



water safety  
Scotland

# Situational Analysis 2018



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.

## Contents

Executive Summary .....	4
Introduction .....	5
Structure .....	6
Meetings .....	9
Water Safety Scotland Website.....	11
Conclusion & Recommendations .....	14
Appendix 1 .....	15

## Executive Summary

Water Safety Scotland was created in August 2014 by RoSPA to bring organisations together to help tackle the issue of drowning in Scotland. This report is an annual situational analysis which looks at the current group, its structure and communications. Data was taken from 1, October 2017 to 30, September 2018.

The following recommendations should be considered by the Steering Group of Water Safety Scotland:

- Encouragement of alternative provision of meeting venues by members
- Ways to encourage the usage of the members only area of the website
- Water Safety Scotland should finalise its MOU with the Fife Project
- The Steering Group should make an official decision on the need for a Policy Subgroup or whether alternative plans can be made

## Introduction

In 2017, there were 46 accidental drowning fatalities in Scotland. A further 26 people took their own lives on and around Scottish waters. Water Safety Scotland has two overall targets to reduce these drowning deaths:

- Reduce accidental drowning deaths in Scotland by 50 per cent by 2026 and reduce risk among the highest-risk populations, groups and communities
- Contribute to the reduction of water-related suicide.

This annual report aims to provide an update of Water Safety Scotland, its activities and communications.

Data gathered in this report concentrates on the period from October 1, 2017 to September 30, 2018.

## Structure

The Steering Group oversees Water Safety Scotland and its development. Beneath the Steering Group is the Main Group which organisations join in order to drive forward water safety and drowning prevention.

The Main Group is supported by the Strategy Subgroup which created Scotland's Drowning Prevention Strategy and provided targets, aims and objectives. As a result of this strategy, a number of subgroups have been created to drive forward specific objectives. The overall structure can be seen in the diagram below.

