



water safety  
Scotland

# Situational Analysis

2017

Issue: 1

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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 was created in August 2014 to bring organisations together to help tackle the issue of drowning in Scotland. This report follows on from the first situational analysis<sup>1</sup> and looks at the current group, its structure and communications. Data was taken from October 2016 – October 2017.

The following recommendations should be considered:

- The future of Water Safety Scotland's subgroups needs to be discussed along with their potential development
- Water Safety Scotland should consider ways to promote the website and specifically ways to increase the usage of the Members Only area.
- Encouragement of alternative provision of venue and hosts
- A communications plan should be introduced to help support partners' campaigns

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<sup>1</sup> Water Safety Scotland / RoSPA (2016) Situational Analysis. Available at: <http://watersafetyscotland.org.uk/media/1035/situational-analysis.pdf>

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## Introduction

On average, there are 50 accidental drowning fatalities a year in Scotland. A further 29 people take their own lives on Scottish waters. Water Safety Scotland aims to reduce accidental fatalities by 50 per cent by 2026 and contribute to the reduction of water related suicide.

Water Safety Scotland's purpose is to prevent accidental drowning deaths in Scotland by working in partnership to ensure consistent guidance for the safe enjoyment and management of activities in, on and around water.

This report aims to provide a yearly update of Water Safety Scotland, its activities and communications. It follows on from data gathered in the first situational analysis<sup>1</sup> which ended in September 2016.

Data gathered in this report concentrates on the period from October 1, 2016 to October 1, 2017.

## Structure

Water Safety Scotland has one main group, which as of October 2017 includes 30 organisations. Appendix 1 provides a list of current members.

In addition to the main group, there are a number of subgroups including:

- Education Subgroup
- Strategy Writing Subgroup
- Suicide Subgroup
- Policy Subgroup

Over the past year, the Steering Group has implemented a number of changes to help improve the structure of Water Safety Scotland. These have included the following:

- Governance updates – the Terms of Reference <sup>2</sup> have been updated and a new document released to outline the roles of the chairman, vice chairman and secretariat<sup>3</sup>
- Brand Guidelines have been introduced
- As the previous situational analysis recommended, a membership process has been created and implemented
- A position table has been created for all subgroups (including the Steering Group) to use during and after each meeting.

### Steering Group

The Steering Group oversees Water Safety Scotland and consists of a chairman, vice chairman and secretariat. The current chairman is provided by a representative from RNLI and the current vice chairman is provided by a representative from RLSS UK. Elections are every 24 months.

The secretariat for the group is provided by a representative from RoSPA.

Water Safety Scotland is represented on the National Water Safety Forum through the chairman. A memorandum of understanding binds the two groups together and was signed on June 1<sup>st</sup> 2016 by the chairman of Water Safety Scotland and the National Water Safety Forum.

### Subgroups

The Education Subgroup currently has representation from eight different organisations. Its main aim is to focus on safety education and awareness. The Education Subgroup has not met within the current time frame.

Both the Suicide and Policy Subgroups have not been formally developed.

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<sup>2</sup> Water Safety Scotland (2017) Terms of Reference. Available at:  
<http://watersafetyscotland.org.uk/media/1154/terms-of-reference.pdf>

<sup>3</sup> Water Safety Scotland (2017) Roles and Responsibilities. Available at:  
<http://watersafetyscotland.org.uk/media/1150/roles-and-responsibilities.pdf>

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The Strategy Writing Subgroup has met six times in October 2016 – October 2017 to discuss the response to the UK Drowning Prevention Strategy<sup>4</sup>.

It is recommended that Water Safety Scotland members discuss the future and potential development of all four subgroups.

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<sup>4</sup> National Water Safety Forum (2016) UK Drowning Prevention Strategy. Available at: <http://www.watersafetyscotland.org.uk/docs/uk-drowning-prevention-strategy.pdf>

## Meetings

Water Safety Scotland’s main meetings are held on the first Tuesdays of March, June, September and December. On average, from October 2016 – October 2017, 12 different organisations attended the meetings.

June 6, 2017 was the most popular meeting within the year. Figure 1 shows the attendance numbers by organisation.



Figure 1: Attendance at main meetings by number of organisations

## Geographical Locations

The Steering Group of Water Safety Scotland has made conscious effort to try to evenly distribute the meetings across Scotland. This was based on feedback from the previous situational analysis<sup>1</sup>. As Figure 2 shows, meetings took place in the Central Belt, Perthshire and the North East.

Location	Host
Aberdeen	Aberdeenshire Council
Glasgow	RLSS UK
Cambuslang	Scottish Fire and Rescue Service
Perth	RNLI

Figure 2: Geographical locations October 2016 – November 2017

Since the previous situational analysis<sup>1</sup>, only one further organisation has hosted a meeting. It is therefore suggested that in the next period (October 2017 – October 2018), other members of Water Safety Scotland be encouraged to host a main meeting.



