

accidents don't have to happen

A photograph of a family in a park. A man in a light blue shirt is holding the hand of a young child in a blue and white striped shirt. A woman is visible in the background, also smiling. The scene is bright and sunny, with green foliage in the background.

# RoSPA Annual Review

Keeping you and your  
loved ones safe...



**Accidents are the biggest threat for most of our lives. More than 15,000 people died as a result of an accident across the UK in 2014 (the latest year for which we have data), and millions suffered injuries, many of them life-changing. Accidents ruin businesses. And they devastate families - children grow up without parents, parents without children.**

Yet despite the scale and severity of the problem, accidents are still too often discussed with a shrug of the shoulders. There is a pervasive belief among some people that accidents are somehow inevitable. That they can't be stopped.

At RoSPA, we're committed to turning this belief on its head.

### Fighting for change

For nearly 100 years, we've been working to change legislation and attitudes surrounding accidents, and our activities have helped to prevent millions of deaths and serious injuries along the way.

As a registered charity, we're committed to continuing this legacy of change. Through our varied activities - campaigning, research, influencing legislation, informing and educating, auditing and providing expert consultancy - we are a strong advocate for the wellbeing of families, striving for an end to unnecessary suffering at work, on the road, in the home, at leisure and in schools, as we strive to achieve our mission: to save lives and reduce injuries.

While we know there is still much hard work to be done, we are confident that, together with our members and other supporters, we will overcome the challenges and build a global community where no family has to suffer the anguish and heartache of an accident that didn't need to happen.

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# Her Majesty The Queen



**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 from 2015 to 2016.

I was most interested to learn of your home safety awareness initiatives throughout the year, which have aimed to prevent unintentional injuries among young people and the elderly.

As your Patron, I was pleased to be kept informed of your recent programmes and, in return, send my best wishes to you and all concerned as you look to your centennial year.

**ELIZABETH R.**  
August, 2016.



*Image by Tim Rooke/REX/Shutterstock*

# President's message

**You may have noticed a change in the look and feel of our Annual Review this year. This follows much hard work on our identity and communications style during 2015/16, the result of which was that we committed to put people's personal stories at the heart of what we do, encourage conversations on accident prevention and, above all, state clearly that accidents don't have to happen.**

We believe that talking can make a genuine difference. Through the sharing of stories and experiences, we aim to build a nationwide movement encompassing individuals, families, communities and businesses - all committed to reducing life-changing accidents.

Accidents remain the most prolific cause of premature, preventable death for much of our lives and, as you'll read on the following pages, our analysis shows that it also accounts for a startling proportion of accident and emergency attendances and hospital admissions deemed to be preventable. As an organisation with a proud history of making a difference, we simply cannot settle for this. That's why a significant focus of our work during the last year has been to advocate strongly for accident prevention to be addressed at a national level, with particular emphasis on the safety of young children in the home, whom we know to be at particular risk.

Jointly with the Royal College of Emergency Medicine, we published Action on Accidents, highlighting the disproportionate number of unintentional injuries to under-5s that are treated in A&E departments and calling for a nationwide home safety programme.

Complementing this work at a strategic level, we were involved in a raft of practical projects and awareness-raising campaigns, demonstrating our mission - to save lives and reduce injuries - in action. In this review, you'll read about these initiatives across home, road, workplace, leisure and education safety in all parts of the UK.

In closing, I would like to state that, with more than 15,000 people killed in accidents across the UK each year, our passion for our cause remains as strong as ever. Currently, we are preparing for our centenary year, which will run from December 2016. We are keen not only to look back at our achievements but also to redouble our efforts to save lives in the future. We would very much like for you to join us.

**Lord McKenzie of Luton, President**



# Chief Executive's report

**It is an old adage that people will eventually behave wisely once they have exhausted all other possibilities and I like to think that at RoSPA, we are helping to guide healthcare decision-makers and influencers towards that ultimate objective.**

Over the past two years, our new arguments on preventability are becoming harder to sidestep. If your business is prevention, you can hardly avoid the metric of intervention that is preventability. For our children, for whom 65 per cent of preventable deaths, 75 per cent of preventable hospital admissions and over 90 per cent of preventable A&E attendances are caused by accidents, that wisdom cannot come too soon. And if we do not put preventability at the heart of our solutions for A&E, where accidents cause 65 per cent of preventable attendances across the whole population (about 7.5 million), then it would only be because we have not yet tried everything else.

Meanwhile, with pressure rising on declining public health resources, prioritisation is the only way ahead. The RoSPA analytical tool – The Matrix – has now been tried by several local authorities leading to two incredible conclusions. The first is that we are not, as a nation, spending our money optimally, to give our people the longest, healthiest lives. The second is that when we do the impact calculations more rationally, accident prevention becomes a major priority. Healthcare rationing is a fact of future life and those who learn how to make the best decisions for their populations as a whole, based on the evidence, will be doing their duty, wisely.

Another big step forward is our new brand identity. This is much more than a change of “look and feel”. It’s the result of an unforgiving introspection of our “personality” as an organisation. We were not portrayed, through our old brand, as who we are – and so we could not be surprised if our public did not always align with us. Now, our campaigning energy, our humanity, our challenge to join us in the common cause of taking action to improve people’s lives – that is our true “personality” which shines through. It is possible to change the world and the first step is to say what you believe – that accidents don’t have to happen.

