previous limit of 80mg of alcohol per 100ml of blood.

*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

Produced and launched a new website for the Occupational Road Safety Alliance (ORSA), [www.orsa.org.uk](http://www.orsa.org.uk), which was launched in January 2015. The new website provides practical support in the form of information, advice and direct links to a wide range of free resources, case studies and research evidence to help employers to understand and manage the risks faced, and created, by their staff when they use the road as part of their work.

Our "Driving for Work: Vehicle Technology" guide ([www.rospace.com/rospaweb/docs/advice-services/road-safety/employers/work-vehicle-technology.pdf](http://www.rospace.com/rospaweb/docs/advice-services/road-safety/employers/work-vehicle-technology.pdf)) was also updated to advise employers about the increasingly varied types of technologies being built into motor vehicles and to help them develop policies to ensure that, when staff are given vehicles with new technology the benefits and risks are first assessed, they are trained in its safe use, and the effects of its introduction are monitored.

We also put together a guide for employers on how to evaluate their internal Managing Occupational Road Risk activities. ([www.rospace.com/rospaweb/docs/advice-services/road-safety/employers/morr-evaluation-guide.pdf](http://www.rospace.com/rospaweb/docs/advice-services/road-safety/employers/morr-evaluation-guide.pdf)).

The RoSPA Awards once again shone a light on firms leading the way on occupational road safety. The MORR™ Award, sponsored by Allianz, honours the organisation demonstrating the most effective and cohesive MORR™ programme, supported by historical performance data.

CEMEX UK Operations Limited - Logistics won the MORR™ Technology Trophy. 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.

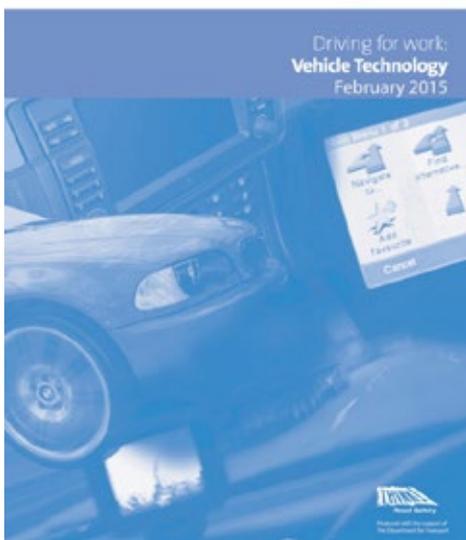
## Campaign: lighter evenings

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.

We have led calls for the UK to put the clocks one hour ahead of Greenwich Mean Time (GMT) in winter and two hours ahead of GMT in summer, and have campaigned for decades to make lighter evenings a reality, on the grounds that more daylight on autumn/winter evenings would save lives and reduce injuries on the roads.

RoSPA invited William Hague to include time-zone devolution in the constitutional changes he oversaw in an attempt to push for lighter evenings. Our CEO wrote to Mr Hague, who chaired a new government committee looking at options for English devolution, to ask him to include time zones in the review of devolution issues between the constituent countries of the United Kingdom.

You can read more about our campaign at [www.rospace.com/campaigns-fundraising/current/lighter-evenings/](http://www.rospace.com/campaigns-fundraising/current/lighter-evenings/).



*Saving lives and reducing injuries...*

# through 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*

At a national level, 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.

At a local level, we worked with a number of cities and communities to establish or reinforce a strategic approach to managing water-related risks. In particular, we led reviews in York, Durham and Bath. All of these have led to local safety groups being better equipped to address the local risks.

In Scotland, we worked with the Scottish Government to establish Water Safety Scotland, a specific reference group that combines national and local government, voluntary and charitable organisations.

During the year, we published agreed advice for open-water swimming with other members of the NWSF. The advice takes a balanced approach, recognising both risks and benefits of the activity. We also published advice for Scottish local authorities.

The past year has seen many councils and authorities adopt and publish guidance

on Sustainable Urban Drainage schemes (SUDS), which directly references RoSPA and RoSPA advice. This is the culmination of working with the drainage industry and developers to identify and agree safe characteristics for SUDS schemes. Authorities and developers using the advice and guidance will make the thousands of new water bodies across the UK safer for the coming years.

Underpinning this was the collective work to produce the UK's first national drowning prevention strategy, which aims to achieve a reduction in accidental drowning.

