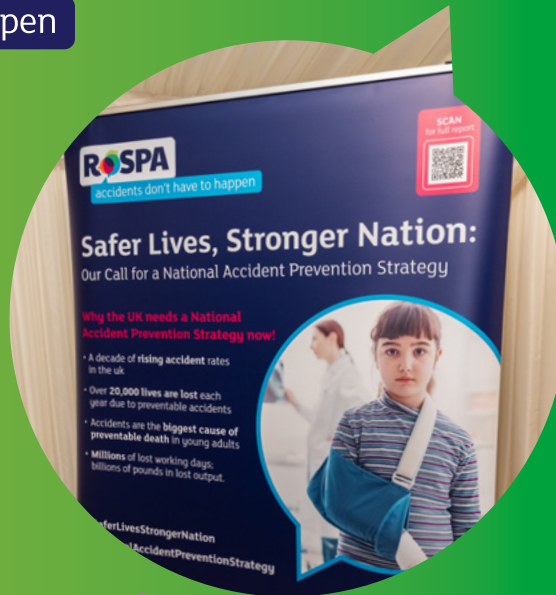




accidents don't have to happen



# 2024 – 2025 Impact Report



**Accidents don't have to happen**

The Royal Society for the Prevention of Accidents

# Mission

Together with our members we create a safer society by convening leaders, setting standards, sharing excellence and driving change.

Having had the privilege of working at RoSPA for more than 20 years, I know we have an unrivalled brand and a hugely powerful reputation. They are hard won and come from years of dedicated work and campaigning. RoSPA's strength comes from our members and award winners who act as ambassadors for safety every day, the enthusiasm of our staff, the guidance and experience of our trustees and the influence of our presidential team.

This year, we marked the departure of Baroness Jolly after five years of dedicated service as President, during which her advocacy played a key role in advancing safety at the highest levels. We were pleased to welcome Vice President Baroness Watkins of Tavistock, whose extensive

experience in healthcare and public service brings fresh insight and strength to our mission. We also welcomed new additions to our already impressive Board of Trustees, bringing in valuable expertise in communications and campaigning to help amplify our voice and impact.

For over a century, RoSPA has led the way in accident prevention—from seatbelt laws and pedestrian safety to the creation of the National Water Safety Forum and Cycling Proficiency. While rooted in the UK, we are increasingly focused on global influence.

The past year has been about laying strong foundations for change. We've invested in integrated systems, streamlined operations, and improved data management. Transitioning to future-proofed Microsoft systems has unified our processes and created a single, efficient journey—an achievement that will shape our future.

We're only just scratching the surface of what the new systems are capable of, so while ongoing iteration and advancement must become our norm, we can be confident that this kind of seismic transition truly is once in a generation.

**In November, we launched our flagship campaign for a National Accident Prevention Strategy, based on our 'Safer Lives, Stronger Nation' report, which revealed a 42% rise in accidental deaths over the past decade. With over 21,000 deaths in 2022 alone, accidents are now the leading cause of preventable death in the under-40s.**

This impact report outlines our headline achievements in convening leaders, setting standards, sharing excellence and driving change over the last 12 months. Of course, these are just the highlights, but every action, big or small, contributes to saving lives. RoSPA is moving forward with clarity, purpose, and passion.



**Becky Hickman**  
*CEO of RoSPA*

# 2024 – 2025 in numbers

**Our purpose:** To prevent accidents which needlessly kill, injure and maim people.

## RoSPA Awards



**2,416**  
entries across all  
categories.



**58**  
countries entered the  
RoSPA Awards.

## Training

**6,900** people were  
trained by RoSPA.



## Reaching people



**4,068**  
press pieces, reaching an estimated  
**133.6** million views.



**455,489** users  
reached across our  
social media channels.



Our website received  
**2,316,020** visits  
**956,392** users.

## Policy change



**10** meetings with ministers and shadow ministers.

**34** meetings with MPs, MSPs, MWP and Peers.

**1** policy amendment on the collection of traffic  
accident cause data.

**1** revised British Standard (for hot water bottles)  
put in place.

**12** Government consultations responded to.

**22** reports written.

**34** public awareness  
campaigns on issues  
ranging from the impact of  
sleeplessness on driving, to  
how to keep children safe from  
dangerous household products.

# RoSPA Membership

RoSPA's membership network includes a diverse range of organisations from various industry sectors, organisational sizes and geographical locations. Our members are champions of safety, influencing workforce and public behaviours, advocating for higher industry standards and giving a voice to the safety community. Despite their differences, all RoSPA members share a commitment to the wellbeing of their staff, suppliers, clients and customers.