**Tom Mullarkey MBE, Chief Executive**



# The data that guides us

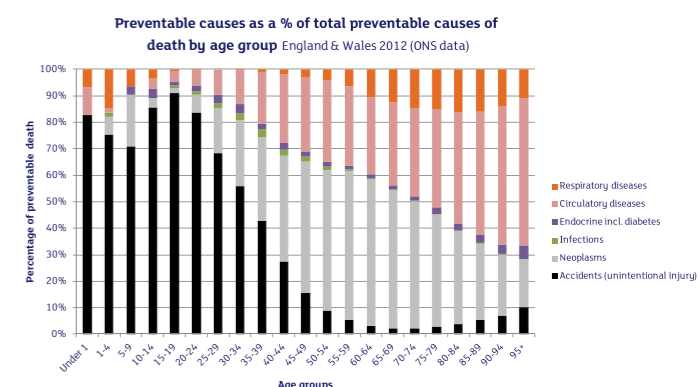
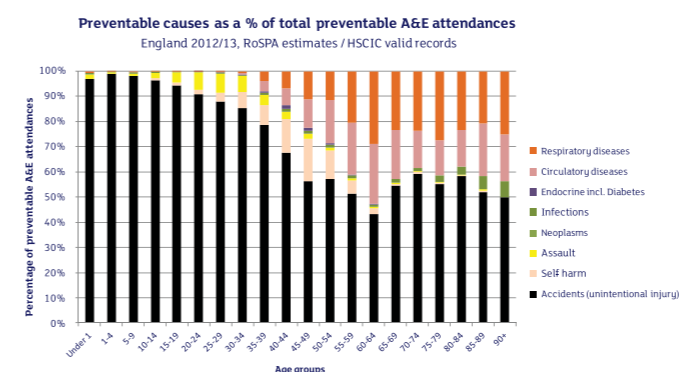
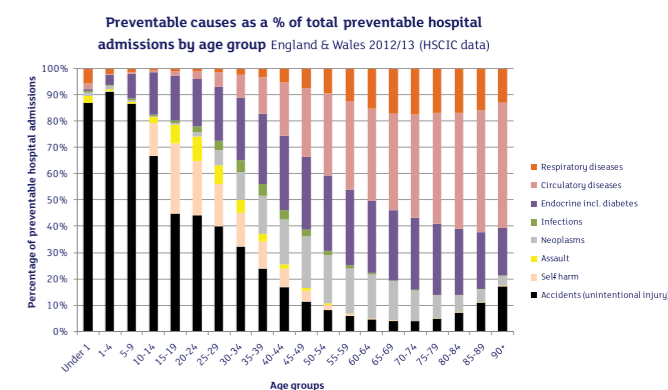
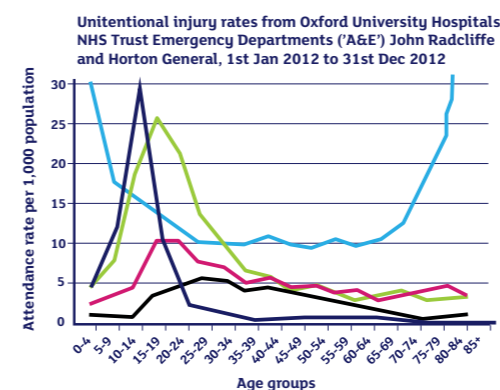
**We are driven by the personal stories of heartache and loss due to accidents that we encounter on a daily basis. We are also committed to building and promoting a robust evidence-base of data that proves the need for action on accidents and guides where prevention should be targeted. This data is vital in national and local decision-making about public health prioritisation. The four graphs here give a snapshot of the latest data.**

The first graph shows clearly that home accidents are the leading cause of unintentional injuries that result in a trip to A&E for most age groups, but most starkly for under-5s and older people. For teenagers to those in their early-30s, leisure accidents are the leading cause of the unintentional injuries that send people to A&E. The road accident peak corresponds with young drivers while the workplace accident peak corresponds with workers aged from their mid-20s to their mid-30s.

The next three bar charts demonstrate clearly the dominance of accidents as a preventable cause of death and injury in most age groups. They have been created using data from the Office for National Statistics, NHS Digital, the Royal College of Emergency Medicine and Queen Mary University of London.

We have been delighted to present this data to local and national decision-makers and to encourage them to consider the relatively simple, quick-acting and cost-effective interventions that would not only have a major impact on reducing the collective numbers behind these graphs but also on reducing the heartache and loss experienced all too often as a result of accidents.

**Errol Taylor, Deputy Chief Executive**



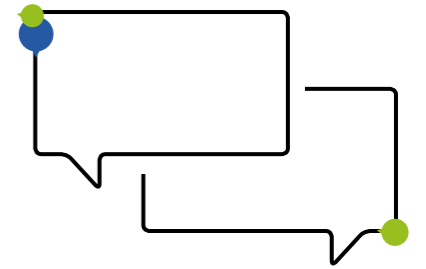
# Our year in numbers



**3.6 million**  
views of our main website

All-time views of our Workplace Safety Blog reached

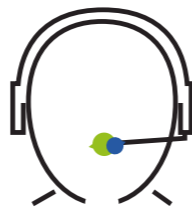
**1.5 million**



**2.2 million**  
views of our child car seat website

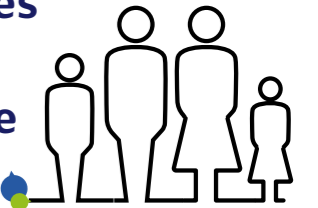


**3,600**  
enquiries answered by our Infocentre



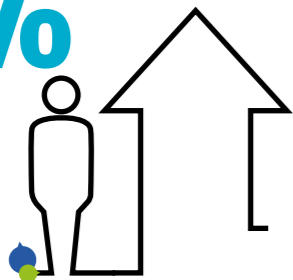
By the end of 2015/16, **250,000** families had benefited directly from the **Take Action Today, Put Them Away** household cleaning products campaign

**15,000**  
Glasgow families received liquid laundry capsule safety advice



Training course delegates rose by

**15%**

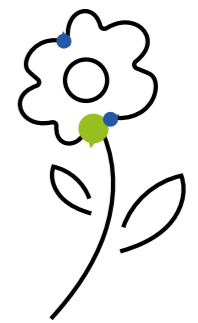


**1,824**  
entries in the RoSPA Health and Safety Awards



**But**

**15,413**



people killed in accidents across the UK in 2014\*

Twitter followers rose to **19,366**



**We must keep fighting for life**

\* Latest year for which we have data



# Family Safety Week

Since 2001, at least 16 children have died after putting nappy sacks into their mouths - that's why nappy sack suffocation was one of the topics we covered during Family Safety Week.