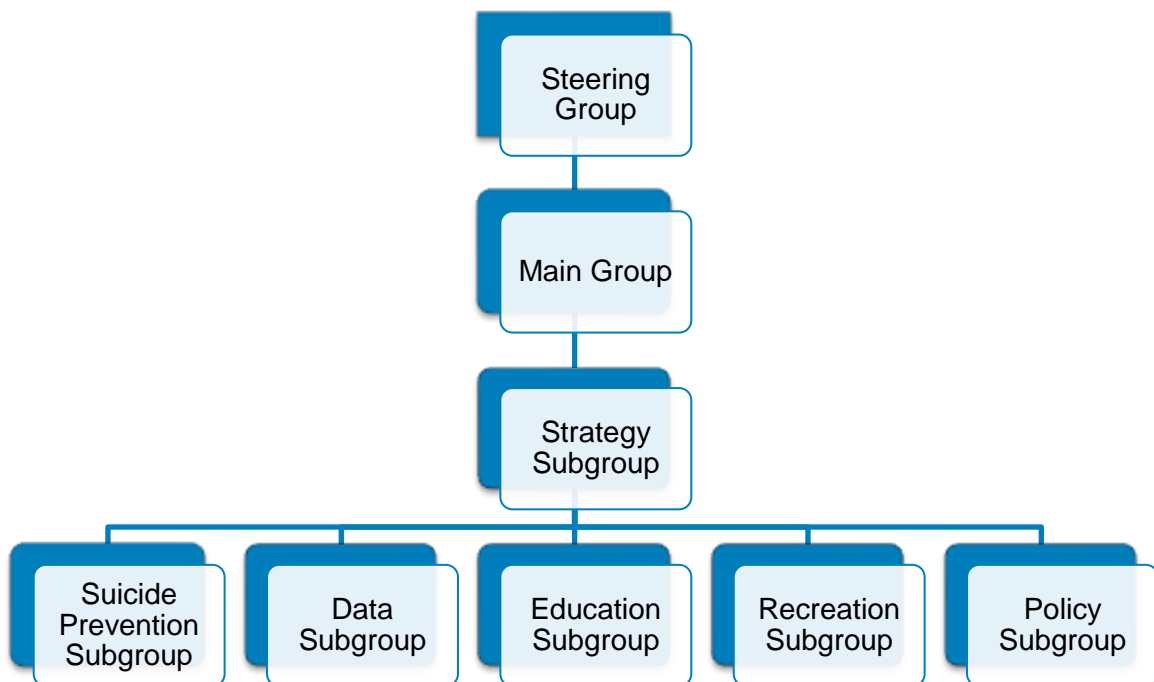


Figure 1: Structure

### Steering Group

Water Safety Scotland is organised by a Steering Group which oversees the activities of the Main Group.

The Steering Group consists of a chair, vice chair and secretariat. The current chair is provided by a representative from RNLI and the current vice chair 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 chair. In July 2018, Water Safety Scotland updated its memorandum of understanding with the National Water Safety Forum. This MOU binds the two organisations and lays out the responsibilities of each party. The MOU can be accessed [here](#).

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

- Governance updates – the Terms of Reference <sup>1</sup> were updated to implement a number of changes including the frequency of main group meetings
- An MOU was signed with Aberdeen Water Safety Group but an MOU with the Fife Group has still not been signed. It is recommended that an MOU with the Fife Group be signed as soon as possible
- A Situational Analysis was completed in order to prioritise members to invite to the group.

A number of activities to help Water Safety Scotland's targets were also undertaken including:

- Working with the Scottish Government to bring together recreational groups to a Round Table discussion with the Minister for Community Safety and Legal Affairs
- A project which aimed to raise awareness of the risks of water. The project provided kit bags to a number of school children in Fife and Renfrewshire.

## Main Group

As of October 2018, Water Safety Scotland includes 34 organisations which is an increase of four since 2017<sup>2</sup>. Appendix 1 provides a list of current full members. Please note that there are a number of organisations which are currently in the process of joining Water Safety Scotland which have not been included.

The Main Group met three times during this time period which is a reduction from the previous year. This is due to a change in the [Terms of Reference](#) which called for only three meetings per year.

## Subgroups

Since the launch of [Scotland's Drowning Prevention Strategy](#), subgroups have started to meet more regularly to drive forward the objectives of the strategy.

The Education Subgroup currently has representation from eight different organisations and is chaired by RLSS UK. Its main target is to promote and develop learning to swim, water safety education and initiatives within early years, primary and secondary schools. The Education Subgroup met once during the year in September 2018.

The Suicide Prevention Subgroup has representation from six different organisations and individuals. It is currently chaired by the Samaritans in Scotland and has a target to contribute to the reduction of water related suicide. The group has had two meetings: March and August 2018.

The Data Subgroup has representation from four different organisations and individuals. It is currently chaired by RoSPA with a main aim to improve fatality incident data and intelligence

---

<sup>1</sup> Water Safety Scotland (2018) Terms of Reference. Available at: <http://www.watersafetyscotland.org.uk/media/1253/terms-of-reference-final-2018.pdf>

<sup>2</sup> Water Safety Scotland (2017) Situational Analysis 2017. Available at: <http://www.watersafetyscotland.org.uk/media/1199/situational-analy>

across by Scotland by advocating WAID and sharing WAID reports with partner organisations and local authorities. The subgroup has met twice: once in June and again in September 2018.

The Policy Subgroup and Recreation Subgroup have not been formally developed. The Steering Group has confirmed that the Recreational Subgroup will be created by the 1<sup>st</sup> quarter of 2019. There has been nothing official minuted at main meetings regarding the formation of the policy subgroup.

It is recommended that the Steering Group makes a decision on the future of and need for the Policy Subgroup. The main group should then be informed.



## Meetings

Water Safety Scotland's main meetings were previously held on the first Tuesdays of March, June, September and December. As of June 2018, this has changed to meetings on the first Tuesday of February, June and October. On average, from October 2017 – October 2018, 11 different member organisations attended the meetings.