## *Provide expert consultancy, audit and training*

### *Why?*

The inspection reports that we produce annually for playground operators help them to ensure their play areas are maintained to a suitable condition. Contact with such a large number of playgrounds gives us a valuable insight enabling us to provide expert advice and consultancy, and to train playground operators to conduct their own inspections.

We continue to work with a large number of local authorities, town, parish and community councils across the UK. We provide the largest number of annual inspections of children's playgrounds of any UK organisation.

The department helped many organisations establish water-safety arrangements including work in Durham. We have worked with many organisations from leisure centre operators through to charitable groups set up to establish

a specific purpose. We are working with a historical park, a new water park and with many construction organisations to ensure safe developments are delivered. This means that our policy work aligns directly with commercial operations.

### *What we did*

We provided training to staff responsible for the day-to-day management and maintenance of children's playgrounds across the UK.

We were involved from the outset in the redevelopment of the Queen Elizabeth Olympic Park, with the development of a new playground at the southern side of the park providing exciting, stimulating and challenging play experiences for all children. We also had input in the early stages of design and development, helping the designers and landscape architects to root their contemporary designs in a suitable safety context, and provided safety inspections during and after installation.

## *Support and carry out pioneering research*

### *Why?*

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

### *What we did*

We continued our partnership with Sportscover, helping provide information and support to some of the largest sporting and leisure providers in the UK, which has hundreds of millions of visits and members on site. We recently joined a panel session at a Sportscover workshop

# VOLUNTEERS

## RISK & REWARD

CONSIDER THE FOLLOWING POINTS WHEN HIRING VOLUNTEERS FOR EVENTS

### RISK

#### VARIETY OF RISKS

THERE ARE A VARIETY OF 'RISKS' TO CONSIDER WHEN DEALING WITH VOLUNTEERS, INCLUDING RISKS TO THE VOLUNTEERS THEMSELVES, SPECTATORS, STAFF & ATHLETES. E.G. CONSIDER THE SCENARIO OF VOLUNTEER DRIVERS MOVING ATHLETES AROUND A CITY PERHAPS GETTING LOST, INVOLVED IN AN ACCIDENT, OR SPEEDING. YOU MUST CONSIDER REPUTATIONAL AS WELL AS PRACTICAL RISKS.

#### CODE OF CONDUCT

YOU MUST SAFEGUARD AGAINST POTENTIAL ISSUES ARISING OUT OF THE ACTS OF A VOLUNTEER. A CODE OF CONDUCT IS A MUST. CONSIDER ALSO THE DIFFERENT ISSUES ARISING FROM THE USE OF YOUTH VOLUNTEERS.

### REWARDS

#### VALUE

WELL-TRAINED AND WELL-MANAGED VOLUNTEERS ADD REAL AND MEASURABLE VALUE TO MAJOR EVENTS.

#### MOMENTUM

THERE IS SIGNIFICANT MOMENTUM OVER RECENT YEARS AROUND THE DEVELOPMENT OF A MOBILE AND COMMITTED VOLUNTEER POPULATION FOR MAJOR SPORTING EVENTS.

#### DATABASE

SIGNIFICANT THIRD PARTY SCHEMES SUCH AS 'JOIN IN' HAVE BEEN DEVELOPED SINCE LONDON 2012, PROVIDING A POWERFUL AND ACTIVE DATABASE OF VOLUNTEERS.

### LIABILITY

#### DISCLAIMERS

DO NOT BE TEMPTED TO USE DISCLAIMERS TO SHY AWAY FROM LIABILITIES AND RESPONSIBILITIES EMANATING FROM THE USE OF VOLUNTEERS.

#### RECORDS

EVENT MANAGERS AND ORGANISERS HAVE A RESPONSIBILITY TO MAINTAIN ACCURATE RECORDS AND SEEK SIGNED AGREEMENTS WITH VOLUNTEERS CLEARLY OUTLINING ROLES AND RESPONSIBILITIES.

#### MANAGE EXPECTATIONS

MANAGE EXPECTATIONS OF VOLUNTEERS FROM THE OUTSET.