## Our third annual Family Safety Week shone a national spotlight on the prevention of accidents to under-5s in the home, with a series of events and campaign launches across the UK.

Sponsored by Confused.com, the week got underway when a survey conducted by the price comparison website revealed that more than a quarter of parents had experienced their child being injured while they were in the same room as them. RoSPA ambassador and double Olympic gold medallist James Cracknell OBE joined Confused.com in a series of radio interviews to highlight the simple steps that families can take to make their homes safer.

Each day of the week saw a focus on a different aspect of child home safety, with falls, burns, choking, poisoning and suffocation all being covered.

### Regional impact

In Northern Ireland, 20,000 leaflets covering choking and poisoning were distributed thanks to an initiative we worked on with the Royal Belfast Hospital for Sick Children, the Public Health Agency, the Royal College of Paediatrics and Child Health, Home Accident Prevention Northern Ireland and the Department of Health, Social Services and Public Safety.

Meanwhile in Scotland, we launched a hair straighteners campaign, called Straight Off, Straight Away, in conjunction with NHS Greater Glasgow and Clyde, to highlight the importance of putting straighteners out of the reach of children after use.

And in Winchester, we launched a new local project for Hampshire as part of our Take Action Today, Put Them Away campaign, which raises awareness of the risks of household cleaning products and is funded by the UK Cleaning Products Industry Association. The launch followed the scheme's prior success in Birmingham, Liverpool, King's Lynn, Nottingham and Bradford, where 240,000 families had already been helped to prevent poisoning and eye injuries.

Also during the week, we unveiled a new Parent Hub on our website - an extensive resource offering child accident prevention advice from birth onwards - and we took part in a Twitter chat with parents and health professionals.



**“My world fell apart because of a nappy sack and by highlighting the dangers of suffocation and choking during Family Safety Week, I hope to help prevent other families from suffering a similar tragedy.”**

Beth Amison, mum of Maison who was seven months old when he suffocated on a nappy sack

**“At Confused.com we understand the importance of family, which is why we're proud to be sponsoring Family Safety Week and working with RoSPA to spread the word about accident prevention.”**

Jessica Willock, life insurance expert at Confused.com

**“I'm backing Family Safety Week because, like any parent, I want to do all I can to keep my children safe and so many accidents that our kids suffer have a lasting impact but are preventable.”**

RoSPA ambassador and double Olympic gold medallist, James Cracknell OBE



RoSPA Awards guests donated more than £30,000.



# Fundraising



**We are so grateful to our amazing fundraisers and donors who do so much to support our mission, enabling us to take forward our life-saving campaigns.**

Guests at the RoSPA Health and Safety Awards once again gave generously, raising more than £30,000 through a prize draw, silent auction and additional donations. Our Awards Appeal video, presented by RoSPA ambassador and TV property expert Martin Roberts, focused on what we'd been able to achieve during Family Safety Week the previous year, and our hopes for the future.

## Getting active

We were delighted to be chosen as Wales YFC's charity of the year. The partnership included teams from Wales YFC and RoSPA tackling the Three Peaks Challenge, climbing Ben Nevis, Scafell Pike and Snowdon in just one day, and we also attended the Royal Welsh Show to raise awareness of road safety with current and future young drivers.

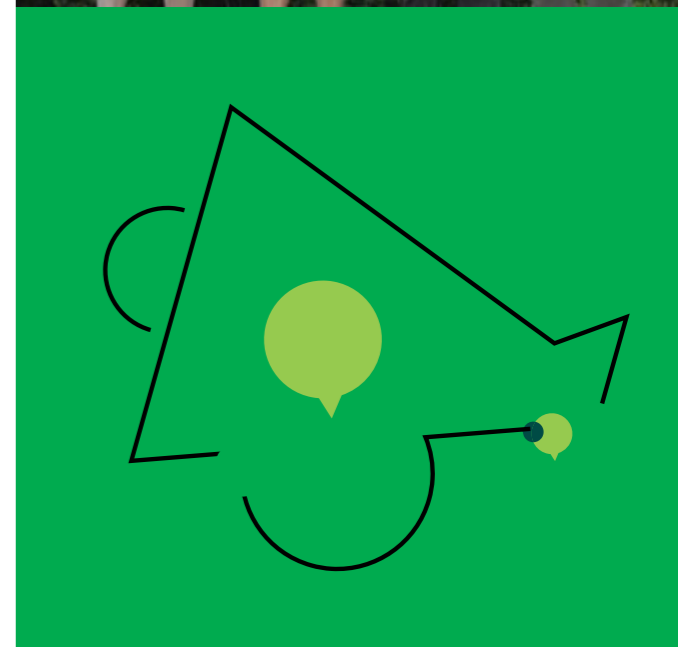
A fundraising five-a-side football tournament with Aecom was another highlight of the year and RoSPA staff also completed the Wolf Run and Mud Run, hosted a bake sale and took part in regular dress-down days to raise money for our campaigns.

Find out more about our fundraising activities at [www.rospa.com/fundraising/](http://www.rospa.com/fundraising/)



**"We chose RoSPA as our charity of the year as here at Wales YFC we know all about the devastation that accidents can cause, not just to victims but also their families, friends and the wider community. Our members will spend their lives in one of the most high-risk working environments, and over the years we have also lost young people that were a part of our community to the dangers of driving on rural roads."**

Iwan Meirion, chairman of Wales YFC





15,000 families reached through the Not for Play...Keep Them Away campaign.



With more people dying in accidents at home than in any other setting - more than 6,000 a year - this area of our work is vital to our mission.

Jointly with the Royal College of Emergency Medicine we published Action on Accidents, highlighting the disproportionate number of unintentional injuries to under-5s that are treated in accident and emergency (A&E) departments and calling for a £20m home safety programme for England and a £2m programme for Scotland. We also published Scotland's Big Book of Accident Prevention, which features examples of good work already under way.

