

2017/18

**RoSPA**

accidents don't have to happen

Celebro

# RoSPA Annual Review

A century of life-saving work

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Front page image featuring Tufty, RoSPA's famous road safety squirrel, taken at the RoSPA Centenary Exhibition at the Library of Birmingham, May 2017

## Her Majesty The Queen



The Lord McKenzie of Luton,  
President,  
The Royal Society for the Prevention of Accidents (ROSPA).

Please convey my warm thanks to the Members, Volunteers, Trustees and Staff of the Royal Society for the Prevention of Accidents for their loyal greetings sent on the occasion of the finalising of the Annual Review of the Society's work to accompany the Report and Accounts for 2017/18.

As your Patron, I was interested to learn of the Society's notable achievements during its Centenary year and of the successful events held across the country to mark this milestone.

Your thoughtfulness in writing as you did is much appreciated and, in return, I send my best wishes to all those who are connected with the organisation.

ELIZABETH R.

1st October, 2018.



Image by REX/Shutterstock

# President's message

**It was with a great sense of pride that we continued to mark the centenary of RoSPA throughout 2017/18.**

The pinnacle was undoubtedly the RoSPA Centenary Royal Garden Party, held with the kind permission of Her Majesty The Queen at Buckingham Palace, and attended by HRH The Duke of York, KG and HRH Princess Eugenie of York. Nearly 3,500 RoSPA friends, some of whom had travelled from overseas, enjoyed the occasion on a glorious afternoon in the Palace's resplendent gardens.

We were also delighted to hold a centenary exhibition at the Library of Birmingham, with our iconic road safety squirrel Tufty playing a leading role, and to close our anniversary activities with a reception in Edinburgh on St Andrew's Day.

Together with our guests at each of these events we looked back at the achievements of the past 100 years and looked ahead to how we could meet the ongoing challenges, forging and strengthening many valuable partnerships as a result.

The starkest reminder of the need to make progress with efforts to prevent life-changing accidents came in the midst of our centenary year when we awoke to news of the terrible tragedy unfolding at Grenfell Tower in London. The extent and severity of the fire was shocking and our thoughts remain with all those affected. Since then, we have contributed to discussions not only on fire safety but also on broader aspects of health and safety management, including attitudes and culture, in the sincere hope that such a tragedy will never happen again.

Additionally during the year, RoSPA colleagues continued the delivery of the Take Action Today, Put Them Away household poisoning project, which expanded to Stockton-on-Tees, Lincolnshire and Northern Ireland; developed nappy sacks packaging guidelines for retailers, highlighting the risks associated with the products; and released a suite of short videos to help parents and carers learn how to choose and fit child car seats. Our teams were also involved in developing Scotland's first Drowning Prevention Strategy, as well as a new version of our Driver Profiler risk assessment tool and ISO 45001 – the first global standard for occupational health and safety management systems. The pages of this Annual Review cover these and many other highlights from our year.

We look ahead to the next year with optimism, and are eager to work with partners old and new in achieving a step-change in accident prevention. The launch of a National Accident Prevention Strategy for England is among the major projects that will contribute to this.

As ever, we are grateful for the support of the RoSPA family – members, award winners, partners and supporters – and look forward to pressing on together towards our vision for life, free from serious accidental injury.



Lord McKenzie of Luton,  
President

# Chief executive's report

After months of hard work and meticulous preparation, it was wonderful to spend a sunny day with the RoSPA family – together with members of the Royal Family – in the garden of Buckingham Palace. HRH The Duke of York and HRH Princess Eugenie of York made our 3,500 guests at the RoSPA Centenary Royal Garden Party feel extremely welcome in this most iconic of venues. The photographs show how very proud we all were to celebrate RoSPA's 100 years of life-saving work to prevent accidents.

Soon after the Royal Garden Party, RoSPA's Board of Trustees confirmed my appointment as RoSPA's chief executive – a role that I was delighted to accept while being acutely aware of RoSPA's marvellous heritage and multiple challenges ahead.

Uppermost in my mind was the changing pattern of accidental injury, as highlighted by the graphs showing deaths and disability-adjusted life years from different causes since 1990. Our previous work with Oxford University Hospitals Trust and the Royal College of Emergency Medicine had shown that two thirds of accidental injuries treated in A&E departments were due to home and leisure accidents. The most vulnerable members of society – the youngest, oldest and poorest – suffer far higher accident rates than anyone else. Although road and workplace safety continues to improve, the burden of injury associated with our homes and leisure time continues to grow. This is a huge challenge for a relatively small charity like RoSPA to address against a backdrop of financial austerity and economic uncertainty.

Within RoSPA, each of our small departments had tended to operate in isolation, addressing specific safety issues. But this situation did not reflect the reality of the world in which we operated. We take on multiple roles throughout our lives and face a constant set of safety challenges. Many of us are carers, parents, employees, motorists and cyclists, and we enjoy a huge array of leisure pursuits.

In response, we re-organised RoSPA, mixing together our traditional areas of safety expertise (work, road, leisure, home and education) into a matrix which provides information and services to communities, organisations, families and individuals to improve awareness of risks, hazards and coping strategies.



# “Life, free from serious accidental injury”

We also introduced our new vision – life, free from serious accidental injury – and mission – exchanging life-enhancing skills and knowledge to reduce serious accidental injuries – as guiding principles underpinning everything we do. Our vision is drawn from our respect for life and all that it contains, and recognition that serious accidental injuries are a burden that prevent too many people from enjoying life to its fullest. Our mission is how we intend to realise this vision – without others we cannot succeed, and so we collaborate with a wide range of valued partners.

