



water safety  
Scotland

# Situational Analysis

2019



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 2018 – October 2019.

The following recommendations should be considered:

- A Vice Chair should be found as a priority
- the Education and Suicide Subgroups should meet more often in line with the other core Subgroups
- Encouragement of alternative provision of venue and hosts

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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

In 2018, there were 46 accidental drowning fatalities in Scotland. This is an eight per cent decrease in comparison to Scotland's Drowning Prevention Strategy (SDPS) three-year average<sup>2</sup>. A further 25 people took their own lives in or at water.

In line with SDPS, 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 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, 2018 to September 30 2019.

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<sup>2</sup> RoSPA/Water Safety Scotland (2019) Water Related Fatalities in Scotland: A summary of the 2018 WAID statistics for Water Safety Scotland. Available online: <https://watersafetyscotland.org.uk/media/1443/scotland-waid-report.pdf>

## Structure

The Steering Group oversees Water Safety Scotland and its development. Below the Steering Group is the Main Group which organisations join 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 has been created to drive forward specific objectives. The overall structure can be seen in the diagram below.

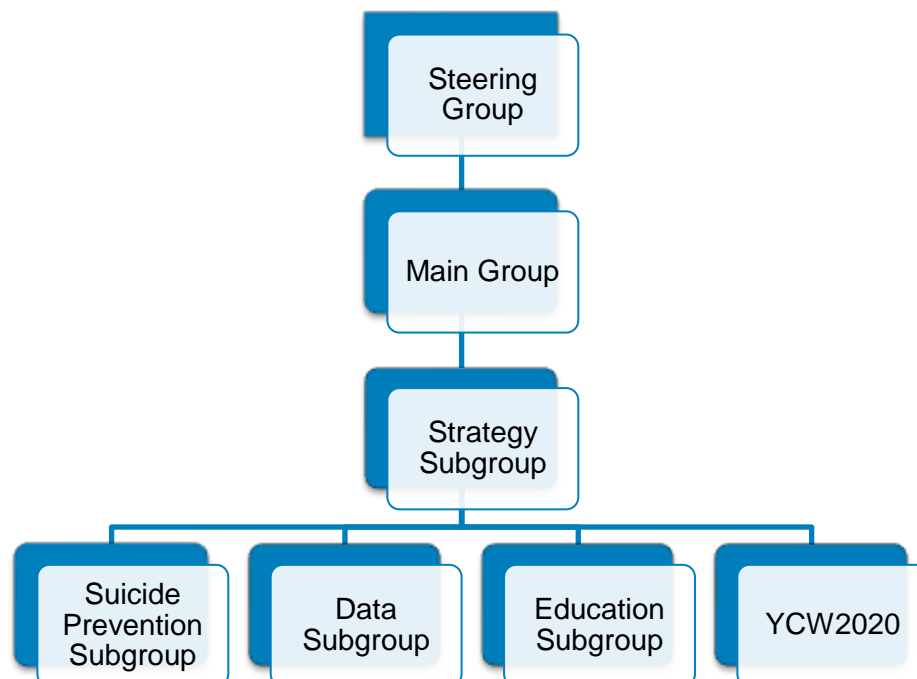


Figure 1: Structure

### 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. The vice chair was provided by a representative from RLSS UK until the last meeting (held on September 24 2019) .The remainder of the Steering Group is looking for a suitable vice chair. It is suggested that a suitable Vice Chair be found as a matter of priority.

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 in the Main Group. The MOU can be accessed online [here](#).

## Main Group

As of October 2019 the Main Group includes 42 organisations which is an increase of 10 since 2017<sup>3</sup>. Water Safety Scotland also has an additional three members who are not affiliated to an organisation.

The Main Group met four times during this time period: October 18, February 19, June 19 and September 19. The September 2019 meeting planned for October and will therefore be excluded from this analysis and will feature in the 2020 analysis.

All subsequent information on the Main Group will include only October 18, February 19 and June 19.

## Subgroups

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

The Education Subgroup currently has representation from nine 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 Suicide Prevention Subgroup has representation from seven 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 Data Subgroup has representation from four different organisations and individuals. It is currently chaired by RoSPA with the main aim [to improve fatality incident data and intelligence across Scotland by advocating WAID and sharing WAID reports with partner organisations and local authorities](#).