"We want to highlight the dangers to other families, as we were not aware of how devastating the effects of swallowing one of these batteries could be. We don't want any other children to have to go through what Eva did."

Kathleen McCafferty, mum of Eva, who was 14 months old when she suffered serious injuries from swallowing a button battery



# Home safety



## Focus on families

In England, our Take Action Today, Put Them Away campaign, focusing on household cleaning products, was rolled out to Nottingham, Hampshire and Newcastle. In Glasgow, the Not for Play...Keep them Away campaign, of which we're a part, reached 15,000 families with liquid laundry capsule safety messages.

We continued our awareness-raising activities on nappy sacks and button batteries, and on looped blind cords we published a report with the UK's four Chief Medical Officers. We worked with Intertek and John Lewis to promote child safety around Halloween and in Glasgow, the Straight Off, Straight Away campaign was launched to highlight the risks of hair straighteners.

With older people also being over-represented in A&E data, we were delighted to be selected by the Department of Health to run a three-year falls prevention programme in England, called Stand Up, Stay Up.

Combining our work on child and older people safety, our LifeForce scheme continued to see trained volunteers visiting homes in Birmingham to offer accident prevention advice.

## Influencing the national agenda

We were involved in the development of a home safety certificate for private landlords, and we promoted legislative changes which require private landlords to fit carbon monoxide alarms in properties where there are solid fuel appliances. We also continued to provide the secretariat for the Cross Party Group on Accident Prevention and Safety Awareness at the Scottish Parliament.

## Supporting practitioners

Our National Home Safety Congress set out priorities for child home safety, while, in Scotland, our Child and Young People Safety Conference highlighted the impact of accidents and included a presentation from Paul Wheelhouse MSP, Minister for Community Safety and Legal Affairs.

Also in Scotland, we launched a new Train the Trainer course in home safety, and we made thousands of copies of The Birthday Party, a children's book featuring home safety messages, available free-of-charge to childcare professionals.



"The existence of the group is essential to the continued effective promotion of safety in all areas of life and business in Scotland."

Member of the Cross Party Group on Accident Prevention and Safety Awareness at the Scottish Parliament, for which RoSPA provides the secretariat



## Maison By Beth Amison, Maison's mum

I went into my seven-month-old baby son Maison's bedroom to wake him up - only it wasn't his beautiful smile I was greeted with. Instead Maison was lying in his cot with a handful of nappy sacks scattered around him and one was covering his face.

From that moment it was all a painful blur, but I know that 999 was called and my house was full of paramedics desperately trying to save my baby's life. I knew he was gone and it was too late.

Like many people, our changing stand had been placed next to the cot. Months earlier, I had placed some nappies in the pockets of the stand, though I had forgotten they were there. Maison had never

crawled. He could sit, but only if you placed him that way, but that day he must have learned to stand for the first time.

Since Maison's death I have found out that nappy sacks have claimed the lives of at least 16 babies.

I urge all parents, grandparents and carers to think about the possible dangers before they become a problem - be aware of the risks. Are there nappy sacks in reach? Are nappy sacks in a zipped changing bag? Whatever happens, don't have the attitude that "it won't happen to me", because when tragedy strikes it leaves you heartbroken forever.







A total of 1,730 people died on British roads in 2015, down by 3% from the previous year but showing no significant change since 2011.

# Road safety



“Having reviewed our accidents, we joined ScORSA, devised a Driving Safely policy and were supported in developing a corporate risk assessment for managing occupational road risk. We were given free access to a range of documents and training presentations. As a result, the number of vehicle accidents has started to drop below previous years.”

Vince Bowles, health and safety partner at Scottish Autism

**RoSPA**



With road casualty figures indicating that the exceptional decline in deaths over the past decade is beginning to stagnate, our work to support road safety nationally and locally has renewed impetus.

## Highlighting key issues

Our National Road Safety Conference highlighted key risk groups - young and older drivers, at-work drivers and rural roads.

Young drivers remained an ongoing campaign. With law firm Keoghs, we commissioned a survey into measures to improve young driver safety, and we called for all major political parties to pledge a commitment to young driver safety in their election manifestos. We also updated and launched new online resources for young drivers.

Complementing our work on young drivers, we launched a website, funded by the Department for Transport, which aims to help older people adapt to changes in their driving. And we were delighted to welcome Angela Rippon to our headquarters to film a piece about older drivers for the BBC.

Our Making Road Safety Count guide, produced by a sub-group of our National Road Safety Committee, outlined how local authorities could get the most cost-effective use of reduced road safety funds. We were also commissioned by Public Health England to produce a guide that promotes safe, active travel to school children.

Our lighter evenings campaign continued, with us calling for a trial so the life-saving effects could be properly assessed.

We continued to work closely with the Welsh Government, aiming for the targets set out in the Road Safety Framework for Wales, with our team particularly supporting the Road Safety Wales partnership.

## Fleet safety

We improved the way our RoSPA Fleet Safety division operates, improving client processes and researching how telematics could benefit the organisations we work with.

We developed a new Driving Mentor and Assessor Programme, after we were tasked with helping energy firm SSE improve the standard of driving across its fleet of 7,500 vehicles.

We also agreed a deal with Fujitsu UK to develop our Driver Profiler psychometric risk assessment application into a bespoke tool for the firm.

We updated several of our free driving for work guides and, as part of the Occupational Road Safety Alliance, we produced a free online benchmarking tool.

In Scotland, our work on the Scottish Occupational Road Safety Alliance (ScORSA) continued, providing support to employers across the country.

## International impact

We were delighted to be the sole fleet safety supplier to a number of multi-national firms, including several large oil organisations. An added element to our international work included two of our trainers being invited by Tristar, a tanker company based in the United Arab Emirates, to deliver road safety sessions to school students.

“We’re delighted to work with RoSPA on this important piece of work to help raise awareness of the risks of road accidents in young people as they travel to and from school.”