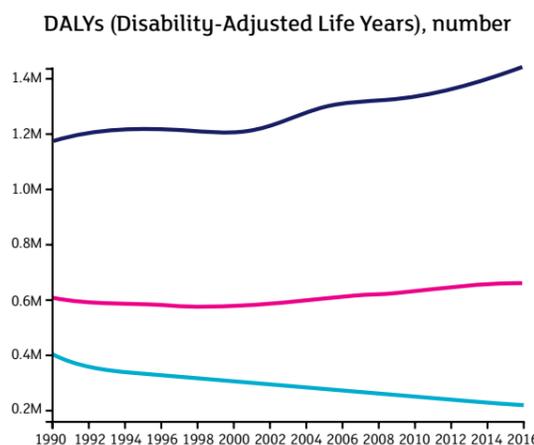
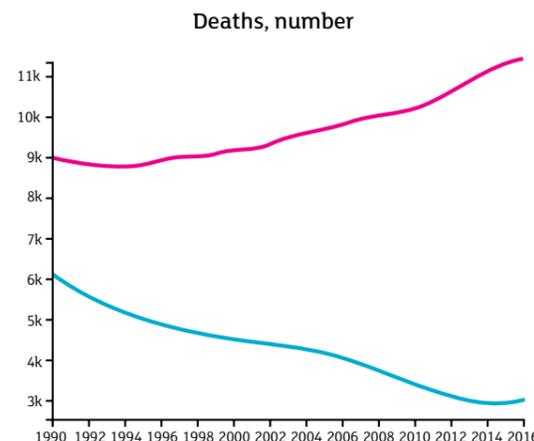
We hope that our work will reach far and wide, producing a more resilient, self-reliant population with lower accident rates and therefore fewer visits to our over-stretched hospitals and GP practices.

Tufty – who was synonymous with road safety education for children in the 1960s and 1970s – featured in our various centenary events during 2017/18 and will reach his own 65th birthday in 2018/19. The millions who benefited from his safety advice could be described as the “Tufty Generation”. Like many members of his generation, Tufty will not be retiring at 65. He has plenty of work to do, as part of our journey to help older people live their lives to the full, safely, at work, on the roads, in leisure and at home, and we look forward to updating you on our activities in next year's Annual Review.

RoSPA is here for at least the next 100 years to help keep you and your loved ones safe. Accidents don't have to happen!



**Errol Taylor**  
Chief executive

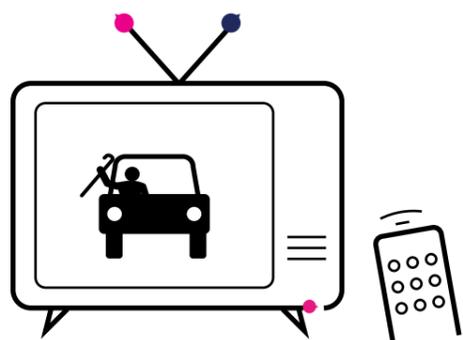


Source: <http://ghdx.healthdata.org/gbd-results-tool>

Legend for both graphs

- United Kingdom, Both sexes, All Ages, Transport injuries
- United Kingdom, Both sexes, All Ages, Unintentional injuries
- United Kingdom, Both sexes, All Ages, Low back and neck pain

# Our year in numbers...



100 Year Old Driving School received an average of more than

**2 million** viewers per episode

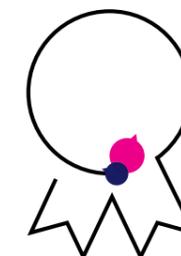
**23,000**

viewers of RoSPA's Family Safety Week Facebook Live



Almost **1,400**

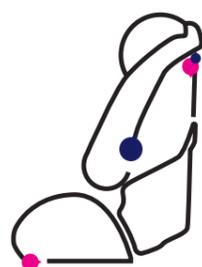
learners registered on RoSQual regulated qualifications



**207**



International Diplomas in Advanced Driving Instruction delivered around the world



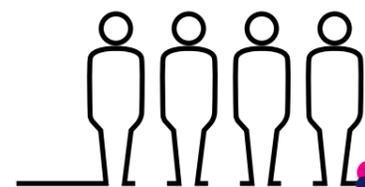
**1.6 million**

views and downloads on [www.childcarseats.org.uk](http://www.childcarseats.org.uk)

We trained or assessed

**13,133**

people across workplace, road, home and leisure safety



11 local authorities across Northern Ireland joined *Take Action Today*, delivering the poisonings project to more than

**70,000 families**



RoSPA Award-winning organisations were based in

**24 countries**

and were responsible for the wellbeing of

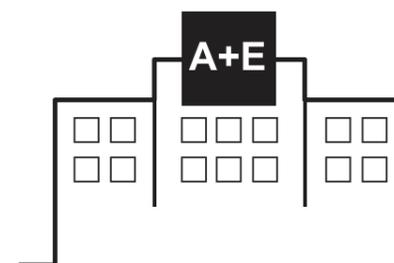


**3 million**

views of our main website

There were

**ZERO hospital admissions**



due to children ingesting liquid laundry capsules across Greater Glasgow and Clyde, where the *Not For Play, Keep Them Away* project continued to run



# Our centenary



Royal Garden Party guests raised more than £14,000 for the Brighter Beginnings Appeal

RoSPA's centenary celebrations continued in earnest throughout 2017/18, following the launch of the Brighter Beginnings Appeal and a royal visit from HRH The Duke of York to our Birmingham headquarters during the previous year. With a focus on RoSPA's rich history, and a recognition of current and future prevention challenges, our activities were supported by thousands of our key partners and stakeholders.