The YCW2020 subgroup has representation from nine different organisations. It was created to focus primarily on the following two activities which coincide with the Year of Coasts and Waters 2020: [Where appropriate, create and promote bespoke campaigns and share the wider benefits of safe sport participation at national and local level](#).

The Steering Group met and discussed the need for a policy subgroup. It was agreed by the Steering Group and the Main Group that a subgroup was unnecessary due to the individual nature of a water safety policy. RoSPA still has overall responsibility for the policy aspects of the strategy and a procedure has been set in place. This can be viewed online [here](#).

The Strategy Subgroup has also met once to begin development the two year review of Scotland's Drowning Prevention Strategy. Led by RoSPA, the subgroup also includes RNLI, RLSS UK and a Family Representative.

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<sup>3</sup> Water Safety Scotland (2017) Situational Analysis 2017. Available at:

<b>Subgroup</b>	<b>No of meetings</b>
Education	1
Data	3
Suicide Prevention	0
YCW2020	3
Strategy	1

It is recommended that both the Education and Suicide Subgroups meet more often and in line with the other core subgroups.



## Main Group Meetings

Water Safety Scotland held meetings in October 18, February 19 and June 19. On average, 18 different organisations attended the meetings.

February 2019 was the most popular meeting within the year. Figure 1 shows the attendance numbers by organisation.

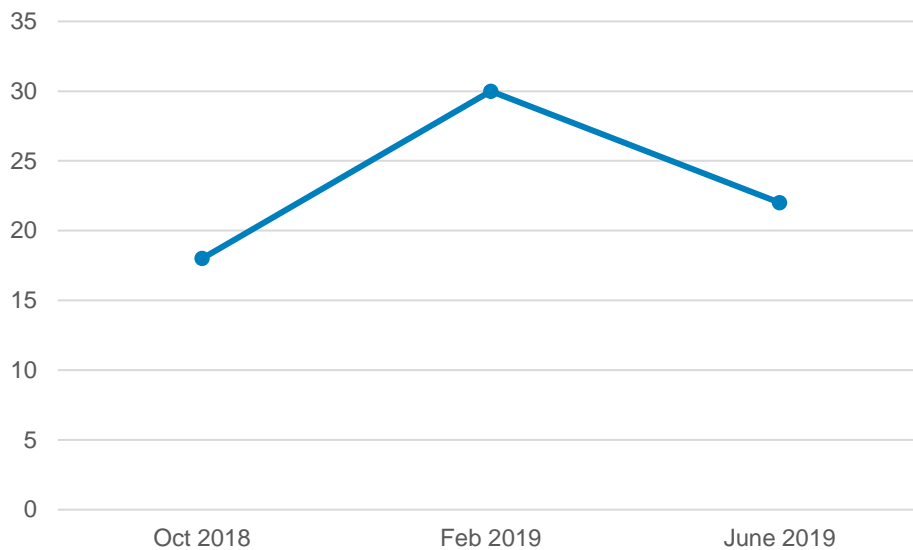


Figure 2: Attendance at main meetings by number of organisations

## Geographical Locations

The Steering Group of Water Safety Scotland once again tried 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
Edinburgh	Scottish Government
Perth	RNLI
Falkirk	Scottish Canals

Figure 3: Geographical locations: October 2018 – June 2019

Two of the three organisations have previously hosted a Water Safety Scotland meeting in the last three years and the Scottish Government hosted for the first time. It is suggested that in the next period (October 2019 – October 2020), other members of Water Safety Scotland, who have not previously hosted a meeting, be encouraged to do so.