Eustace de Sousa, national lead for children, young people and families, Public Health England

## Harry

On the day that Harry died we came up the drive of our home and I parked the car as I normally do. My son Dylan and I got out of the car and I shouted “come on Harry, come and get your tea”. I went into the kitchen to put on the food, when I heard Dylan shouting “mummy, the car has rolled backwards”.



I ran out of the house and looked down the side of the car and I could see that Harry was at the bottom of the drive trapped between the wall and the car.

As the paramedic scooped him up, I kept asking “is he dead?”

I rang my husband Christian and he answered with such a happy voice, but I knew at that moment I was about to change our world forever.

The inquest concluded that the cause of the accident was a combination of the incline of the drive and the cooling of the brakes. If I had known about parking in gear then I would have applied that and it would have prevented the accident. In his report the coroner said 85 per cent of the people he asked didn’t know to do this.

By Michelle Patterson, Harry’s mum

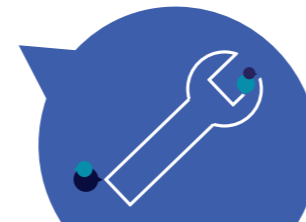
# Workplace safety

Delegate numbers on our courses rose by 15%.



Royal Mail

RoSPA



“Although Britain has come a long way in terms of health and safety achievements, the question still needs to be asked about whether we are doing enough to maintain and improve on what has been achieved. I am in no doubt that we should and could do better.”

Geoffrey Podger CB, visiting senior research fellow at the Centre for Risk Management, King's College London, and former chief executive of the Health and Safety Executive



We work with organisations of all types and sizes and, although they might be at different stages of the journey towards better health and safety management, all are committed to enabling their workers to go home safe and healthy.

Against the backdrop of a rise in worker deaths in Great Britain to 142 in 2014/15, we continued our efforts at a national level to influence the future direction of health and safety. Our National Occupational Safety and Health Committee launched an in-depth inquiry into health and safety arrangements for apprentices. It also published a downloadable resource - Learning how to learn from accidents - which highlights the challenges employers face when investigating workplace accidents.

Supporting our national-level leadership, we were delighted that Dr Karen McDonnell, our occupational health and safety policy adviser and head of RoSPA Scotland, became president of IOSH, the Institution of Occupational Safety and Health.

## A wider vision

The Allan St John Holt Memorial Lecture, which we host annually with Royal Mail, was delivered by Geoffrey Podger CB, former chief executive of the Health and Safety Executive (HSE). He questioned the sustainability of the country's occupational safety and health achievements and argued that the wider context of public health should be considered.

This “wider vision” of health and safety was a foundation stone of our thought-leadership during the year. It was a subject on which our chief executive spoke at the Gulf Petrochemicals and Chemicals Association Conference in Dubai and it also contributed to the development of our 50 Voices initiative in Scotland, through which safety professionals and others are declaring that accidents don't have to happen.

## Recognising success

Winners in the RoSPA Health and Safety Awards were among those whose commitment to the wellbeing of workers was clear to see and we were pleased to lay plans for launching the RoSPA Awards Excellence Forum to formalise a network of high-performing organisations.

We once again supported the Alan Butler Awards for members of the Safety Groups UK movement, through which volunteers give up their time to help other employers prevent accidents and ill health at work.

“It is vital that all apprentices are given training and development opportunities that will equip them with the right skills not only to stay safe and healthy in the workplace, but to allow them to become effective health and safety leaders.”

Dr Karen McDonnell, RoSPA's occupational health and safety policy adviser, on the launch of an inquiry into the health and safety of apprentices

## Supporting professionals

Our training courses went from strength to strength, with increased delegate numbers and we launched a new IOSH Leading Safely course for business leaders. We also began working with Aon, providing consultancy to enable the insurer's Trio clients to reduce their risk profiles.

And we were delighted to gain centre status from Ofqual, enabling us to develop RoSPA Qualifications - a new awarding organisation that will develop vocational qualifications within the areas of workplace, road, leisure and home safety, including, for example, a level 3 award for manual handling trainers.

## Paul

I was a builder; self-employed doing one-off house extensions. One day I was asked to have a look at some sheets on a barn roof that were leaking – they were only 12ft high and I felt comfortable about doing the lower levels.

I can't remember how or what happened but I fell through an opening. I fell on a substantial cattle railing, cracked my head and was knocked unconscious immediately. I was on my own, I had no scaffolding, and I had no duck boards.

I was in a coma for four months. I was never actually told I was paralysed. I think I had to ask the question a couple of times. My wife was told that I was not going to make it; she was told I probably would not be the same man I was before due to brain damage. Fortunately



I recovered from that but I can't walk.

The first time the nurses took me to have a shower I was laid out on a rubber bed and then it hit me - my dignity had gone.

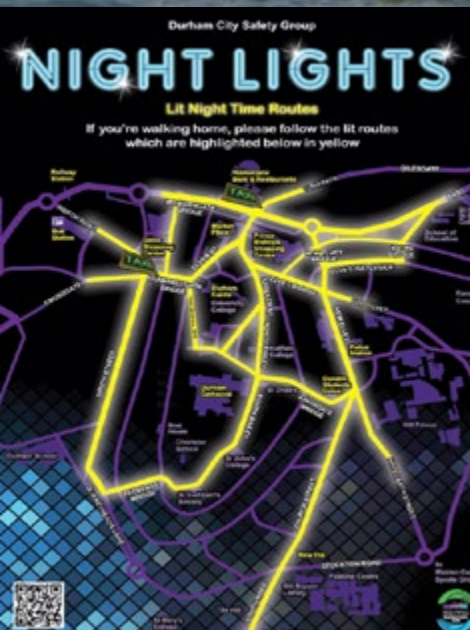
I miss everything that I used to be able to do, all the physical stuff. Even being able to walk the dogs or watching my wife take the bins out - I miss it dreadfully.

That two minute decision to do something I should not have done is something I have to pay for, for the rest of my life.

By Paul Blanchard

# Leisure safety

There are around 400 accidental drownings in the UK each year. The new strategy aims to halve this in 10 years.