**This year, RoSPA ran 25 member webinars. Hundreds of attendees received comprehensive updates on the latest developments in health and safety, with legal updates proving especially popular. Our membership newsletter is read by over 2,000 members monthly. This year, articles on Corporate Sustainability Reporting Directive (CSRD) and OSH reporting, button batteries, women's PPE in construction and the Corporate Sustainability Due Diligence Directive were found particularly useful.**

In November and March, RoSPA hosted two high-level in-person events where members were able to network, share ideas and hear from sector-leading experts.



**RoSPA**  
Advanced Drivers  
and Riders

## Improving road safety nationwide

*"To challenge myself and constantly improve, every drive I learn something."*

RoSPA's RoADAR network, with 4,000 members and 54 active groups, is dedicated to improving driving and riding skills across the UK. This year, RoADAR grew with four new accredited groups. Members benefit from free training and expert tutoring.

*"RoSPA give me the best, proactive information that I can take and put into a format that my staff can buy into."*

**Kay Birleson** from the Adolescent and Children Trust.



# Setting standards

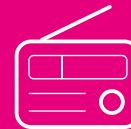
## Safer Lives, Stronger Nation: Our Call for a National Accident Prevention Strategy

Launched at Westminster in November 2024, “Safer Lives, Stronger Nation” is RoSPA’s largest campaign in years. This comprehensive report was the culmination of over six months of research by Dr James Broun, RoSPA’s Research Manager, delivering never-before-seen data on the scale of the UK’s accident crisis.

The report highlights a concerning rise in accidental deaths and injuries across the UK, noting a **42%** increase in per capita accidental death rates since 2013. In 2022 alone, **21,336** individuals lost their lives due to accidents: **16,765** in England, **688** in Northern Ireland, **2,677** in Scotland, and **1,206** in Wales.

A national accident prevention strategy will create a safer environment for everyone and reduce the burden of accidents on society. Thanks to this report, the UK now has its first clear understanding of how many accidents occur and what causes them, **giving us greater insight into how we can make a difference.**

### The launch of our research led to:



**534** pieces of media coverage. **21** million views.

**11.4** million tuned in on the radio to listen to one of our Safer Lives, Stronger Nation-related interviews or heard the report referenced by a radio host.

**270**

individual print/tv/radio/online news items.



**5** MP meetings.

**1** ministerial meeting.

**1** policy amendment.



*Steve Cole, Director of Policy and Impact, meeting with MP Preet Kaur Gillust*

# RoSPA Awards



The RoSPA Health and Safety Awards recognise organisations, teams and projects across sectors for their outstanding commitment to protecting lives and maintaining high safety standards.

The 2024 Awards saw unprecedented global engagement, with thousands of entries from a diverse range of countries and sectors. This year's scheme celebrated excellence across our most prestigious and popular categories – including Occupational Health and Safety, Fleet Safety, Leisure Safety, and the ever-inspiring Inspiration Awards – highlighting the growing momentum and recognition for those leading the way in accident prevention and safety innovation.



## Understanding risks

Cavendish Nuclear, part of Babcock International Group, has a proud history of winning RoSPA Awards and has used the scheme to help build safety into the heart of its operations, including driving for work. It was awarded the Fleet Safety Trophy in 2024.



## The 69th RoSPA Awards launched on October 14, 2024.

This Awards cycle brings in a landmark partnership with Veriforce CHAS, a global leader in supply chain risk and compliance management, simplifying the pathway for CHAS members to achieve RoSPA's prestigious Health and Safety Awards. The partnership, celebrated in April at the House of Lords, aims to inspire more businesses to pursue safety excellence and gain recognition for their outstanding practices. **This collaboration allows CHAS members to leverage their existing compliance credentials, reducing duplication and saving time while maintaining high standards of excellence.**

veriforce®  
**CHAS®**



# Sharing excellence



## Transforming safety standards

RoSPA's qualifications are a global benchmark for safety in health and social care, road safety and manual handling. Delivered through a network of centres, these qualifications are enhancing safety practices worldwide.

In 2024, RoSPA expanded its offerings with the introduction of the Level 2 International Award in Defensive Driving and the Level 2 Adult Social Care Certificate.

A significant milestone was RoSPA being named as an accredited provider for driver training by the International Association of Oil and Gas Producers (IOGP).