## Our Royal Garden Party

The highlight of the centenary celebrations, 3,500 guests from across the RoSPA family enjoyed an afternoon tea in the gardens of Buckingham Palace, which was hosted by HRH The Duke of York and HRH Princess Eugenie of York.

Attendees travelled from across the country – and the rest of the world – and represented the huge array of RoSPA stakeholders, from award winners to members, RoSPA Advanced Drivers and Riders to former members of staff. Also among the guests were those who work closely with RoSPA to tell their own stories – those who have experienced the devastating impact of life-changing accidents first-hand, and who are integral to ensuring the continuing success of the accident prevention message.

Thanks to the hard work of all RoSPA staff members on one of the hottest days of the year, the event was a complete success and enjoyed by all those who attended.

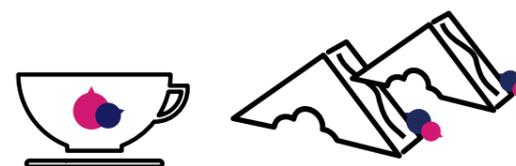
## 100 years on display

An exhibition spanning the history of RoSPA, including a selection of its famous safety posters and Tufty artwork, was held at the Library of Birmingham.

The exhibition stand in the main foyer charted highlights across our 100-year history, with Tufty taking centre stage, while integrated activities aimed to teach children and other visitors about everyday hazards. Vintage posters from the 1940s-1970s adorned the walls of the library's mezzanine level.



**9,000**  
sandwiches eaten



**12,000**  
cups of tea drunk

## Centenary reception

The centenary year culminated with an evening reception on St Andrew's Day in Edinburgh, to celebrate the work of RoSPA and our many valued partners across Scotland, and featured a speech from Annabelle Ewing MSP, Minister for Community Safety and Legal Affairs

RoSPA members can be found in 49 countries

# Our members

Our members support our vision for life, free from serious accidental injury and they have access to a range of benefits including an unrivalled breadth of information and advice on health and safety to help them play their part



RoSPA's membership network contains a huge number of organisations representing an array of industry sectors, organisational size and geographical location, yet they all have one thing in common – a commitment to looking after the wellbeing of their staff, suppliers, clients and customers.

To support our members' important accident and ill health prevention work, we are also committed to continuing to enhance the membership experience that we offer. As such, in 2017/18 we launched a thorough research project, which asked existing and potential members how we could improve.

In October we held our first Fleet Safety Seminar, which we offered free to members. Held at RoSPA's training centre in Birmingham, the seminar brought together a host of experts to provide exclusive insights and views on key issues within the industry, and to develop awareness of the need to manage occupational road risk effectively.

Our new members included:

- MITIE Group Plc
- New Look Retailers Ltd
- University of Worcester
- Kuwait Oil Company



"The last three companies I've worked for in the last 15 years have all had RoSPA membership so they take a bit of pride in that."

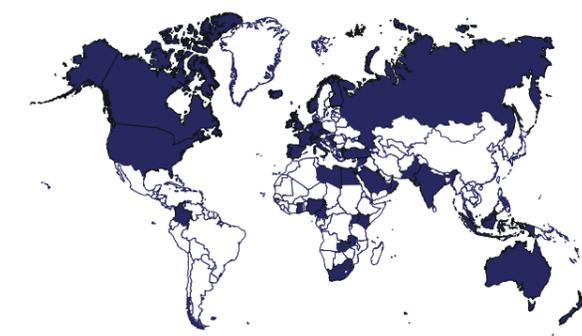
Taken from membership survey 2017

"It's really useful for me to have a relationship with RoSPA and then also be able to give some reassurance to board and to exec in respect of the practices and the policies and everything we do."

Taken from membership survey 2017

"The work you do to influence safety in the workplace and on the roads is invaluable."

Taken from membership survey 2017





# Workplace safety and health

“The purpose of occupational health and safety management systems is to underpin the creation of safe and healthy workplaces, allowing workers to return home unharmed by what they do for a living, and to provide a mechanism for organisations to continually improve their performance.”

Dr Karen McDonnell,  
RoSPA occupational safety and health policy adviser



**One of the worst peacetime disasters ever to befall the UK brought into sharp focus the need for continuing improvements in occupational health and safety, to protect not only employees, but members of the public too.**

## Grenfell Tower

In June, a small kitchen fire in a block of flats led to the deaths of 72 people after the resulting blaze tore through the rest of the building in an unprecedented catastrophe. In response, RoSPA advocated that wider issues associated with health and safety management should not go unexplored as part of subsequent investigations into the tragedy.

We joined forces with other safety experts and organisations to call on the Government to end its approach to health and safety deregulation, which prompted a meeting with Baroness Andrews and a subsequent two-hour debate in the House of Lords.



## ISO 45001

RoSPA participated in the UK committee to help shape the first global standard for occupational health and safety management systems. Called ISO 45001, the standard aims to proactively improve employee safety, reduce workplace risks and create better, safer working conditions.

