



Situational Analysis

Water Safety Scotland Report

November 2016



accidents don't have to happen

This report was written and prepared by the Royal Society for the Prevention of Accidents (ROSPA) and approved by the steering group of Water Safety Scotland.

Executive Summary

Water Safety Scotland (WSS) was created in August 2014 to tackle the issue of drowning in Scotland. Since then, the group has adapted, changed and progressed. This report, which is the first of its kind, is a situational analysis of the group, its structure, members and communications. Information was taken from its inception in August 2014 to September 2016 in order to gain a good understanding of the group and its current circumstances.

Overall, the report finds that the group has developed efficiently with a solid structure and well developed roots. However, the report did find a number of areas that require improvement. The steering group of WSS should take on board and develop an action plan to implement these recommendations.

The following recommendations should be considered:

- ◆ The creation of a pathway for members of WSS to be able to join a subgroup.
- ◆ Clear documentation on which members sit on each subgroup.
- ◆ The creation of a communications plan.
- ◆ A logic model and work plan/log for all subgroups.
- ◆ All steering and subgroup meetings should have minutes and be made available on the WSS website.
- ◆ Alternative meeting hosts should be encouraged.
- ◆ The website should be updated more frequently.
- ◆ The website should be more user friendly and interesting.
- ◆ The Terms of Reference should be updated.

Table of Contents

Contents

Executive Summary	3
Table of Contents	4
Introduction	5
Steering Group	6
Members	6
Subgroups	6
Meetings	8
Geographical Locations	9
Water Safety Scotland Website	10
Facebook & Twitter	11
Conclusion & Recommendations	12
Appendix 1 – Current organisations that are members of WSS	13

Introduction

Drowning is among the leading causes of accidental deaths in Scotland, accounting for around 50 fatalities a year. This number is completely disproportionate to the rest of the United Kingdom.

Water Safety Scotland (WSS) was set up to tackle these issues. The group's main aim is to understand the risks around water in Scotland and to develop a consistent approach to the prevention of drowning. The group is made up of many organisations and individuals that work together to help reduce the number of drowning fatalities across Scotland.

This report aims to give an up to date situational analysis of the group and its recent communications. It is hoped that this will be a base for future monitoring of the group's progress in terms of structure, membership and outputs.

Structure

WSS has one main group guided by a steering group to oversee its strategic approach to the prevention of water related fatalities. As of September 2016, the group has 29 different organisations that are members of WSS.

In addition to the main group, there are a number of subgroups which feed into the main group. These groups include:

- ◆ Education subgroup
- ◆ Suicide subgroup (in creation)
- ◆ Policy subgroup (in creation)

New members are able to join the group if all current members agree. Currently there is no obvious pathway for members to join subgroups or no obvious process for which all other members of the subgroup agree. It is therefore recommended that a simple pathway be created for any member of WSS to be able to join and be informed about a subgroup. In addition, members of a subgroup should be documented and monitored in order for the steering group and the rest of WSS to see who is involved and how the group develops.

Steering Group

The steering group guides the main group and consists of a Chair, Vice Chair and Secretariat. The current chair is RNLI and the current vice chair is the Royal Life Saving Society UK (RLSS UK). There are elections every 12 months.

The secretariat for the group is currently provided by the Royal Society for the Prevention of Accidents (RoSPA).

WSS is represented on the National Water Safety Forum (NWSF) through the chair. The NWSF is a UK led group which aims to reduce water related fatalities. WSS and NWSF have a memorandum of understanding which binds the two groups together and was signed on June 1st 2016 by the chair of WSS and the chair of the NWSF.

Members

There are currently 29 different organisations which are members of WSS [See Appendix 1, page 14]. This has created a well structured and diverse group. There are 43 active individual members in WSS and four inactive members. Inactive members have been categorised as individual members of WSS who have not attended meetings but have expressed desire and interest to remain as part of the group.

Subgroups

The Education subgroup is the most developed subgroup and has representation from 11 different organisations [see figure 1]. Its main aim is to focus on tangible outputs in terms of safety education and awareness. The group considers both school swimming and water safety education in schools.



Figure 1: Education sub group

The Suicide subgroup is due to meet soon. Its main aim is to focus on this high risk group and start to understand suicide fatalities around water.

The Policy subgroup is currently open for members to join. The policy group will focus on working with councils to promote a water safety policy which feeds into local knowledge and risk assessment.