**“The UK drowning prevention strategy is a bold, and commendable achievement. Drowning claims an estimated 372,000 lives across the world every year and this strategy is a welcome contribution to reducing this awful figure. The UK has long been a leader in water safety and this plan will not only have an impact within its waters but hopefully elsewhere as other nations seek to learn lessons.”**

David Meddings, scientist World Health Organization

**There was a significant step forward for water safety in the UK, with the first National Drowning Prevention Strategy being published, and we were proud to be one of the key authors. Produced by the National Water Safety Forum, which we host, the strategy aims to cut water-related deaths by 50 per cent by 2026.**

Spurred on by the World Health Organization, which says that every nation should have a drowning prevention strategy, the ground-breaking UK document sets bold targets, including that every child should have the opportunity to learn to swim and receive water safety education at primary school and, where required, at Key Stage 3. Community-level risk assessments are also among the targets.

Complementing our national strategic work, we supported a wide range of organisations, including sports governing bodies and local authorities, to help them address specific risks.

Our work with British Cycling saw us helping to develop risk management arrangements, while we worked with Welsh Rowing to develop safety tools for local clubs. In partnership with Sportscover, we supported UK Sport,

leading risk management workshops with the organisers of elite-level sport, and we also continued to work with them on emerging sports risks and evaluating sports activity providers.

We continued to support Durham County Council as it took forward the findings of a review into river safety. The project resulted in public awareness activities, including the launch of a “lit night-time routes” app. Our National Water Safety Conference was held in Durham, demonstrating how local work can be aligned to the national strategy.

We were delighted to be involved in a project that saw the arrival of five life-sized animal sculptures at Dudley Zoo. We worked with the artist/engineer, to help him ensure the sculptures contributed to a playful and interesting interactive space that was not risk averse.

**“Working with RoSPA has had a positive impact on how we manage safety around the River Wear and open water generally. The safety reviews undertaken as part of the work of Durham City Safety group have led to successful public awareness campaigns, coupled with a range of physical improvements. If other areas can learn from our experiences, then that is even better.”**

Terry Collins, chief executive of Durham County Council

**“RoSPA has played a key part in helping to deliver our risk training to every member of the organisation. In working with us to develop our centralised processes, encompassing an expansive geographical area, British Cycling are confident we have ensured the future safety of our participants, our sport and its delivery across the UK.”**

Nigel Cowell-Clark, cycle sport risk manager, British Cycling

## Dylan

On July 3, 2011, Dylan grabbed a towel and said he was going swimming.

Later, I received two missed calls from an unknown number, and when I returned the calls a lady answered. She told me that she was with my husband, and when he came on the phone he explained there had been an accident at the quarry and it was thought that Dylan was trapped.

He said to “get here quickly”.

When we arrived at the quarry it was like something out of a movie. There were hundreds of people and the road had been cordoned off. I saw my husband in front of the ambulance – he screamed the words that no mother or parent should ever



hear. He said “Dylan’s dead”. It’s been nearly five years since the accident and time hasn’t healed anything. If anything time makes it worse because every day you realise a little bit more that they’re not coming home. For about six months after his death I was still cooking his dinner even though I knew it was just going into the bin.

I still haven’t washed some of his clothes because I feel I can still smell him on them. I have a T-shirt of his that I cry into.

By Beekie Ramsay, Dylan’s mum



We conducted safety inspections at all 75 primary schools in Hackney.



# Safety in education



\* Images Courtesy of Oxford Royale Academy

## We're interested in both teaching *safely* and teaching *safety*.

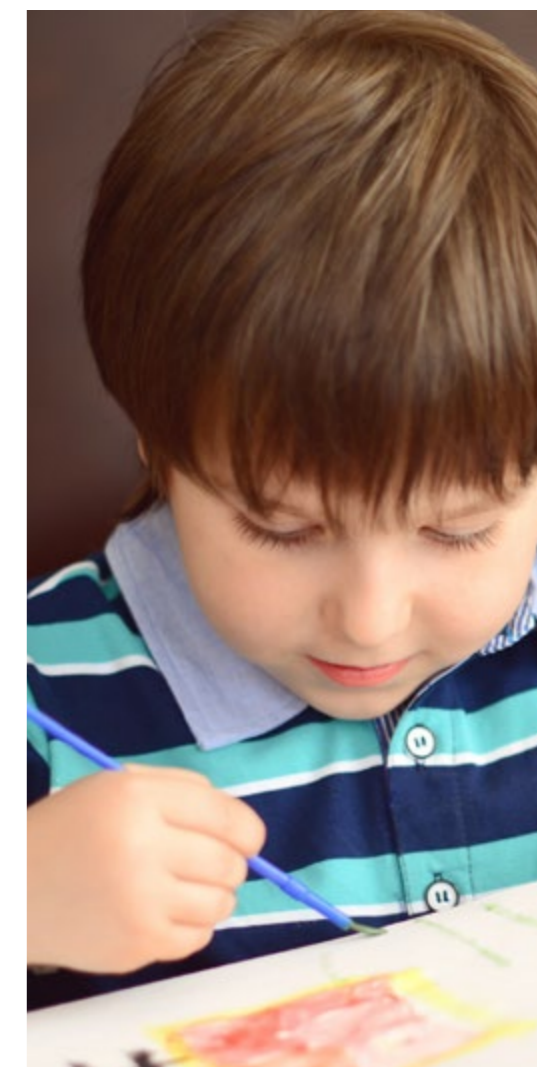
With many schools, colleges and academies now having responsibility for their own health and safety management, we're keen that staff working on this issue receive all the help they need to take a proportionate approach - this is the "teaching safely" aspect of our work.

We also promote a better understanding of risk among children and young people, in order to equip them with the skills to make informed decisions about their own and others' safety. To this end, we encourage high quality practical safety education across the UK- this is the "teaching safety" aspect of what we do.