June 5, 2018 was the most popular meeting within the year. Figure 1 shows the attendance numbers by member organisation.

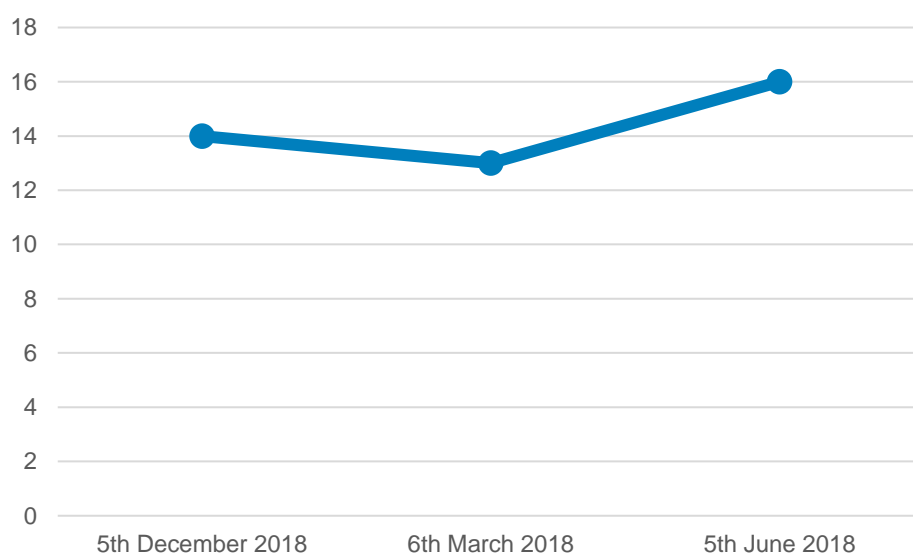


Figure 2: Attendance at main meetings by number of members

## Geographical Locations

Due to previous recommendations<sup>2</sup>, the Steering Group of Water Safety Scotland attempted to secure meeting hosts in different locations across Scotland. As Figure 3 shows, meetings took place within the central belt but did involve a number of different hosts.

Location	Host
Dunblane	SEPA
Edinburgh	RoSPA
Glasgow	Glasgow City Council

Figure 3: Geographical locations October 2017 – September 2018

Since the previous situational analysis<sup>2</sup>, two new organisations hosted a meeting. It is suggested that in the next period (October 2018 – End September 2019), other members of Water Safety Scotland who have never hosted a meeting be encouraged to do so.

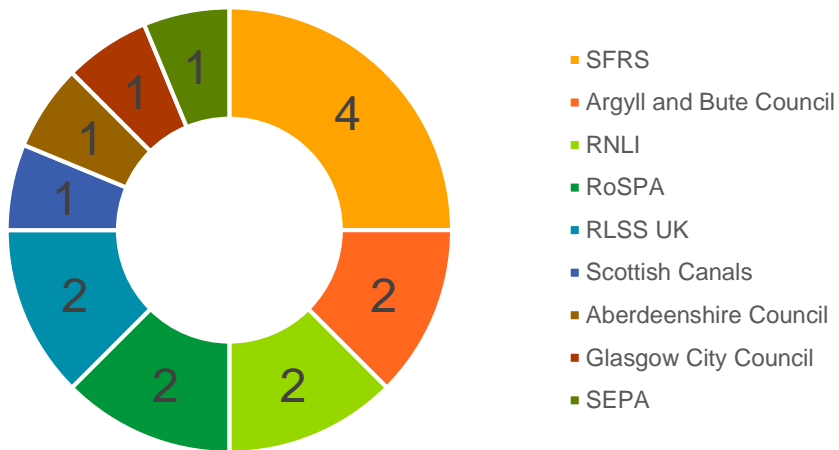


Figure 4: Hosts since the formulation of Water Safety Scotland

## Subgroups

In addition to Water Safety Scotland's main meetings, the Steering Group and Subgroups have met on several occasions to further the aims and objectives of Scotland's Drowning Prevention Strategy (see figure 5).