It is suggested that a Communications plan be created in order to deal with the wider outputs of communication by WSS, its subgroups and any potential campaigns and promotion of WSS through partnership working.

Currently, unless a member is involved in a specific subgroup, it is extremely difficult to ascertain what is happening in that group. It is therefore recommended that each subgroup creates a Logic Model and Work Plan/Log which will be made available via the WSS website for all WSS members to see. This will help document the development of each subgroup as well as providing clear and concise objectives and aims.

Meetings

Since the inception of WSS, there have been nine meetings which occur every three months for members to attend. The dates of these meetings are agreed upon at the start of the year.

On average, 20 people attend each meeting from roughly 15 different organisations. This means that in general, more than one representative from an organisation attends the meetings. This can be explained through the fact that organisations working in Scotland tend to have different departments, regions and localities interested in WSS.

Both members and organisational attendance decreased following the inaugural meeting but this has slowly changed with a general trend upwards [see figure two].

The Inaugural meeting was by far the most popular meeting; however the meeting on March 8th 2016 in which two members of the NWSF attended to give a workshop on the use of logic models was also very well attended.

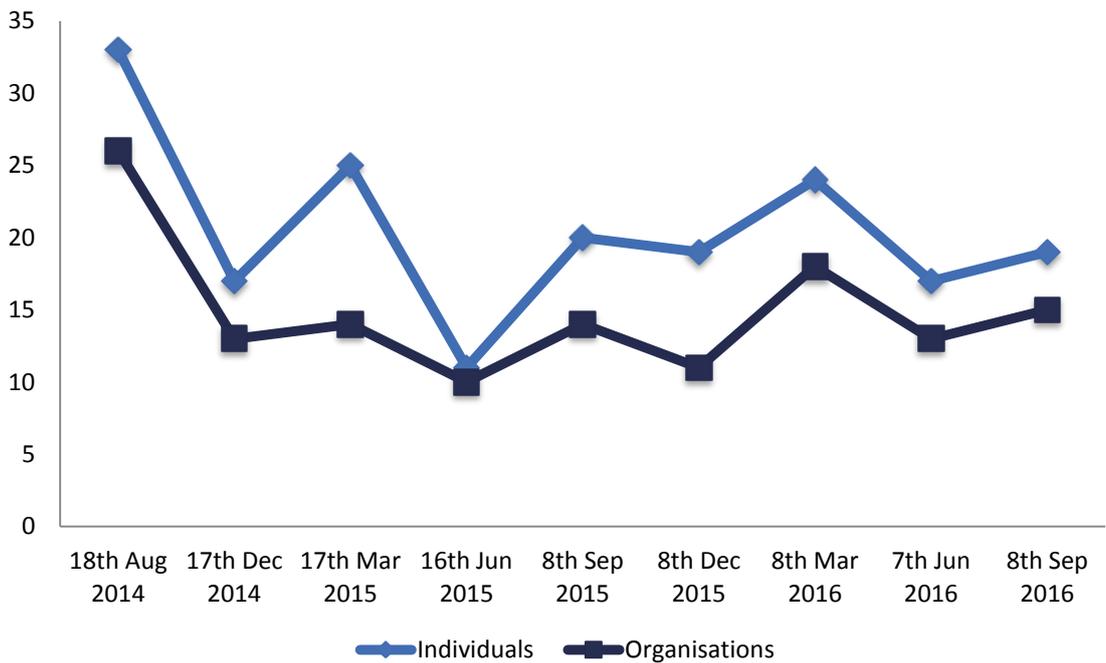


Figure 2: attendance

In addition to the main meetings, the steering group meets regularly to steer the main group. Currently, these meetings do not provide minutes. It is recommended that minutes or a work log are provided for these meetings.

The Education subgroup has met twice and has representation from 11 different organisations. Currently, the minutes have only been shared around the subgroup. It is however recommended that these minutes along with any other subgroup minutes should be made available on the WSS website for all members to see.

Geographical Locations

WSS meetings have generally been located around the traditional central belt area with the exception of Helensburgh and Perth [see figure 3]. Some members of WSS have expressed the desire for meetings to be more evenly spread across the country. However meeting locations are dependent upon availability and hosting offers.

Location	No of meetings
Edinburgh	2
Cambuslang	2
Helensburgh	2
Glasgow	1
Perth	1
Falkirk	1

Figure 3: Geographical locations

Only six organisations have hosted WSS meetings with the Scottish Fire and Rescue Service hosting three out of the nine meetings and Argyll and Bute council hosting two [see figure 4]. It is therefore suggested that more members seek to try and host a WSS meeting.