To help organisations prepare, we held a seminar at Aston Villa Football Club in March, and developed various support services: interim support, helping organisations review their current system and conduct a high-level gap analysis; in-depth support, involving detailed evaluation and full compliance; and transitioning support, helping to move current systems to ISO 45001.

## Making the case

RoSPA continued to develop its whole-person, whole-life approach to accident prevention, spreading this message far and wide. Our occupational safety and health policy adviser, spoke at the Global HSE 2018 International Conference and Exhibition in Kuwait in February about the importance of sustainable working lives, and RoSPA was a signatory of the Singapore Accord at the XXI World Congress on Safety and Health at Work in September.

In partnership with the European Agency for Safety and Health at Work, we delivered a one-off seminar in Glasgow in November on the issues posed by an ageing population and sustainable working lives, while in the same city we also hosted a one-day conference on strengthening partnership approaches across Scotland's health and safety networks.

## RosQual

RoSPA Qualifications continued to grow as an awarding organisation, with five qualifications on the Ofqual Register of Qualifications, ranging from levels 1–3 in the areas of manual and people handling. Almost 1,400 learners were registered on the regulated qualifications.

Learner numbers continued to grow on the three bespoke people handling qualifications that were developed and designed exclusively for training provider Britton Price. Britton Price delivers these qualifications in care and nursing homes, aiming to reduce the number of musculoskeletal injuries to care staff and ensure residents are moved safely and with dignity.

During 2017/18, RoSPA Qualifications also grew its client base for non-Ofqual-regulated customised awards, where RoSPA Qualifications will work with organisations to produce a specification that has measurable learning outcomes and assessment criteria.

“RoSPA has been hugely supportive and this partnership has played an instrumental role in the growth and success of our business. We look forward to continuing this relationship.”

Mark Cable, sales and training director,  
Britton Price



# Awards and events

RoSPA Award-winning organisations can be found in 24 countries and are responsible for the wellbeing of 7million workers



The RoSPA Health and Safety Awards informs and inspires professionals from all areas of the health and safety sector, while our events provide valuable learning and networking opportunities with renowned speakers from across the health, safety and accident prevention spheres.

## Award ceremonies

In its 61st year of celebrating success, the RoSPA Health and Safety Awards achieved recognition of its own – winning a silver award for “Best Longstanding Awards Event Over 25 Years Old” at the Awards Awards. The RoSPA Awards, which recognises organisations that demonstrate commitment to the prevention of accidents and ill health at work, attracted 1,790 entries and we welcomed 2,443 gala dinner guests across four nights. Guests at the awards were generous once again with their donations, raising more than £23,000 for our Brighter Beginnings Appeal. Berkeley Homes (East Thames) Limited won the top award – the Sir George Earle Trophy.

Among the highlights of our extensive events calendar were the new Awards Excellence Forum events, which saw the creation of a new setting for peer-to-peer learning within the RoSPA Awards community, chaired by winners themselves. We also again had a landmark position at Safety and Health Expo at ExCeL London, which was officially opened when our chief executive and deputy chief executive cut the ceremonial ribbon.

## Guardian Angel Awards

Our Guardian Angel Awards recognised 29 individuals who had gone “above and beyond” to improve the safety of others, and four people received Archangel Awards – the highest accolade in the scheme:

**Jason Anker** – founder and managing director of Proud2bSafe Ltd. Paralysed from the waist down in 1993 in an avoidable accident on a construction site, Jason speaks honestly about the devastation caused to him and his family and friends. He communicates the importance of safety in a way that cuts through health and safety’s rules, regulations and checklists, inspiring even the most hardened worker.

**Faith Hazlewood** – education volunteer, Canal and River Trust. A volunteer who has given hundreds of hours of her time, Faith was the driving force behind the charity’s education programme, Canal and River Explorers, which engaged 28,000 children in 2016 through assemblies and water safety resources.

**Chris Wood** – trainer, Marlborough Surfacing Ltd. Following an accident at work that left Chris unable to continue in his role, he became an in-house safety trainer for the company’s workforce. He is now responsible for delivering safety training to more than 400 staff and his dedication has led to significant improvements in safety culture, particularly in areas such as the reporting of near-miss incidents.

**Jennifer Deeney** – motivational speaker. Thirteen weeks after their wedding, Jennifer’s husband Kieron was killed in a fall at work. Jennifer took the courageous decision to speak about the impact of her husband’s death. She now speaks directly to safety teams and employees about workplace accidents, informing and inspiring others through her powerful message.

## Our 2017/18 events calendar

### May to July 2017

RoSPA Centenary Exhibition at the Library of Birmingham

### June 2017

Safety and Health Expo, London  
RoSPA Health and Safety Awards, London

### July 2017

RoSPA Health and Safety Awards, Birmingham

### September 2017

RoSPA Joint Event with HSE, Glasgow – “Acting together to improve safety, health and work”  
RoSPA Health and Safety Awards, Glasgow

### October 2017

Allan St John Holt Memorial Lecture, London – delivered by Sir Tony Hawkhead, chief executive of Action for Children  
RoSPA Water Safety Conference, Bristol – “Working towards a future without drowning”

### November 2018

IOSH Conference, Birmingham  
RoSPA Centenary Reception, Edinburgh

### January 2018

Intersec, Dubai  
Alan Butler Awards, for Safety Groups UK, London

### February 2018

RoSPA Awards Excellence Forum, Coventry – “What’s going well?”  
RoSPA Awards Excellence Forum, London – “What’s going well?”