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
<b>Main Group</b>												
<b>Steering Group</b>												
<b>Education Subgroup</b>												
<b>Data Subgroup</b>												
<b>Suicide Prevention Subgroup</b>												

Figure 5: Meeting frequency

## Water Safety Scotland Website

The Water Safety Scotland website is currently hosted by RoSPA. The following data is gathered from October 1, 2017 – September 30, 2018 in order to be in line with the rest of this analysis.

Over this period, there have been 12435 sessions and 1922 users<sup>3</sup> (see Figure 5). Website traffic has generally increased but there has been a lack of consistency.

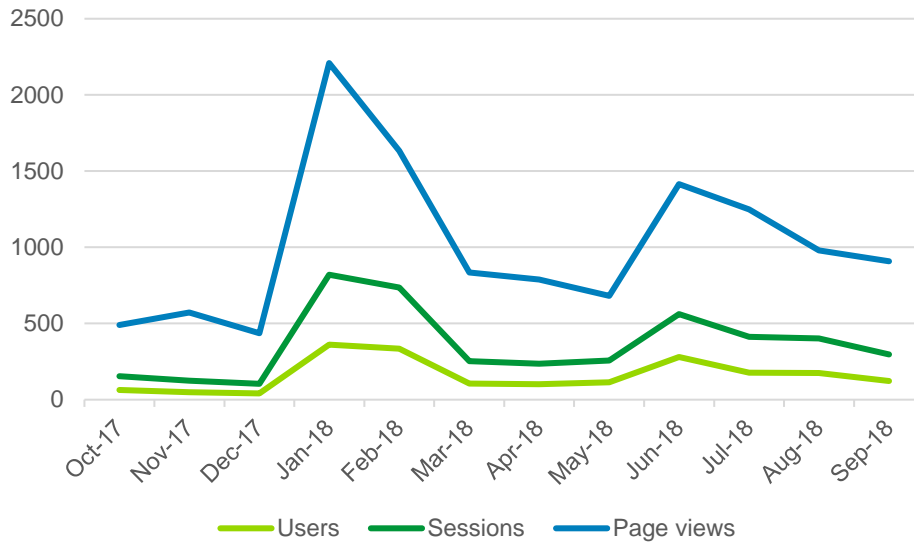


Figure 6: Users, Session and Page views of Water Safety Scotland Website

A total of 89 per cent of visits to the website were from new visitors, while 11 per cent were from returning visitors, a decrease since the previous situational analysis<sup>2</sup>.

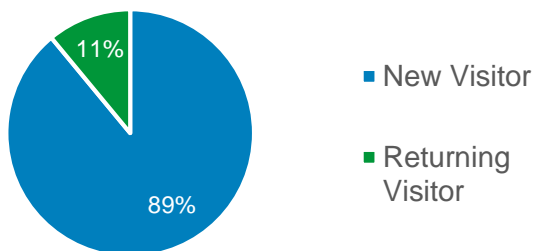


Figure 7: New Visitor VS Returning Visitor

<sup>3</sup> A session is defined as an interaction with the website in a given time frame. A user is defined as an individual that comes to the website (regardless of the number of times they come to the website).

The webpages viewed had different popularity percentages (see Figure 8). The most popular page was the Home Page followed by the Strategy section. The members' section was the third most popular page.

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

Page	Popularity by percentage
Home Page	26%
Strategy	13%
Members Only	12%
Resources	8%
Campaigns	7%
Partners	5%
NWSF	5%

Note: all numbers rounded to nearest whole. Other pages = 24%

Figure 8: Web pages by popularity

## Social Media

Facebook is currently under the responsibility of RNLI. There are currently 95 likes, 57 more than the previous analysis. There are 96 followers.