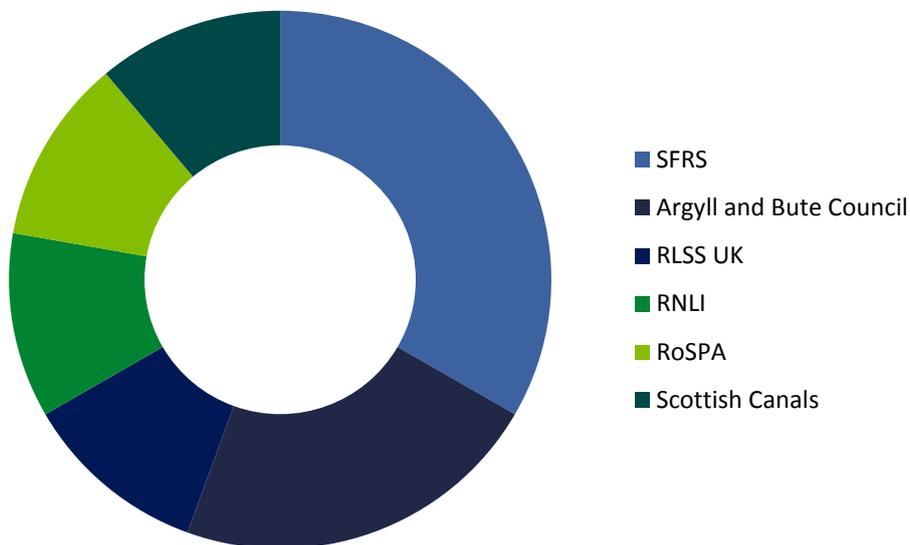


Figure 4: Hosts

Water Safety Scotland Website

Water Safety Scotland’s website is located at: www.watersafetyscotland.org.uk. For the purposes of this report, data gathered from the website is from when data collection started [Oct 16, 2015] until the end of August 2016. Future reports should target a yearly base from August to August.

Over this period, there have been 1541 users suggesting a clear use of the website. Although this is a fairly low number, the original purpose of the website was for the use of the members of WSS only. Recently, this has branched out and the website is also hoped to be used for publicising WSS and promoting its work to the wider public.

Website traffic has generally increased since its inception. However, there has been a lack of consistency across the months with May being the most popular month and February the least.

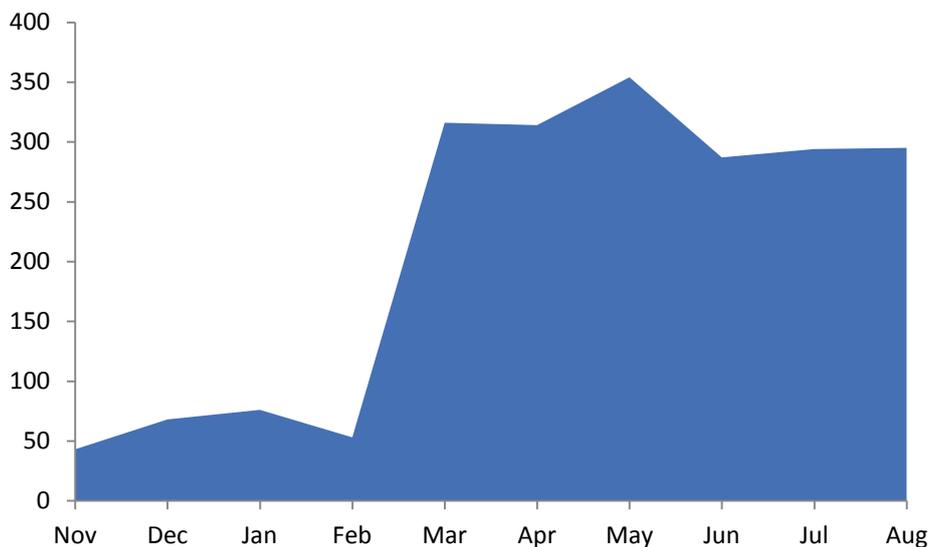


Figure 5: Website traffic - Users

72% of visits to the website were from new visitors, whilst only 28% of visits to the website were from returning visitors. This suggests the need to update the website on a more regular basis to entice visitors to return to the website more often.