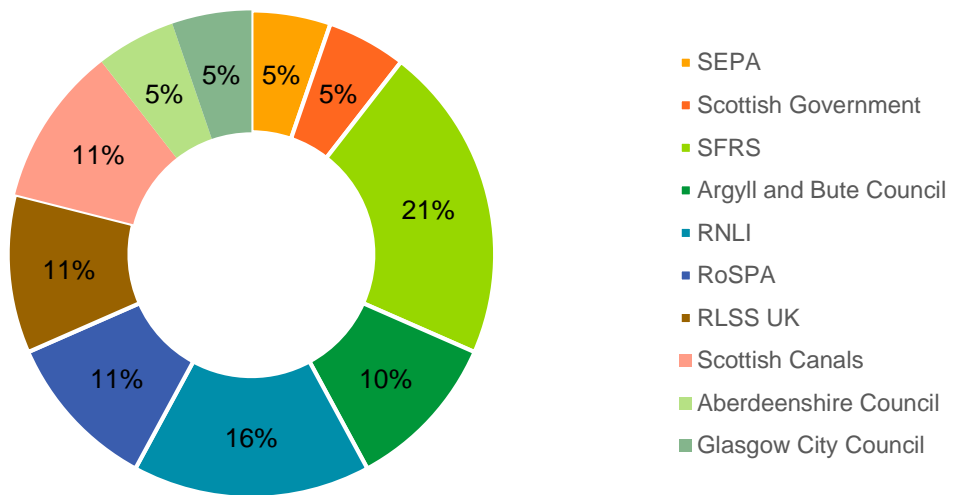


Figure 3: Hosts since the beginning of Water Safety Scotland

## Water Safety Scotland Website

The Water Safety Scotland website is currently hosted by RoSPA. The following data has been gathered from October 1, 2018 – September 30, 2019 in order to be in line with the wider analysis.

Over this period, there have been 3,454 sessions and 2,467 users. This is a sharp increase from the previous year's statistics (see Figure 5).

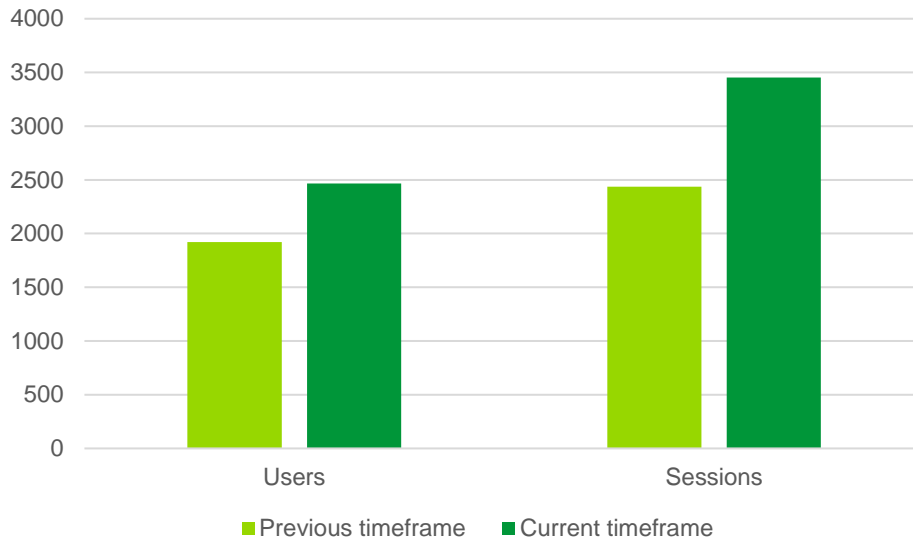


Figure 5: previous situational analysis stats vs current stats on users and sessions

Website traffic has clearly increased and this was most noticeable in June 2019 (figure 6)

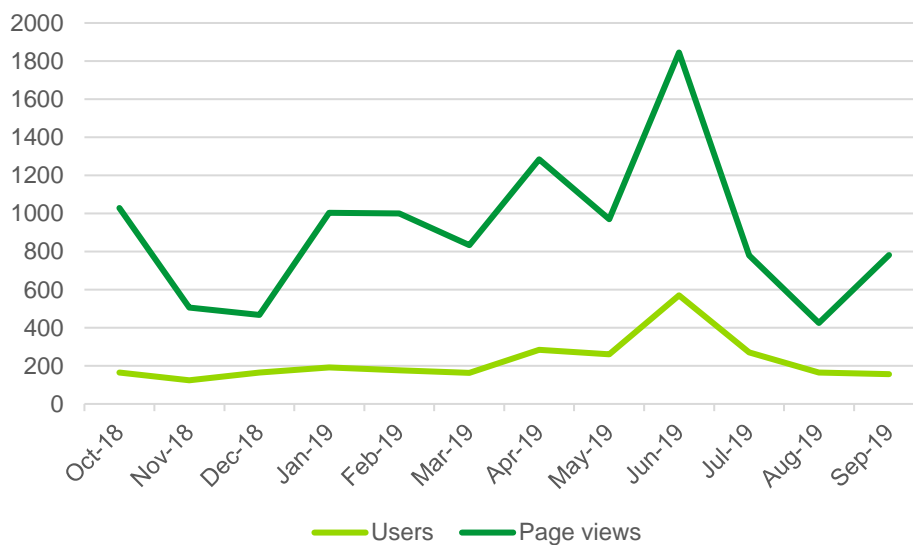


Figure 6: Users, Session and Page views of Water Safety Scotland Website

A total of 90 per cent of visits to the website were from new visitors, while 10 per cent were from returning visitors.