### March 2018

RoSPA Road Safety Conference, Coventry – “Can Road Safety, Public Health and Air Quality Priorities Support Each Other?”



# Partnerships

Working with valued corporate partners to spread safety messages beyond the workplace



While bumps and bruises are a normal part of growing up, serious life-altering injuries don't need to be. With that in mind, 2017/18 saw us focusing on our Keeping Kids Safe campaign, with the Brighter Beginnings Appeal being at the heart of our efforts to reach more families with life-saving advice and information. With support from many organisations, the appeal raised nearly £50,000 during the year, enabling us to lay firm foundations for the distribution of home safety packs to families who need them the most.

## SHAD resources

Our centenary year saw the launch of our Safety and Health Awareness Days (SHAD), which allow organisations to educate and empower their staff to take key safety messages into their homes and communities. In order to facilitate these days we put together a range of dual-branded resource packs, while also offering a RoSPA add-on speaker visit to workplaces all over the UK – something that proved a very popular option with businesses.

Our strategic partnerships manager visited organisations all over the UK to give presentations packed full of helpful tips and advice and motivate teams, with a particular highlight being a visit to AirBnB in London. All of the money raised from SHAD Packs goes towards our Brighter Beginnings Appeal, in aid of giving little ones a safer start in life.

Thanks to the Brighter Beginnings Appeal, we were able to develop plans for the distribution of Keeping Kids Safe packs, full of child safety information and practical tools, to begin early in 2018/19.



“We are very focused on safety in the workplace, but your presentation helped us to make the mindset change to help us focus on safety at home as well. The audience was captivated by your real-life stories and the advice given for improving safety in the home was really valuable.”

Sarah Garnett,  
Maersk Oil North Sea UK Limited



In June, staff at our preferred safety signs partner Stocksigns pushed themselves to the limit and took on the Three Peaks Challenge, in aid of the Brighter Beginnings Appeal. Stocksigns was the first official supporter of the appeal, and continues to work hard with us to raise awareness of accidents to under-fives. The team raised a whopping £7,500!





During the year, the importance of continuing efforts on road safety was highlighted with the news that, in 2016, Great Britain had experienced its highest number of road deaths since 2011, with 1,792 people killed; many of these were vulnerable road users, with pedestrian deaths up by 10 per cent.

### RoSPA on TV

We hit television screens across the country in September, as we teamed up with RDF Television to produce 100 Year Old Driving School for ITV and STV, in which our RoSPA Advanced Drivers and Riders examiners carried out assessments with older drivers – some of whom were over 100. The three hour-long episodes received an average of just over 2million viewers, and the series was re-aired as six 30-minute episodes in February and March.

We also help older drivers via [www.olderdrivers.org.uk](http://www.olderdrivers.org.uk), which received almost 100,000 views and downloads during 2017/18, and which now hosts an online cost comparison tool to help people compare the cost of running a car against using public transport.

### Young drivers and younger passengers

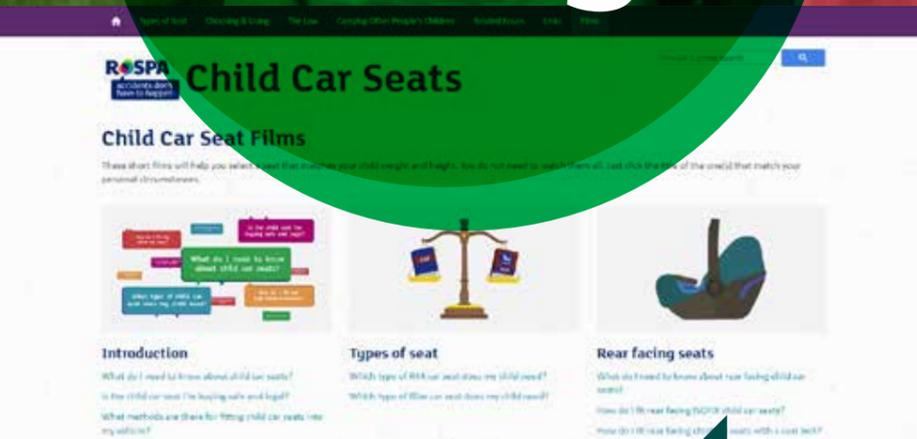
While [www.childcarseats.org.uk](http://www.childcarseats.org.uk) was already one of RoSPA's most successful websites, with more than 1.6million views and downloads, the road safety team added to our offer with the development of a suite of 16 new "Choosing and Using Child Car Seats" films, the publishing of a new child seat fitting and compatibility hub, and the design and delivery of Child Car Seats Training Days for foster carers and staff at local authorities.

We also helped the parents of learner drivers to provide private practice in support of professional driving lessons, with more than 184,000 page views and downloads on [www.helpingLdrivers.com](http://www.helpingLdrivers.com). Young drivers remains an ongoing focus for us, and we started work on a major Government research project to assess training, education and technology-based approaches to helping newly-qualified drivers be safe and confident on the road.

### International fleet safety

There was a great deal of interest from overseas in RoSPA's fleet safety services. In total, RoSPA fleet trainers made 44 visits to international clients in 10 countries throughout the year, and delivered 207 International Diplomas in Advanced Driving Instruction.

Elsewhere on the RoSPA Fleet Safety front, our highly-popular Driver Profiler risk assessment tool was relaunched, with a host of new features and updates, while the team achieved industry recognition when it picked up the What Van? Safety Award for its innovative Driver Development course, which combines the theory of defensive driving techniques with practice.