## Excellence through education

The RoSPA Academy is a cornerstone of our mission, delivering high-impact training and expert consultancy to improve safety standards, reduce risk and ultimately save lives across workplaces and roads.

The Academy's consultancy services also played a key role in driving safety, with tailored advice and audits ensuring compliance and improved safety standards. Our work with major housebuilders, where we conducted many Sustainable Drainage System (SuDS) reviews, ensures that surface water runoff is managed sustainably, reducing flood risk and keeping communities safe.



## International influence

RoSPA's international presence grows stronger every year. In 2024, we received our highest level of international entries for our Health and Safety Awards scheme, with India leading the way, followed by Singapore and the UAE.



*"This achievement not only celebrates our efforts but also motivates us to continue striving for excellence."*

**Autumn Crum** - Xylem's Director, Environment, Health, Safety and Operational Sustainability.



RoSPA's international impact was felt at key health and safety conferences worldwide, with senior staff delivering impactful speeches and presentations in India, Qatar, Bahrain and the US, showcasing our leadership in global safety initiatives.



# Convening leaders

## RoSPA Committees

RoSPA's four advisory committees guide safety efforts across key areas, drawing on expertise from government, voluntary sectors and specialists.

- **National Water Safety Forum (NWSF):** Oversees UK water safety, the Drowning Prevention Strategy and the Water Incident Database (WAID). Professor Michael Tipton succeeded Dawn Whittaker as Chair. A governance review recommended NWSF become an umbrella body for regional water safety groups.
- **National Road Safety Committee (NRSC):** Brings together over 30 organisations. Chris Floyd and Dr. Clare Mutzenich were appointed Chair and Vice Chair. Key topics included motorcycle safety, the gig economy, automated vehicles and older drivers.
- **National Occupational Safety & Health Committee (NOSH):** Covers a wide range of workplace safety issues. This year's focus included PPE and driver health. Next year, the committee will address inequalities and the OSH skills gap.
- **National Home Safety Committee (NHSC):** Connects home safety stakeholders. Christine Heemskerk and Carol Ainge were elected Chair and Vice Chair. Topics included online shopping risks, child bath drownings, balcony falls, poisoning, and burns from hot water bottles.



**Professor  
Michael  
Tipton**



**Chris Floyd**



**Dr. Clare  
Mutzenich**



**Christine  
Heemskerk**



**Carol Ainge**

## Women in Safety

Since 2021, RoSPA, in partnership with L'Oréal, has run a Women in Safety leadership programme. In 2023 Nike joined the programme. **At the end of 2024, the programme had over 90 alumni from 22 countries.**

The Women in Safety programme empowers women in health and safety roles globally with free leadership training through a one-day intensive online session, followed by two follow-up "power hours" and mentoring opportunities.

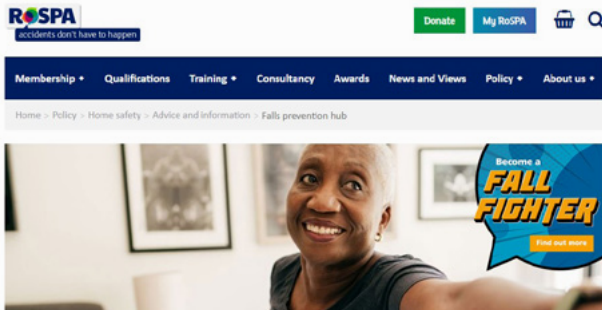
*"My confidence got an instant boost, and I realised that I was the only thing holding me back. Sharing experiences with like-minded women who faced similar challenges and desired the same growth was liberating. I no longer felt alone. And then, the mentoring phase took my confidence to new heights. My mentor helped me create a practical roadmap to achieve my three career goals."*

**Loveness Marabwa,**  
Senior Risk Officer, Zimbabwe  
Power Company.





# Driving change



## Safety at home

**Most accidents happen at home - falls are the biggest cause of accidents in the home.**

In July 2024, RoSPA launched its Fall Prevention Toolkit for social housing, developed in collaboration with Berkeley Group. The toolkit has been introduced to housing associations, local authorities and working groups, helping them cascade vital information and resources directly to residents, raising awareness and driving practical action to reduce fall risks where it matters most.

For Falls Prevention Awareness Week in September 2024, RoSPA relaunched an updated Fall Fighter video, refreshing the content to make it more accessible and relevant. The updated video continues to play a key role in raising awareness and empowering individuals, families and communities to recognise fall risks and take simple, effective steps to prevent them.