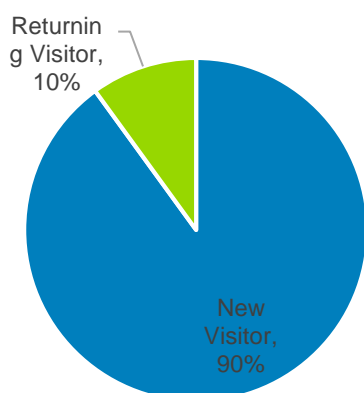


Figure 7: New Visitor VS Returning Visitor

The webpages viewed had different popularity percentages (see Figure 8). The most popular page was the campaign page followed by the home page. This suggests that Water Safety Scotland’s new campaigns page and plan is working well.

It is recommended that Water Safety Scotland continues to consider ways to promote the website.

Page	Popularity by %
Home Page	19%
NWSF	4%
Strategy Response	6%
Campaigns	20%
Resources	5%
Partners	4%
Members Only	13%

Note: all numbers rounded to nearest whole. Other pages = 29%

Figure 8: Web pages by popularity

## Social Media

Facebook is currently under the responsibility of RNLI. There are currently 133 likes, 18 more than the previous analysis.

Twitter is currently under the responsibility of RoSPA. It currently has 506 followers, which is an increase of 158 followers since the previous situational analysis. Water Safety Scotland tweets have had 153,288 impressions over the 12 month period (October 1, 2016 – October 1, 2017). June and August 2019 saw the most activity .

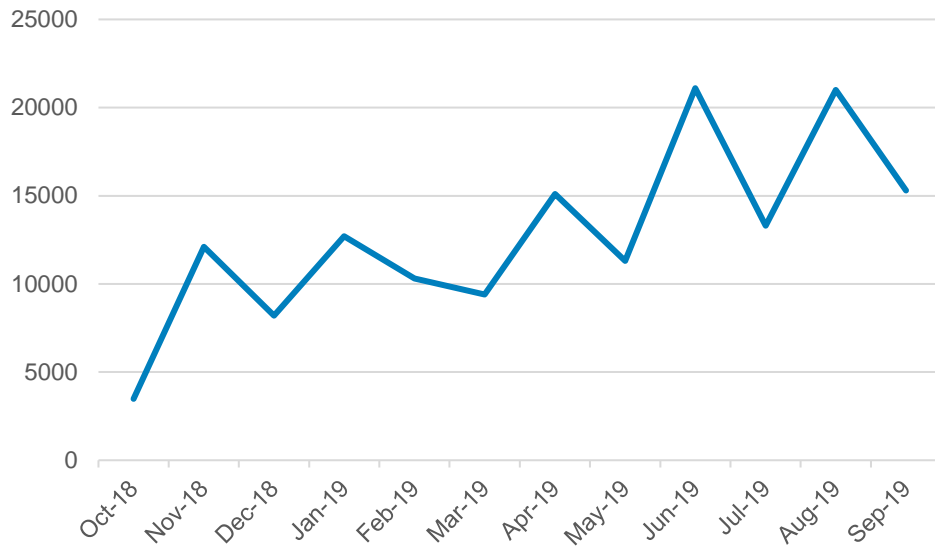


Figure 9: Tweet Impressions

## 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 following recommendations from the previous situational analysis have been met:

- The Steering Group official decision on the need for a Policy Subgroup
- An MOU with the Fife Project finalised and signed
- Members encouraged to use the website only area of the website. All minutes and documents can be accessed only by logging on.

The following recommendations should be considered for the following timeframe:

- A Vice Chair should be found as a priority
- the Education and Suicide Subgroup should meet more often in line with the other core subgroups
- Members should be encouraged to provide alternative venues and hosts.