100 Year Old Driving School received an average of more than 2million viewers per episode in September



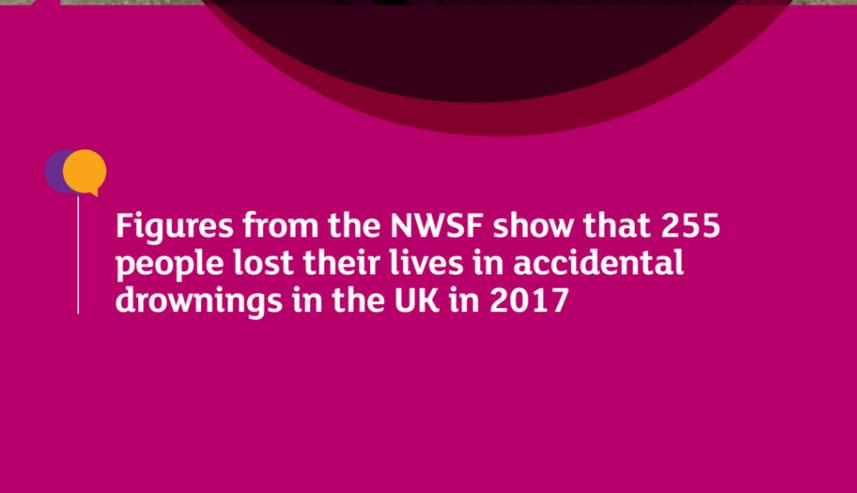
**"We are proud to work with such a world-renowned organisation in the field of road safety. With the help of talented and devoted RoSPA trainers, we have achieved the highest level of accreditation and can now pass our knowledge in the theory and practice of advanced driving on to other drivers and make our own contribution to road safety."**

**Andrey Tripolitov**, general director of Automotopro LLC, Russia



# Leisure safety

Figures from the NWSF show that 255 people lost their lives in accidental drownings in the UK in 2017



Scotland's First Minister Nicola Sturgeon MSP was among those to sign a pledge for water safety



**Working in partnership remained a core theme running across our leisure safety activities, recognising the impact that organisations can have when they come together on shared goals.**

## Water safety

We focused our efforts on reviewing the governance of the National Water Safety Forum (NWSF), for which we provide the secretariat, in order to meet the challenges of the Drowning Prevention Strategy. Working with members of the NWSF and the Local Government Association, we produced a toolkit for local authorities to help them manage their risks, and, after the tragic loss of life at Camber Sands, we worked with local and national partners in establishing strategic plans for water safety.

We reviewed and audited some 6,000 records within the Water Incident Database (WAID) to improve our knowledge and prepare for an updated system, and contributed to the redraft of HSG179 (Swimming Pool) guidance for the UK.

RoSPA's National Water Safety Conference took place in October in Bristol. The event saw talks, workshops and presentations from specialists from across the country on tackling drowning, maintaining heritage, principles of access, and the ability to take risks while improving water safety at the same time. Attendees heard from George Rawlinson, operations director at the RNLI and chairman of the NWSF, Jon Glenn from Swim England, and Alison Kibblewhite from South Wales Fire and Rescue Service, before a number of parallel sessions and off-site workshops took place.

## Scotland's Drowning Prevention Strategy

RoSPA Scotland continued to provide the secretariat for Water Safety Scotland and, through this network, worked with RLSS UK and the RNLI as key authors of Scotland's Drowning Prevention Strategy. The strategy highlights the targets, aims, objectives and activities which will help to reduce water-related deaths in Scotland, and RoSPA Scotland led on the consultation phase.

The launch event for the strategy took place at the Scottish Parliament, and included guests from the water safety sector. We also attended a Water Safety Scotland exhibition in November 2017. In total, 26 MSPs signed the water safety pledge, including six Cabinet Ministers, one Secretary of State and First Minister Nicola Sturgeon.

## Leisure safety

We were involved with members of the Leisure Expert Panel to produce guidance on the interpretation of RIDDOR in leisure settings, an often misinterpreted but essential regulation. The guidance included the reporting requirements of the regulation, when members of the public are accidentally injured on premises.

Throughout the year we worked with a number of trauma networks around the UK to better understand the gap between clinical practice and preventions.

## Play safety

RoSPA Play Safety had another busy year, continuing to assist local authorities and town, community and parish councils across the UK by providing safety inspections of playgrounds, multi-use games areas, skate parks, BMX tracks and similar areas where children and young people play. The team remained pragmatic with their advice to help ensure these facilities are kept as safe as necessary, not as safe as possible. We also assisted the private sector through inspections of playgrounds for housing associations and housing developers, as well as commercially-operated play spaces such as indoor soft play centres. The play safety team also enjoyed working more closely with the RoSPA consultancy team on a number of commercial projects nationally, focusing on new workstreams in sports, physical activity and leisure.



**"Excellent conference. Learned a lot of useful information. Has also left me with a lot of questions about how we are doing things nationally. The conference answered many questions."**

Feedback comment on the National Water Safety Conference



140 local partners were involved in the Take Action Today, Put Them Away project to prevent household poisonings



# Home safety

“The safety of all our customers and their children is our top priority which is why we’re making the changes to the labelling on our nappy sack packs.”