During the year, we were pleased to carry out SchoolSafe reviews, which evaluate a school's performance in areas that are important for teaching safely and teaching safety, at a wide range of independent and international schools in the UK. We also conducted safety inspections at all 75 primary schools across the London Borough of Hackney.

Among our other pieces of work for individual schools and academy trusts, we delivered training for staff who are responsible for school trips or work experience placements, as well as fire risk assessment training.

We cemented plans for taking forward the national agenda on safety education through our National Safety in Education Committee.



**"We have been working with RoSPA for 18 months and have found them to be extremely organised, informative and professional. Our consultant has gotten to know the makeup of our business well and understands the various challenges we face to run a safe and successful operation. He is also able to provide us with complex and detailed advice while crucially communicating it in a way that can be absorbed by our management team and wider staff body. We look forward to a continued successful relationship with RoSPA over the coming years."**

George Humphreys, director of operations, Oxford Royale Academy



# Membership

98% of our members had a positive experience when contacting the membership team.



94% of our members would recommend RoSPA membership to others.



We are privileged to be a society of members who are dedicated to preventing accidents and ill health within their own organisations and the wider community. They're drawn from a diverse range of private and public sector backgrounds, and are active on workplace, road, home, leisure and education safety. As a charity, our membership fees go towards our key campaigns and support the policy and advice we offer for free.

During 2015/16, we were pleased to involve our members in the project that led to RoSPA's new look and communications style, with focus groups and online surveys providing opportunities to share ideas and feedback.

We enhanced our membership web pages to give prospective members a clearer understanding of the service, and improved our membership processes thanks to our new customer relationship management system.

We continually looked for ways to improve our member benefits, such as through our Infocentre and in our suite of safety journals.

Our new members included:

- Bakkavour Meals
- Greggs
- International School of London.

A wide range of our existing members chose to renew, including:

- Aberdeen City Council
- Clear Channel UK Ltd
- DHL
- Hoare Lea LLP
- Nationwide Platforms
- Rolls-Royce Plc
- 3M UK Plc.



"Thank you for the very professional and polite conversation that we had. I found the procedure very easy to become members of such a respectable organisation like RoSPA."

Demir Hadžić, International Security Institute

"We are pleased to support RoSPA as health and safety is of utmost important to us."

Simon Rotheram, director, Beechwood Trees and Landscapes Ltd

# Events and Awards



Nearly 3,000 guests attended four RoSPA Awards gala dinners.

**Our events and awards programme aims to inform and inspire safety professionals to press on with their important contribution to saving lives and reducing injuries, and recognises commitment in this area.**

Safety and Health Expo at ExCeL London was once again among the highlight of our events calendar, and we were pleased to welcome many occupational health and safety professionals to our stand during the exhibition's three days, where they were able to find out about how to get involved in our work.

The RoSPA Health and Safety Awards, featuring the Guardian Angel Awards, were a fantastic celebration of the hard work of individuals and organisations who demonstrate commitment to the prevention of accidents and ill health. There were nearly 2,000 entries in the RoSPA Health and Safety Awards 2015, with ceremonies taking place over four days in London, Birmingham and Glasgow, and we welcomed nearly 3,000 gala dinner guests during the course of the celebrations.

## Our events calendar

### June 2015

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

### November 2015

RoSPA National Home Safety Congress, Birmingham

### July 2015

RoSPA Health and Safety Awards, Birmingham

### January 2016

Alan Butler Awards, for Safety Groups UK, London

### September 2015

RoSPA Scotland Congress, Glasgow  
RoSPA Health and Safety Awards, Glasgow

### February 2016

Driving for Business: Safety Seminar, Cheshire West and Chester Road Safety Partnership, Winsford  
RoSPA Road Safety Conference, Stratford-upon-Avon

### October 2015

Health and Safety Legal Updates, London  
Fleet Management Exhibition, Birmingham  
Allan St John Holt Memorial Lecture, London  
RoSPA National Water Safety Conference, Durham

**“Great day - thank you very much. Really practical and useful. Good speakers.”**

Delegate at RoSPA National Home Safety Congress



# Guardian Angel Awards

**Our Guardian Angel Awards recognise individuals who have gone above and beyond to improve the safety of others, whether at work or in the wider community, and motivate others to take up the torch and help shape a safer society for all.**

In 2015, we presented 35 Guardian Angel Awards. We also presented Archangel Awards, which are the highest accolade in the scheme, to five individuals.

### ● Cynthia Barlow OBE

A passionate road safety campaigner since her daughter Alex Jane McVitty was killed by a lorry which turned left across her path while she was cycling to work, Cynthia is chairman of RoadPeace and has worked with the freight industry, fleet operators, Transport for London and national government.

*"It speaks volumes about Cynthia's strong character and determination, as well as her great love for her daughter, that when faced with such unthinkable tragedy, she selflessly dedicated her life to safety and accident prevention through her vigorous campaigning."*

### ● Paul Blanchard

An inspirational speaker, Paul uses his own experience of a life-changing workplace accident to prevent the same happening to others. He is an inspiration to those who hear him speak, and one site saw a tenfold increase in near-miss reports following a presentation he gave.

*"Recovering from and coming to terms with the devastation caused by an accident can seem like an impossible task. To go on to share your experiences with others, to prevent them from suffering in the same way, is going beyond the call of duty."*

### ● Nazan Fennell

Nazan launched the Live in Hope road safety campaign following the death of her 13-year-old daughter Hope, who was knocked off her bicycle and killed by an HGV while cycling home from school. The campaign advocates an increase in the number of safer cycle routes and restricting HGVs' access on "unsuitable roads".

*"Nazan's love for her daughter, and caring for the people of Birmingham, shines through in her tireless efforts to ensure that Hope did not die in vain. She shares RoSPA's vision of making Britain's roads safe for all users, and it is through people like Nazan that we can make a real difference."*

### ● Dr Abdulrahman Jawahery

A global ambassador for health and safety, Dr Jawahery is company president of Gulf Petrochemical Industries Co (GPIC), based in the Kingdom of Bahrain, which is a beacon for health, safety and sustainability in the Middle East. Also an MP, Dr Jawahery has contributed to radical changes to health and safety law and encourages children to think about their own safety.