### VOLUNTEER CHECKLIST

<p><b>TRAINING</b></p> <ul style="list-style-type: none"> <li>✓ HAVE THE VOLUNTEERS BEEN TRAINED FOR THEIR SPECIFIC ROLES AND RESPONSIBILITIES?</li> <li>✓ HAVE THE VOLUNTEERS UNDERGONE AN INDUCTION WHICH OUTLINES POTENTIAL EXPOSURES TO THEM AND HOW TO MINIMISE THESE EXPOSURES?</li> </ul> <p><b>INSURANCE</b></p> <ul style="list-style-type: none"> <li>✓ DOES YOUR LIABILITY INSURANCE SPECIFICALLY INCLUDE VOLUNTEERS AND ENSURE THAT THERE ARE NO EXCLUSIONS FOR THEIR ACTIVITIES?</li> </ul>	<p><b>RECRUITING</b></p> <ul style="list-style-type: none"> <li>✓ DO THE VOLUNTEERS COMPLY WITH THE REGULATORY REQUIREMENTS E.G. WORKING WITH CHILDREN IF EVENT INVOLVES CHILDREN?</li> <li>✓ DO THE VOLUNTEERS HAVE A GOOD LEVEL OF EXPERIENCE TO BE ABLE TO HANDLE THE ACTIVITIES THEY ARE SUPERVISING?</li> <li>✓ CAN THE VOLUNTEERS COMMUNICATE EFFECTIVELY WITH THE ORGANISERS AND EACH OTHER?</li> <li>✓ WHAT ARE THE GUIDELINES AND REQUIREMENTS IN PLACE FOR THE SELECTION OF VOLUNTEERS?</li> </ul>
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## FACTS & FIGURES

### KEY FACTS ABOUT VOLUNTEERING

2 Mn	VOLUNTEERS IN THE UK VOLUNTEER AT LEAST 1 HOUR PER WEEK	<b>LONDON 2012</b> 70,000 PEOPLE SERVED AS VOLUNTEERS - 40% OF THEM FOR THE FIRST TIME EVER
50K +	PEOPLE OFFERED TO BE VOLUNTEERS AT THE 2014 GLASGOW COMMONWEALTH GAMES	<b>GLASGOW 2014</b> SAW VOLUNTEERS IN RECORD NUMBERS FOR A COMMONWEALTH GAMES
£2 Bn	WHAT IT WOULD COST TO EMPLOY FULL TIME WORKERS TO REPLACE SPORTS VOLUNTEERS	<b>RIO 2016</b> OVER 240,000 VOLUNTEER APPLICATIONS RECEIVED TO FILL 70,000 POSITIONS
30 +	NUMBER OF UK SPORT ROAD TO RIO EVENTS IN 2015/16 THAT WILL NEED VOLUNTEERS	<b>GOLD COAST 2018</b> 15,000 VOLUNTEERS WILL BE REQUIRED TO DELIVER THE 2018 COMMONWEALTH GAMES

## VOLUNTEER REWARDS

**HOW SHOULD VOLUNTEERS BE REWARDED?**

A T-SHIRT MAY NOT BE ENOUGH!

**CONSIDER**

A FULLY ACCREDITED SCHEME THAT RECOGNISES VOLUNTEERING THROUGH SPORT. WITH VOLUNTEERS ACCRUING CREDITS, BOOSTING EXPERIENCE AND ADDING VALUE TO THE INDUSTRY AND MAJOR EVENTS OVER A SUSTAINED PERIOD.

**MANAGE EXPECTATIONS**

BUT CREATE A SENSE OF BELONGING AND OWNERSHIP AMONGST VOLUNTEERS. THIS IS RELEVANT FROM A LOCAL CLUB UP TO THE OLYMPIC GAMES!

PROUDLY BROUGHT TO YOU BY

**SPORTSCOVER™**  
THE SPORTS INSURANCE SPECIALISTS

**uk sport**

**RoSPA**  
Partner

with UK Sport, looking at how best to manage safety risks relating to volunteer engagement in sport and at major events, and we continue to help many national governing bodies of sport.

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.