Paul Broadhead, technical manager at Morrisons



We spent our centenary year continuing to tackle deaths and injuries in the home, with a particular focus on household poisons, falls and nappy sacks.

## Household poisons

In England our Take Action Today project, which aims to raise awareness of the dangers of household poisons, launched in nine regions, with 140 local partners delivering the programme. We know that, during the course of the project, at least 350,000 families responsible for young children have been reached with our resources and advice. In Scotland, the Not for Play, Keep Them Away liquid laundry capsule project ran all over the NHS Greater Glasgow and Clyde area, with 20,000 safety packs assembled by RoSPA using volunteers. There were once again no hospital admissions due to children ingesting liquid laundry capsules across the area, compared to an average of two per month prior to the project beginning in 2013/14.

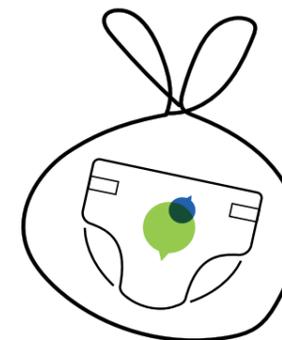
## Stand Up, Stay Up

Our Stand Up, Stay Up falls-prevention initiative, funded by the Department of Health, continued to run, bringing together all those working to prevent falls among older people. Some of our Stand Up, Stay Up projects, in Southend-on-Sea, Sandwell and Hampshire, were featured in the Chartered Society of Physiotherapy’s Frontline magazine.

## Nappy sacks guidelines

We are now aware of at least 18 deaths associated with nappy sacks through choking or suffocation. To tackle this, we worked with the British Retail Consortium to develop new guidelines for retailers for the inclusion of warnings on nappy sacks packaging.

Since the release of the guidelines, at least seven major retailers – Morrisons, Waitrose, Sainsbury’s, Tesco, Aldi, Co-op and Boots – began the process of amending the warning information on their packaging. This work was recognised with a feature on Channel 5’s Do The Right Thing programme, presented by Eamonn Holmes and Ruth Langford.



## In Scotland

Our series of Safe as Houses? seminars was launched, with a keynote presentation from Dr Elizabeth Kilbey, consultant clinical psychologist, on children’s understanding of safety messages. Elsewhere, RoSPA received funding from the Gas Distribution Networks’ Carbon Monoxide Charity Fund Grant to run the Be Aware carbon monoxide awareness campaign in four areas of Glasgow. In partnership with ng homes, more than 1,800 “post-it” resources were handed to tenants.

Thanks to funding from the Scottish Government, we were able to purchase 50,000 height charts containing child safety information for distribution across the whole of the country, and 6,000 heat-resistant pouches to distribute across the NHS Greater Glasgow and Clyde area.

### The mid-term evaluation into the Stand Up, Stay Up project

- Working with RoSPA helped local partnerships to strengthen their focus on preventing the first fall
- Training for frontline staff and volunteers increased their knowledge and influenced the way they worked
- Local partners were sharing ideas and good practice with each other and doing things differently in their areas as a result.

“I have found the chart extremely useful, particularly as it draws attention being more than just another leaflet on the table! The simply-presented information appeals to a wide cross-section of the families across Fife that we work with.”

Lynn Hill, community safety, Fife Council



# Safety in education

“This project challenged us to explore ways to improve school safety standards in very resource-constrained settings. Despite the challenges, the staff of the schools became increasingly enthusiastic during the year and appreciated the support given to them to improve their capacity and compliance to health and safety.”

Dr Nnenna Mba-Oduwusi, principal consultant at InSiGHT Health Consultancy in Nigeria



**RoSPA advocates a whole-person, whole-life approach to accident prevention, working to prevent serious accidental injury throughout the life course. While we help families to keep children safe at home and at play, we also work to ensure that children and young people have a safe and happy educational experience, with opportunities to develop their own resilience and risk-management skills.**

We worked with members of our National Safety Education Committee (NSEC) to develop a response to the Government’s consultation on how the statutory guidance for relationships education should be updated – including the potential for making personal, social, health and economic education (PSHE) a compulsory part of the curriculum. RoSPA has long called for statutory PSHE provision, as we believe that giving children the ability and know-how to assess and manage risk is an important part of growing up, rather than creating risk-averse citizens. This enables them to lead an active lifestyle, which in turn addresses many health-related problems.

The NSEC continues to meet on a regular basis, and for the first time welcomed a member representing the Independent School Bursars Association.

As well as working to develop policy, RoSPA also works directly with schools, colleges and universities to ensure that they are helping their pupils, students and staff to remain safe on their premises. Over 2017/18, we used our occupational safety expertise to work with Glasgow University on their Control of Substances Hazardous to Health (COSHH) practices, carried out audits for an academy group, and delivered training and fire risk assessments in schools.

Our influence extended to Nigeria, where we continued to support SafeZone – the country’s first school safety accreditation system. Three schools in Lagos became the first to be awarded safety compliance certificates as part of an assessment initiative developed by RoSPA and InSiGHT Health Consulting.

**“Children and young people should not be wrapped in cotton-wool – they need opportunities to develop the capability to recognise hazards, assess the risks and benefits of an activity and manage risks to themselves and others; all vital life-skills.”**

From the RoSPA response to Government consultation on PSHE





# Family Safety Week

## Family Safety Week 2017 shone a light on accidents to under-fives by providing talks, tips, advice, support and resources for families, to help keep little ones safe at home and on the move.