*"The fact that Dr Jawahery has dedicated so much of his working career and selflessly given up his own time to making a difference - not only to his employees' lives but also that of their families - says a lot about his character and how highly respected he is."*

### ● Gary Pyle

After more than 26 years in the fire service, Gary continues to take part in fire safety awareness campaigns and events as a fire risk assessor at Luminus, establishing a strong relationship with Cambridgeshire Fire and Rescue Service, working with the Luminus Junior Warden Scheme in schools and dedicating 18 hours a week as a volunteer community responder.

*"Few people in our country have dedicated as much of their time and effort to such a worthy cause - saving and protecting people's lives."*





# Vintage posters

## A fabulous collection of our vintage safety posters was published as a chronicle of work, rest and play in 20th century Britain.

Safety First, which was written by design expert Dr Paul Rennie of Central St Martins College of Art and Design and published by Saraband, features scores of our accident prevention posters and slogans.

Dating from the 1930s-1970s, our posters were created by some of the foremost graphic designers of their time, including Fougasse, who produced the famous World War II Careless Talk Costs Lives poster campaign. Covering occupational, road, leisure and home safety, they are clever, striking and often amusing.

The book features posters from the First and Second World Wars, plus post-war Britain. It also describes the design and printing process.

“Even in this information-saturated age of social media and 24-hour news, there is much that these now ‘vintage’ posters can tell us about the power of accident prevention: that a little effort, a little forward planning - and above all, a little knowledge, can make a big difference in our quest to get the balance right between carelessness on the one hand, and risk-aversion on the other.”

Lord McKenzie of Luton, RoSPA president



Safety First front cover

“These posters would have carried simple yet important safety messages into homes and workplaces, helping people to prevent accidents to themselves, their loved ones and colleagues. Many of the messages are just as valid today as when they were created decades ago.”

Tom Mullarkey MBE, RoSPA chief executive







# Our people

“The Mud Run was hard, but it was worth every minute. I had to remind myself why occasionally, so I thought of all the homes LifeForce have visited over the last year. I thought of the volunteers helping families to make positive changes in their home, to make their children safer.”

Tess Bowen, fleet safety development assistant, on taking part in a fundraising 10k mud run



**We could not work to deliver our mission without our employees, and as one of the world’s leading safety organisations, it is only right that our outward focus is matched by the value we attach to their health, safety and wellbeing.**

Our health and safety culture is one of proactivity, openness and continual improvement, with senior management leadership and workforce involvement at its heart. What’s more, as a holder of the Investors in People Gold Standard, we strive to invest continually in our workforce through a wide range of development opportunities, wellbeing schemes and benefits.

The RoSPA Encomium continued to recognise employees’ outstanding and sustained performance, with Josie Hall, training co-ordinator in our fleet safety team, receiving RoSPA’s eighth Employee of the Year Award, and the RoSPA Academy, our junior management development programme, welcomed its fifth tranche of participants.

We introduced a health and wellbeing programme with Healthy Performance, which began with a survey and individual meetings for all staff who wanted to take part. Set up in memory of Dave Rawlins, our much-loved awards manager, whose sudden death left us stunned, we were delighted that 94 per cent of our employees chose to undergo an online wellbeing check, with 100 per cent of those rating the experience as excellent or very good.

We embedded our employee benefits platform - RoSPA’s Online Savings - with some pleasing first-year results about the retail and childcare voucher savings made across our workforce.

And employees from across RoSPA also took part in a variety of fundraising challenges, including the Three Peaks Challenge, 10k mud runs, a football tournament and cake sale contributing vital funds for our work.

## 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.
Maintain occupational safety and health expertise	One employee achieved the world-renowned NEBOSH National Diploma and another the NEBOSH National General Certificate, joining other staff who already held the qualifications.
Maintain occupational safety and health expertise	We continued to use Lifeworks, an employee assistance programme designed to support staff in all aspects of life, and introduced a health and wellbeing programme with Healthy Performance. Our Workplace Environment Committee continued to meet.

## Performance

Key performance indicators	2015/16	2014/15
Reportable injuries	0	0
Minor injuries	2	2
Notices served	0	0
Enforcement action	0	0
Days lost due to sickness absence	156.5 days lost to short-term absence and 208.5 days lost to recovery from operations/ underlying medical conditions (excl. pregnancy)	238.5 days lost to short-term absence and 115.5 days lost to recovery from operations/ underlying medical conditions (excl. pregnancy)
Sickness absence rate per employee	3.06 days (57 staff absences in period excl. pregnancy and operations/hospital stays)	4.3 days (82 staff absences in period excl. pregnancy and operations/hospital stays)
% of sickness absence due to a period of less than 20 days	43%	93%



# Our officers and committees

## 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, 2016

### Board of Trustees

Mr P Brown

Mr I Bucknell

Prof Y Doyle CB

Mrs H Kondel

Dr D Lloyd (Vice-chairman)

Mrs J McNulty

Dr M O'Mahony

Mr M Parker CBE (Chairman)

Dr J Redhead

### National Safety in Education Committee

Dr J Lloyd (Chairman)

Mr J Bennetts (Vice-chairman)

### National Home Safety Committee

Mr I Evans (Chairman)

Mr P Martin (Vice-chairman)

### National Occupational Safety and Health Committee

Mr M Isles (Chairman)

### 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)

### RoSPA/BNFL Scholarship Oversight Group

Rear Admiral (Retd) P Thomas CB (Chairman)

### National Core Competence Benchmark Committee

Mr E C L Taylor (Chairman)

## Officers of the society as at March 31, 2016

### Chief executive

Mr T Mullarkey MBE

### Deputy chief executive

Mr E C L Taylor

### Director of finance and 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)

### RoSPA Qualifications

Mr E C L Taylor (Head of awarding organisation)



accidents don't have to happen

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