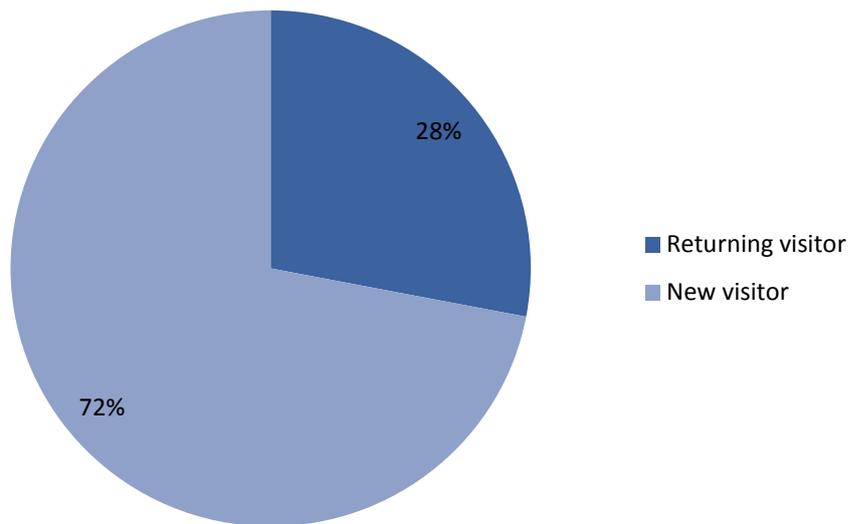


Figure 6: New visitor vs. returning visitor

The WebPages have different popularity percentages. The most popular page was the homepage followed by all the pages which can be accessed via members. This suggests that the members only area is being utilised by its intended audience. Areas that need clear improvement are the sections on news, partners and campaigns.

Pages	Popularity by %
Home Page	43%
Members Only	20%
Documents	12%
News	6%
NWSF	4%
Partners	4%
Campaigns	3%
Contact us	2%

Note: all numbers rounded to the nearest whole. Sum of all other pages equals 6%

Figure 7: Web pages by popularity

The website is difficult to navigate and not particularly user friendly. It is suggested that the website be redesigned and updated to make it more exciting and easier to navigate.

Facebook & Twitter

Facebook has not been utilised regularly by WSS and currently only has 27 “likes”. Twitter has been used more and currently has 63 followers.

It is suggested that a social media plan be created to increase popularity and promote WSS.

Conclusion & Recommendations

Overall, WSS has a strong base of members and organisations with a clear objective to reduce drowning fatalities in Scotland. The group has a clear structure with a steering group involving a chair, vice chair and secretariat. The group also has a number of subgroups that deal with specific aims.

Meetings are generally well represented. However, promotion of WSS via the website and social media needs clear improvement. Overall, this report has found a number of areas that require improvement. These recommendations should be considered by the steering group and an action plan created to implement the suggestions.

Overall recommendations include:

- ◆ The creation of a pathway for members of WSS to be able to join a subgroup.
- ◆ Clear documentation on which members sit on each subgroup. This will help display the subgroup in a more open and inclusive way.
- ◆ The creation of a communications plan. This will help focus all WSS communications and supported campaigns more clearly.
- ◆ A logic model and work plan/log for all subgroups should be created to help ascertain and document exactly the main aims, objectives and activities of each subgroup.
- ◆ All subgroup meetings should have minutes and be made available on the WSS website for all members to see.
- ◆ The encouragement of alternative hosts for WSS meetings.
- ◆ The website should be updated on a more regular basis to keep interest high.
- ◆ The website should be updated to make it more user friendly and exciting in order to generate public interest.
- ◆ The Terms of Reference should be updated to encompass new developments.

Appendix 1 – Current organisations that are members of WSS

Aberdeenshire Council	Adventure Licensing Agency	Argyll and Bute Council	Comhairle nan Eilean Siar (Western Isles Council)	East Dunbartonshire Council	Fife Council
Glenmore Lodge	Inverclyde Council	LochWatch Loch Awe	Maritime and Coastguard Agency	North Ayrshire Council	Orkney Islands Council
Perth and Kinross Council	Police Scotland	RNLI	RLSS	RoSPA	Royal Yatching Association Scotland
Safe Tay	Samaritans	Scottish Borders Council	Scottish Canals	Scottish Canoe Association	Scottish Fire and Rescue Services
Scottish Swimming	Scottish Water	The Scottish Government	West Dunbartonshire Council	West Lothian Council	

If you have any questions regarding this report, please contact:
Water Safety Scotland
watersafetyscotland@rospa.com