The week took place from May 2-5, with each day focusing on different dangers young children face in the home, as part of our “Keeping Kids Safe” campaign. Falls, burns and scalds, poisonings, suffocation and choking were all covered.

### Campaigns team hit the road

The week kicked off with visits to Abingdon and Witney College in Oxfordshire and Bacchus Road Child Development Centre in Birmingham. The team hit the road to spread simple, life-saving messages through talks, distributing safety posters and getting children and parents to take part in activity sheets, highlighting any safety concerns they had.

This was the first year in which we offered free downloadable resources, and businesses were able to purchase their own dual-branded resources to distribute. Throughout the week, childcare professionals and companies across the UK were sharing our resources with families. We even heard from a safety professional in Nigeria who got involved too!



“It was another successful Family Safety Week for us here at RoSPA, raising awareness and spreading our safety messages to families all over the country. Our focus was accidents to under-fives because those most at risk from a home accident are the 0-4 years age group, and there’s always more work that needs to be done to combat this.”

**Becky Hickman,**  
RoSPA head of strategic partnerships



Falls account for 44 per cent of all children’s accidents, which is why it was one of our chosen topics for Family Safety Week

### Facebook Live

A particular highlight of the week was RoSPA’s first-ever Facebook Live, when we teamed up with Britain’s biggest parenting website, Netmums. The event attracted an audience of 23,000 people, with parents and carers flooding the comments section to send in their burning questions on child safety to the panel of experts.



# Our people



**“It has been a pleasure to celebrate our centenary year with all RoSPA staff, and continue to carry out our vision of life, free from serious accidental injury, as a team and to the best of our abilities.”**

Tracey Rudge, RoSPA head of HR & facilities

## A round-up of the year wouldn't be complete without highlighting the achievements of those who work so hard to ensure we continue to stand as the UK's leading health and safety organisation.

Our centenary year was full of positive changes for RoSPA, from the implementation of a new recruitment portal and line manager training, to recruiting a team of executives and celebrating staff day, plus preparing for the introduction of the General Data Protection Regulation with e-learning modules and classroom sessions. It was also wonderful to be able to mark RoSPA's centenary with current and former staff at our Royal Garden Party at Buckingham Palace.

We continued to run our health and wellbeing programme with Healthy Performance, set up in memory of our colleague Dave Rawlins. The programme included individual health checks, workshops (Health and Wellbeing Taster Workshop, Fitness/Get Active, and Building Resilience), a staff competition for health and wellbeing suggestions and a staff competition for participation in fitness activities.

The RoSPA Encomium continued to recognise employees' outstanding and sustained performance, with Amy Brant, RoADAR development manager, picking up the 10th Employee of the Year Award.

### Health & safety objectives

Goals	Progress
Update health and safety 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 occupational safety risks	The results of the ongoing programme of risk assessments were fed into the Occupational Safety and Health Risk Register for review and action by line managers and/or the Health and Safety Committee.
Minimise occupational road risk	It continued to be mandatory for all company car drivers, nominated drivers and staff driving on business to complete our online Driver Profiler, and undertake relevant training depending on the results. Online licence checks were also conducted. Staff who cycle also had the opportunity to take part in cycle training.
Maintain occupational safety and health expertise	Two employees achieved the world-renowned NEBOSH National Diploma, with another completing Unit C. One employee also completed IOSH.
Promote health and wellbeing	We continued to use Lifeworks, an employee assistance programme designed to support staff in all aspects of life, and continued to run our health and wellbeing programme with Healthy Performance.

### Performance

Key performance indicators	2017/18	2016/17
Reportable injuries	0	0
Minor injuries	3	3
Notices served	0	0
Enforcement action	0	0
Days lost due to sickness absence	153.5 days lost to short-term absence and 145.5 days lost to recovery from operations/ underlying medical conditions (excl. pregnancy)	194.5 days lost to short-term absence and 408.5 days lost to recovery from operations/ underlying medical conditions (excl. pregnancy)
Sickness absence rate per employee	3.1 days (96 staff absences in period excl. pregnancy and operations/hospital stays)	4.5 days (134 staff absences in period excl. pregnancy and operations/hospital stays)
% of sickness absence due to a period of less than 20 days	99%	50%



# Officers and committees

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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

Mr A Stimson MBE

## Principal committees as at March 31, 2018

### Board of Trustees

Mr P Brown

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Dr D Lloyd (Vice-chairman)

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Mrs J Sacks (Chairman)

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### National Road Safety Committee

Mr G Feest (Chairman)

Mr B Bailey (Vice-chairman)

### National Water Safety Forum

Mr G Rawlinson (Chairman)

Mr J Watson (Deputy chairman)

Mr A Stammers (Deputy chairman)

### RoSPA Qualifications Governing Body

Lord Jordan of Bournville CBE (Chairman)

### National Core Competence Benchmark Committee

Mr E C L Taylor (Chairman)

## Officers of the society as at March 31, 2018

### Chief executive

Mr E C L Taylor

### Deputy chief executive

Ms F D Richardson

### RoSPA Enterprises Ltd (REL) Board

Mr E C L Taylor (Managing director)

Mr S Brady

Mr I Bucknell (Treasurer)

Mrs J McNulty

### RoSPA Qualifications

Mr E C L Taylor (Head of awarding organisation)



accidents don't have to happen

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Registered Charity No. 207823 and SC039289

Company number 231435

VAT Registration No. 655 131649