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

## Why?

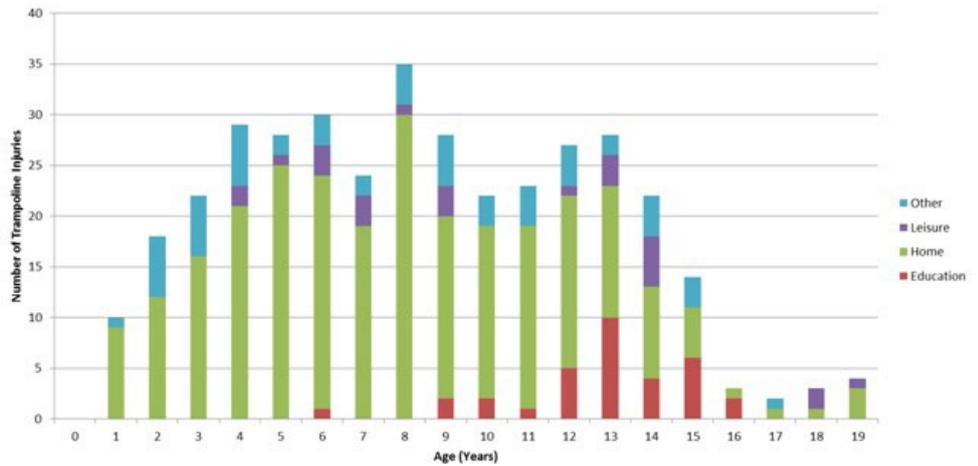
The child's right to play has been recognised as important by the UN Committee on the Rights of the Child, through the publication of its General Comment on article 31 of the UN Convention on the Rights of the Child. Play comes in many forms, and it is important not to forget the right to exciting, stimulating, 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

Trampolining is both a popular grass-roots activity and an elite, Olympic-level sport. At the grass-roots level, garden trampolines provide a relatively inexpensive source of enjoyment as well as aerobic activity for thousands of young children. The downside is that hospital Emergency Departments are now having to deal with significant numbers of trampolining injuries.

Since 2005 we have produced guidance

**Trampoline Injuries by Location for Ages 0-19 Years**  
**N=372 (91.2%) of total for all ages = 408**  
**Oxford University Hospitals NHS Trust Emergency Departments**  
**1 January 2012 to 30 March 2014**



for partners and worked with clinicians and manufacturers to improve the safety of the product, and the quality of advice. The approach has seen a number of successes, including the introduction of netting as part of the standard sale item.

Over the last year, RoSPA has been working with the Royal College of Emergency Medicine (RCEM) to improve understanding of why record numbers of people are attending England's hospital emergency departments (A&E). Since January 2012, Oxford University Hospitals Trust has been collecting the RCEM's Minimum Dataset (MDS) which includes a combination of demographic data as well as location, activity, injury severity and injury mechanism. These records have now been analysed by the Global Public Health team at Queen Mary, University of London. Among the first insights from this data is the pattern of trampoline injuries.

In Oxfordshire, girls aged 0-19 years accounted for 57 per cent of trampolining injuries, while 19 per cent of trampolining injuries were deemed by clinicians to be among the most serious triage codes requiring urgent medical attention.

New evidence is showing a changing and developing injury pattern, with a change from lower limb fractures to upper limb

(i.e. elbow, wrist, forearm). This could be due to the changing designs and how trampolines are used. Over the last year we have been working with trampoline manufactures and retailers to update and revise the advice in the light of this new evidence.

*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 provided support for an increased number of schools and had a number of contracts to provide specific support for academy groups. We have reviewed and created policies, trained staff and conducted assessments.

RoSPA worked with the Parliament Education Service to support the development of the first parliamentary education centre. This important work helped to ensure that tens of thousands of children will now get a safe and rewarding experience around the Houses of Parliament for the next ten years.



We held meetings with the PES staff, facilities managers, education advisors and had brief discussions with the occupational health nurse.

We looked at the accident statistics

available and evaluated the factors and opportunities for individual obstacles. We reviewed the existing controls against current Palace policy and existing guidance.

### *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 and continued to accredit practical safety education providers that demonstrated educational excellence and quality. Wealden District Council was accredited by the LASER Alliance for its Safety in Action scheme. The programme, now in its 23rd year, helps year six primary school children learn about safety by experiencing risk, and this year provided a hands-on learning experience to more than 1,200 10 to 11-year-olds from 50 Wealden primary schools.

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***"We are proud to be receiving this award from RoSPA in our 23rd year."***

*Councillor Claire Dowling,  
cabinet member for public health and community safety at Wealden District Council*

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A flagship leisure centre in Solihull has become the first in the country to undergo a new safety review launched by RoSPA, gaining a top grade in the scheme.

Tudor Grange Leisure Centre, which is operated by Parkwood Community Leisure on behalf of Solihull Metropolitan Borough Council, went through RoSPA's Leisure SafetyMark programme, which assessed the standards of safety management at the site. It was awarded a "Grade A" in recognition of its overall review score.