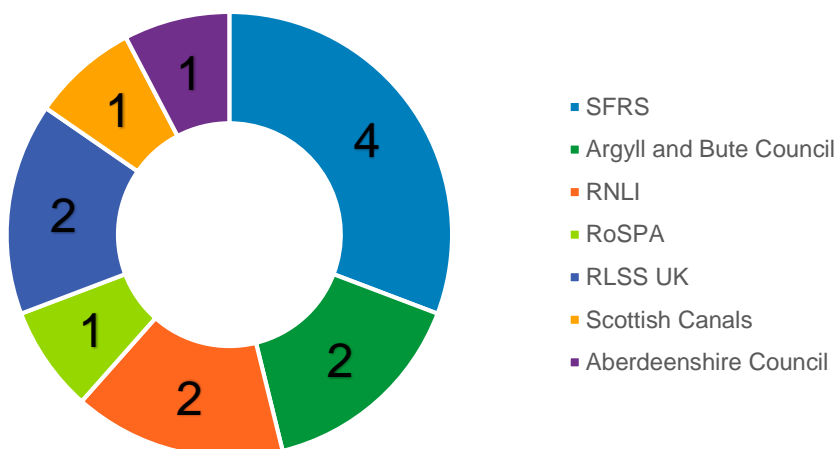


Figure 3: Hosts since the beginning of Water Safety Scotland

### Subgroups

In addition to Water Safety Scotland’s main meetings, the Steering Group and Strategy Writing Subgroup have met on several occasions to further the work of Water Safety Scotland and the Strategy. The frequency of meetings can be seen in Figure 4.

	Oct 16	Nov 16	Dec 16	Jan 17	Feb 17	Mar 17	Apr 17	May 17	Jun 17	Jul 17	Aug 17	Sep 17	Oct 17
<b>Steering Group</b>				█			█	█		█			
<b>Strategy Subgroup</b>		█	█	█	█						█		█

Figure 4: Subgroup and Steering Group Meetings

## Water Safety Scotland Website

The Water Safety Scotland website is currently hosted by RoSPA. The following data is gathered from October 1, 2016 – October 1, 2017 in order to be in line with the rest of this analysis.

Over this period, there have been 1,522 sessions and 992 users<sup>5</sup> (see Figure 5). Website traffic has generally increased but there has been a lack of consistency.

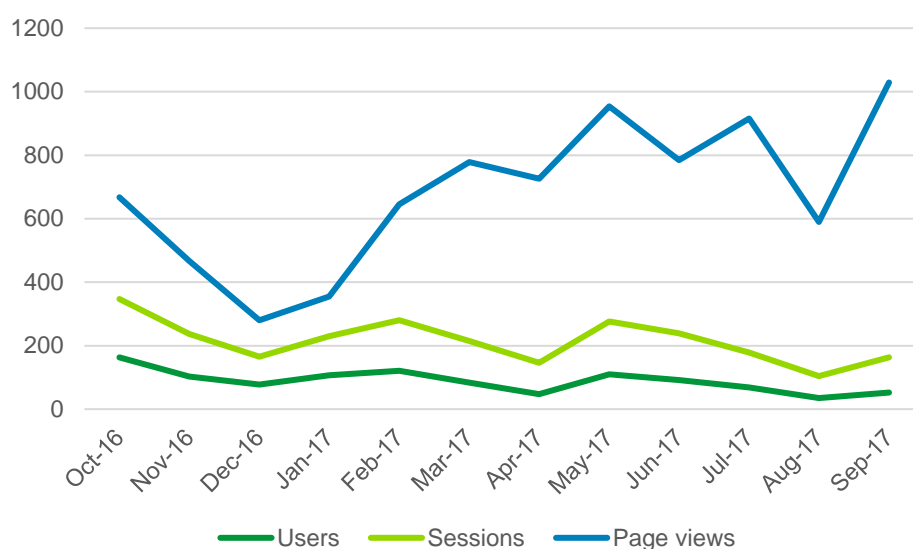


Figure 5: Users, Session and Page views of Water Safety Scotland Website

A total of 65per cent of visits to the website were from new visitors, while 36 per cent were from returning visitors, a slight increase since the previous situational analysis<sup>1</sup>.

<sup>5</sup> A session is defined as an interaction with the website in a given time frame. A user is defined is an individual that comes to the website (regardless of the number of times they come to the website).