## Helping parents keep children safe

RoSPA's work with the Office for Product Safety and Standards (OPSS) and other partners makes sure parents have the advice they need to choose safe products. From car seats and nappy sacks to hot water bottles and appliances, RoSPA's home safety team ensures parents have a reliable and authoritative source of guidance, empowering them to make informed decisions and protect their families.

## Take Action Today – preventing accidental poisonings

Take Action Today, in partnership with the UK Cleaning Products Industry Association (UKCPI), is a nationwide campaign aimed at preventing household poisoning among children under 5 by educating parents and practitioners about potential dangers in the home. In areas where the campaign took place, there was a 45% drop in hospital admissions for accidental poisoning among children aged 0-4 between 2019/20 and 2022/23.

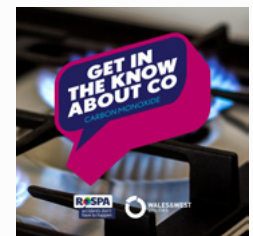
Through our partnership with Proctor & Gamble, over 100 family practitioners took the child safety course, and received up-to-date expert child home safety advice that informs their work with parents and carers.

RoSPA's Halloween Safety Advice campaign helped parents understand what to look out for in Halloween costumes through 24 articles and interviews. Adrian Simpson, Head of Policy and Press, reached an estimated 5.5 million people with his interview on BBC Breakfast.



## Online Carbon Monoxide Hub

In June 2024, RoSPA, in collaboration with Wales & West Utilities, who provide gas connection services to 7.5 million customers, launched the Carbon Monoxide Hub. This online resource equips landlords, employers and the public with the knowledge and tools needed to stay safe from carbon monoxide at home, work or on holiday. The hub, which features dedicated pages for landlords and tenants, reached nearly 50,000 people.



## Road safety: Scottish Occupational Road Safety Alliance



RoSPA's ScORSA programme addresses work-related driving risks, which account for over a quarter of road traffic incidents, offering benefits at personal, organisational and societal levels.

In June, RoSPA's Scottish Occupational Road Safety Alliance added its 800th member organisation.

On March 20, 2025, ScORSA hosted its annual Driving and Riding for Work summit titled "How can Businesses Get it Right?"



*"Great variety of speakers and expertise giving different perspectives on the topic. The data presented from Dr James Broun was very insightful. This type of research is important in supporting us make the changes we need in our organisations"*

## Water safety

Reviews of the UK, Scottish, and Welsh Drowning Prevention Strategies were launched this year. These reviews assess the progress made towards reducing drowning fatalities and outline future steps to enhance water safety measures in each region.

Water Safety Scotland launched the Drowning and Incident Review (DIR) dashboard, which for the first time provides live fatality drowning data. This innovative tool enhances understanding and prevention of water-related incidents by offering real-time data and insights. The DIR has already led to a reduction in unexplained fatal drownings. The Water Incident Database (WAID) data enhancement project, covering the years 2019 to 2023, has been successfully completed. This project has significantly improved the quality and comprehensiveness of the data set, providing a more accurate picture of water-related incidents and fatalities. Both projects provide crucial data for our work in preventing drowning and saving lives.

### A decade of Water Safety Scotland

In December 2024, Water Safety Scotland celebrated a decade of action with a special evening at the Scottish Parliament.

### National Water Safety Conference 2025

In March 2025, RoSPA brought together 100 delegates from all areas of the water safety sector for the National Water Safety Conference 2025. This event brought together water safety practitioners, advocates, academics and educators from across the country to share knowledge, connect with one another, and shape the future of drowning prevention in the UK.



# Looking ahead

We're proud of what has been achieved and in the next 12 months, we will continue to build on our success. We will ensure our training and consultancy continue to be the strongest in the sector. We will set new standards through our qualifications, including the introduction of a pioneering single-handed care qualification, and the RoSPA Academy will deliver more life-saving training. We will expand the reach and influence of the RoSPA Awards both in the UK and globally, while also spearheading new research into the global causes and economic impacts of accidents, with a focus on how inequality contributes to these incidents. Our partnerships with the Scottish, Welsh and Westminster Governments will continue to evolve, targeting life-saving initiatives across roads, water and homes.

The 2024/25 financial year is the second of our three-year transformation journey. Crucially, in the next 12 months we will complete our internal systems overhaul, giving RoSPA the state-of-the-art platform we need to increase our impact both in the UK and globally. Undoubtedly, there will be challenges along the way, but RoSPA will continue to enhance its impact, saving more lives — because accidents don't have to happen.





accidents don't have to happen

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Patron: His Majesty The King

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