Leisure SafetyMark looks for evidence of proportionate safety management that does not unnecessarily reduce the benefits or attraction of physical activity, but that enables customers to enjoy their activities to the full within a well-managed facility and safe environment.

The review focuses on the extent to which leisure operators have been able to develop and implement the critical building blocks for safety - management involvement, planning, consultation, competence and reacting.

As well as receiving a certificate, organisations taking part in Leisure SafetyMark receive a report on their performance, which includes recommendations for any future improvements.

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

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

### *Why?*

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

### *What we did*

We once again presented the SME Assistance Trophy during the annual RoSPA Awards, with the British Woodworking Federation winning in 2014.

*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*

RoSPA’s National Occupational Safety and Health Committee (NOSH) was delighted to launch a new website that charts more than 200 years of industrial industry.

The website included a law stipulating that women and children aged 13-18 could only work 63 hours per week in

factories, and another one setting out the first compensation structure for injured workers.

These two laws, from 1847 and 1897 respectively, are among many mentioned on the website, which shows how the UK has become one of the safest places in the world to work.

Set to become an invaluable resource for students, academics, health and safety professionals and others with a general interest in industrial history, the History of Occupational Safety and Health website - at [www.historyofosh.org.uk](http://www.historyofosh.org.uk) - sets out developments from the 1802 Factory Act to various regulation changes made by the Health and Safety Executive (HSE) last year.

It was launched to coincide with the World Day for Safety and Health at Work, which is also Workers’ Memorial Day.

*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 movement’s

President, at the House of Lords.



*The Isle of Wight Health and Safety group receiving their award*

Isle of Wight Health and Safety Group was announced as the overall winner, and a further seven groups also won awards.

Steve Horricks, secretary of the North Manchester Health Advisory Group received the Maurice Adamson Award, which honours outstanding individual commitment to safety groups.

We were also delighted to present our 175,000th NEBOSH Award. Peter Dawes, lifesaving servicing manager for lifeboat search and rescue charity the Royal National Lifeboat Institution (RNLI), was the 175,000th person to pass the NEBOSH General Certificate in occupational health



*Peter Dawes and Errol Taylor, RoSPA Deputy Chief Executive*

and safety after attending a course run by RoSPA.

We also delivered presentations at several safety groups in support of the Safety Groups UK network to show that health and safety does not have to be complicated. We consistently deliver successful health and safety courses throughout the UK and overseas.

## *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*

We opened a new practical training centre to provide hands-on learning experiences for workers in the healthcare and manufacturing sectors.

The training centre, at Kings Norton Business Centre in Birmingham, comprises a hospital suite with beds and lifting equipment, three classrooms and an industrial training room with a power press and abrasive wheels equipment.

In addition to being used for safer people handling training for healthcare workers and industrial skills training for manufacturing workers, it will also host the vast majority of RoSPA's Birmingham-based occupational safety and health courses, including driver and fleet solutions courses.

The new centre is larger and more modern than the facility previously used by RoSPA in Erdington, Birmingham.

As well as unveiling its new training centre in Birmingham, RoSPA has also expanded the number of regional

locations across the UK in which it offers training. New courses are also being added to RoSPA's portfolio, for example the NEBOSH National Certificate in Fire Safety and Risk Management course and First Aid qualifications.

We also introduced a new course for managers and supervisory staff with fire safety responsibilities in the workplace to strengthen their careers.

Aimed at professionals who want to ensure their organisation meets its fire safety legislation responsibilities, the NEBOSH - National Examination Board in Occupational Safety and Health - National Certificate in Fire Safety and Risk Management course covers, not only the management of health and fire safety, but also important legal requirements.

Candidates will learn the principles of fire and explosion, causes and prevention of fires, fire protection in buildings and how to ensure people's safety in a fire.



Successful completion of the course will allow candidates to undertake fire risk assessments in low risk workplaces, as well as identify fire protective and preventative measures.

The NEBOSH qualification, which is one of several currently offered by RoSPA, is divided into three units - management of health and safety, fire safety and risk management and practical fire risk assessment - with certificates handed out for each unit passed. When all units are complete, the student will be handed the

overall qualification parchment.

The course, which is also aimed at people moving into fire safety adviser roles, has already proved popular among many organisations and thousands of candidates have gone on to achieve the qualification.

We also completed safer people handling and manual handling training to Emirates Airways to their on-board flight staff and to other staff members such as baggage handlers.