Twitter is currently under the responsibility of RoSPA. It currently has 348 followers, which is an increase of 209 followers since the previous situational analysis. Water Safety Scotland tweets have had 144,568 impressions over the 12 month period (October 1, 2016 – October 1, 2017). January 2018 saw the most activity due to the release of Scotland's Drowning Prevention Strategy.

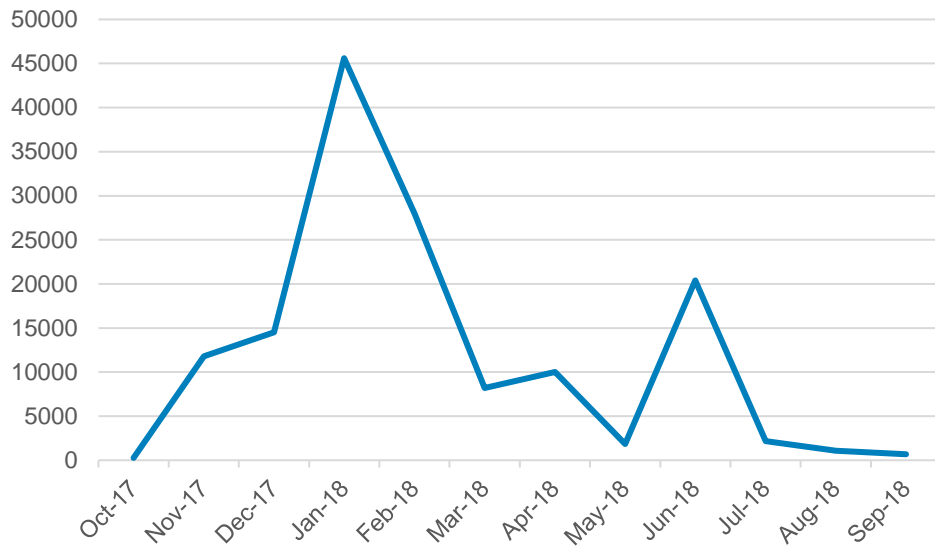


Figure 9: Tweet Impressions

## Conclusion & Recommendations

Over the past year, Water Safety Scotland has grown in popularity and has created a solid base of organisations and partners involved in drowning prevention.

The introduction of specific changes such as the Roles and Responsibilities document has added clarity to the structure of Water Safety Scotland. Changes to the Terms of Reference have reduced core meetings to a more manageable three times a year.

The majority of the recommendations from the previous Situational Analysis were met and a communications plan has been developed by the Steering Group. Individual members of Water Safety Scotland have been asked to contribute their campaign information to the website. This however is ongoing.

Overall recommendations include:

- Encouragement of alternative provision of meeting venues by members
- Ways to encourage the usage of the members only area of the website
- Water Safety Scotland should finalise its MOU with the Fife Project
- The Steering Group should make an official decision on the need for a Policy Subgroup or whether alternative plans can be made

# Appendix 1

## Members of Water Safety Scotland

- Aberdeen Water Safety Group
- Aberdeenshire Council
- Adventure Licensing Agency Service
- Argyll and Bute Council
- Family Representative
- Forestry Commission
- Glasgow Humane Society
- Glenmore Lodge
- HMCG
- Loch Watch Loch Awe
- NHS Tayside
- North Ayrshire Council
- NWSF
- Perth and Kinross Council
- Police Scotland/Mountain Rescue
- Rh Swim
- RLSS UK
- RNLI
- RoSPA
- RYA
- Samaritans in Scotland
- Scottish Ambulance Service
- Scottish Borders Council
- Scottish Canals
- Scottish Canoe Association
- Scottish Fire and Rescue Service
- Scottish Government
- Scottish Surf Federation
- Scottish Swimming
- Scottish Water
- SEPA
- STA
- West Lothian Council
- Western Isles Council