## Situational Analysis

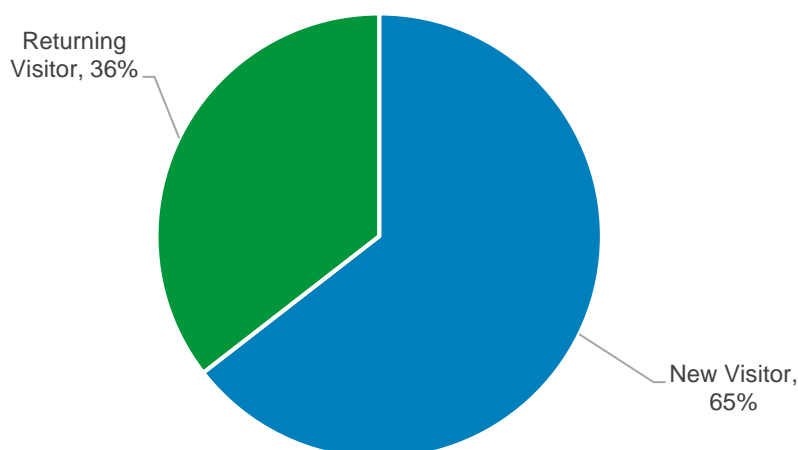


Figure 6: New Visitor VS Returning Visitor

The webpages viewed had different popularity percentages (see Figure 7). The most popular page was the Home Page followed by the Members Only section. This once again suggests that the Members Only area is being utilised by the intended audience.

It is recommended that Water Safety Scotland considers ways to promote the website and specifically ways to increase the usage of the Members Only area.

Page	Popularity by %
Home Page	29%
NWSF	5%
Strategy Response	6%
Campaigns	7%
Resources	8%
Partners	5%
Members Only	19%

Note: all numbers rounded to nearest whole. Other pages = 21%

Figure 7: Web pages by popularity

## Social Media

Facebook is currently under the responsibility of RNLI. There are currently 38 likes, 11 more than the previous analysis.

Twitter is currently under the responsibility of RoSPA. It currently has 139 followers, which is an increase of 76 followers since the previous situational analysis. Water Safety Scotland tweets have had 21,851 impressions over the 12 month period (October 1, 2016 – October 1, 2017). March 2017 saw the most activity due to RoSPA's Water Safety Conference in collaboration with Water Safety Scotland.

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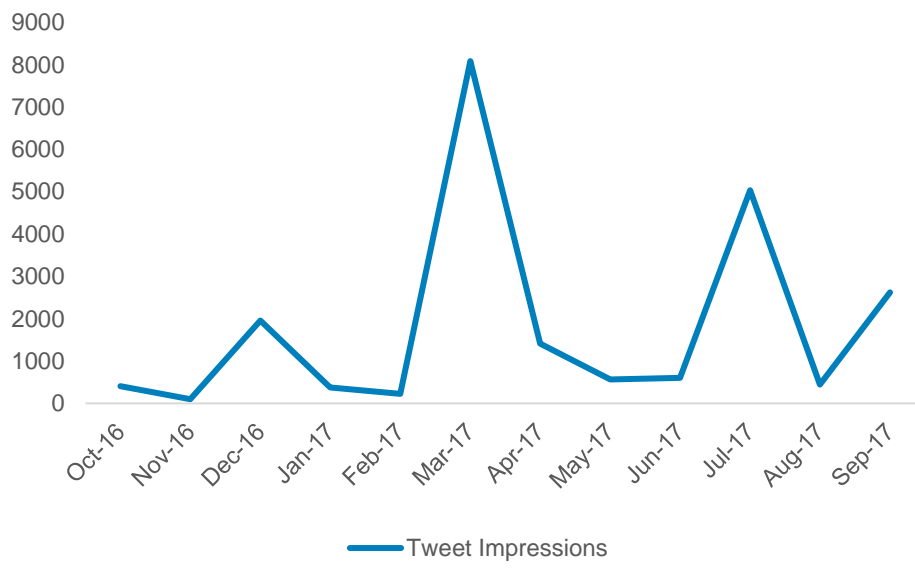


Figure 8: Tweet Impressions

## Conclusion & Recommendations

Overall, Water Safety Scotland continues to have a strong base of organisations and partners involved in drowning prevention, with the main aim of reducing accidental drowning by 50 per cent by 2026.

The structure of Water Safety Scotland is sound and the recent updates and additions to the governance documents has consolidated this. Main meetings could however be better represented by the organisations and partners of the group.

The majority of the recommendations from the previous situational analysis were generally met with the exception of the creation of a communications plan. It is recommended that this be implemented within the next year.

Overall recommendations include:

- The future of Water Safety Scotland's subgroups needs to be discussed along with their potential development
- Water Safety Scotland should consider ways to promote the website and specifically ways to increase the usage of the Members Only area
- Encouragement of alternative provision of venue and hosts
- A communications plan should be introduced to help support partners' campaigns.

## Appendix 1

### Members of Water Safety Scotland

Adventure Licensing Agency Service	Aberdeen Water Safety Group	Aberdeenshire Council	Argyll and Bute Council	Family Representative
Fife Project	Glenmore Lodge	Keep Scotland Beautiful	Loch Watch Loch Awe	North Ayrshire Council
National Water Safety Forum	Perth and Kinross Council	Police Scotland	RH Swim	RLSS UK
RoSPA	RNLI	Royal Yachting Association Scotland	Samaritans in Scotland	Scottish Borders Council
Scottish Canoeing Association	Scottish Canals	Scottish Fire and Rescue Service	Scottish Government	Scottish Surf Federation
Scottish Swimming	Scottish Water	SEPA	Volunteers	West Lothian Council