## *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.

Many of our trainers and consultants volunteer to help other organisations outside the workplace such as at Scouts and Girl Guides groups, family contact centres and schools.

Behavioural safety is an important area for RoSPA's workplace safety team and we are helping organisations of all sizes in the UK and overseas, and have delivered behavioural safety training to a number of organisations including Siemens and Songas in Dar Es Salaam, Tanzania.

## *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*

More than 2,000 entries registered in the RoSPA Occupational Health and Safety Awards 2014, and Magnox Limited won the highest accolade - the Sir George Earle Trophy - plus the Construction Engineering Industry Sector and a MORR (management of occupational road risk) Gold achievement award.

The firm was recognised for its commitment to intensive training, especially around the core areas of behavioural safety and board level responsibility. Directors and senior managers spend quality time at all sites to enforce the message that they care about health, safety and welfare, giving the workforce a real opportunity to air views, whether positive or negative.

The 2014 awards also saw the launch of our Guardian Angel and Archangel Awards, which shine a light on individuals who have gone above and beyond to improve the safety of others. It honours those whose initiative, diligence, enthusiasm and commitment have made a real difference to safety in the organisation where they work or the wider community. Winners of the Archangel Award included Beckie Ramsay for her tireless and highly emotive work to improve water safety across the North West, following the death of her son Dylan in 2011, and Elaine Davies for her dedication to the health and wellbeing of her colleagues and their families.



*Magnox Ltd - MORR Gold achievement award*



*Magnox Ltd - Construction and Engineering Industry Sector award*



*Magnox Ltd - Sir George Earle Trophy*



*Beckie Ramsay - Archangel Award winner*



*Elaine Davies - Archangel Award winner*



*Richard Taffs - Archangel Award winner*



*Joy Edwards - Archangel Award winner*

*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*

We restructured the membership department in order to expand the communications we have with our existing members and to attract more new potential members.

During 2014/15, we welcomed a variety of new RoSPA Members including:

- Acorns Children's Hospice Trust
- DHL Supply Chain Ltd
- Kuwait Gulf Oil Company
- TSB Bank Plc

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:

- Peugeot Motor Company
- Marriott Hotels Ltd
- National Express Ltd
- Argos Ltd



*Saving lives and reducing injuries...*

# through events



*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 2014/15 are mentioned elsewhere in this Annual Review, including the RoSPA Occupational Health and Safety Awards on **page 33**.

Among the year's other highlights was our visit to the Vtech Mena 2014 in Abu



Dhabi. We exhibited at the event and met visitors involved in occupational health and safety across the Middle East, and ran a RoSPA seminar tailored specifically to the needs of health and safety professionals.

We were also delighted with the success of Safety and Health Expo





2014, 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.

## *RoSPA events in 2014/15*

- RoSPA Road Safety Conference: Stop. Look. Listen. Pedestrian Safety in a fast moving world
- RoSPA Construction Health and Safety Conference 2015
- Building safer, healthier workplaces

### *March 2014*

- Manufacturing Health and Safety Conference – Birmingham, March 18

- Construction Health and Safety Conference – Birmingham, March 27

### *May 2014*

- RoSPA Occupational Health and Safety Awards Presentations and Gala Dinners – Birmingham, May 14-15

### *June 2014*

- RoSPA Occupational Health and Safety Awards Presentations and Gala Dinner – London, June 17
- Safety and Health Expo – London, June 17-19

### *September 2014*

- RoSPA Scotland Occupational Safety and Health Congress – Glasgow, September 16
- RoSPA Occupational Health and Safety Awards Presentations and Gala

Dinner – Glasgow, September 17

- Leisure Industry Week – Birmingham, September 30 - October 2

### *October 2014*

- Managing Occupational Road Risk Forum – London, October 9

### *November 2014*

- RoSPA Home Safety Congress – Birmingham, November 5
- RoSPA Occupational Safety and Health Congress – London, November 19
- RoSPA Health and Safety Legal Seminar – Manchester, November 26

### *December 2014*

- TEC MENA – Abu Dhabi, December 8-10

## 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 2014/15*

Our 120 employees are a vital component of the delivery of our mission to save lives and reduce injuries.

<i>Goals</i>	<i>Progress</i>
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.
Maintain OSH expertise throughout RoSPA	Three staff studied for the world renowned the world-renowned NEBOSH National Diploma.
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.

### *HR Performance table for the 12 months ending March 2015*

<i>Performance indicator</i>	<i>Result (during the year March 2015)</i>	<i>Result (during the year March 2014)</i>
Reportable injuries	Nil	Nil
Minor injuries	6	2
Notices served	Nil	Nil
Days lost due to sickness absence	238.5 absence days and 115.5 days lost due to recovery from operations/underlying medical condition (including pregnancy)	279.5 absence days and 213.5 days lost due to recovery from operations
Sickness absent rate per employee	4.3 days (82 staff absences in period excluding pregnancy related illnesses and operations/hospital admission)	4.1 days (70 staff absences in period)
Percentage of sickness absence due to a period of less than 20 days	93%	43%



***“Overall RoSPA is probably one of the best organisations that I have worked for within my working life”***

*From the RoSPA employee survey*

Also during the year, we carried out a staff wellbeing survey to identify how we meet the health and wellbeing needs of the workplace. The survey was split into sections including My Role, My Management, My Work Balance and My Support.

Another highlight included the launch of our salary sacrifice scheme to give company car drivers more flexibility over the choice of fleet.

The RoSPA Enconium continued to recognise employees who demonstrated outstanding and sustained performance and Adam Hubble, web manager, received RoSPA's seventh Employee of the Year Award.

And we also held another of our regular “staff days” at the Botanical Gardens and Row Heath Pavillion, 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.



*Adam Hubble, Employee of the Year*

We launched a new benefits platform - RoSPA's Online Savings (RoS) - in March 2015 to allow staff to purchase additional holiday as well as a Cycle to Work scheme and retail discounts.

# Consultations

*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

Baby slings international paper

**The Health and Care Professions (Public Health Specialists and Miscellaneous Amendments) Order 2015** (Department of Health Consultation)

**Product Safety Review** (Department for Business, innovation and skills)

**Reducing unintentional injuries in and around the home among children under five report** (Public Health England)

**Home Accident Prevention Strategy 2015** (Department of Health, Social Services and Public Safety)

**Child deaths and bath seats fact sheet** (Public Health England)

**Accident data and opinions concerning flame height on cigarette lighters** (BIS)

**Preventing accident and unintentional injury among children and young people under 15** (NICE quality standard stakeholder engagement exercise)

**Preventing unintentional injury** (NICE quality standard stakeholder engagement exercise)

**NICE Quality Standard: Consultation**

**on falls; assessment and secondary prevention in older people** (NICE)

**Falls and fractures workshops** (Birmingham City Council)

## Road

**Extending the validity period of medically restricted licences** (Driver Vehicle Licensing Agency)

**Review of the legislation and regulatory framework for testing driverless cars** (Department for Transport)

**Active travel action plan for Wales** (Welsh Government)

**UK Transport Safety: Who is responsible?** (Transport Safety Commission)

**Monitoring drink driving** (Department for Transport)

**Examining the speed limit for HGVs over 7.5 tonnes on dual carriageways** (Department for Transport)

**Proposals to Make Historical Drivers' Hours and HGV Levy Offences Subject To Fixed Penalty Notices and Financial Penalty Deposit Requirements** (Department for Transport)

**Speed Limits in Central East Birmingham 20mph Response** (Birmingham City Council)

**Speed Limits in East Birmingham** (Birmingham City Council)

**Traffic Signs Regulations and General Directions 2015** (Department for Transport)

**Enforcing Tyre Labelling Regulations** (Department for Transport)

**Scottish Safety Camera Programme Review**

**M1 Junctions 28 to 35a: Maximum Mandatory Speed Limit** (Highways Agency)

**Goods Vehicle Operator Licensing Exemptions** (Department for Transport)

**DVSA Fleet Compliance Measure** (DVSA)

**HGV Periodic Testing and Inspections Exemptions** (Department for Transport)

**Reducing unintentional injuries on the roads among children and young people under 25 years**

## Scotland

**Sentencing Guidelines** (The Scottish Government)

**Culpable Homicide (Scotland) Bill** (The Scottish Parliament)

**Working Time Directive**

**Inquiry into Fatal and Sudden Deaths etc (Scotland) Bill** (The Scottish Parliament)

**Damages Claims (EU Directive on Safety and Health at Work) (Scotland) Bill** (Scottish Parliament)

# Officers and Committees

*(as of March 31, 2015)*

**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
- 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
- Ms H Kondel
- 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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