



water safety
Scotland

Situational Analysis

2020



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 analysis¹ and looks at the current group, its structure and communications. Data was taken from October 2019 – October 2020.

The following recommendations should be considered:

- Subgroups should aim to meet at least three times a year
- The Steering Group to consider ways to encourage members to attend meetings
- The webpage should be promoted and in particular WSS's water safety advice - Staying safe in and around Scotland's waters

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

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Introduction

In 2019, there were 37 accidental drowning fatalities in Scotland. This is a 26 per cent decrease in comparison to Scotland's Drowning Prevention Strategy (SDPS) three-year average². A further 35 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, 2019 to September 30, 2020 unless otherwise stated.

² RoSPA/Water Safety Scotland (2020) Water Related Fatalities in Scotland: A summary of the 2019 WAID statistics for Water Safety Scotland. Available online: <https://www.watersafetyscotland.org.uk/media/1651/waid-2019-summary.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.

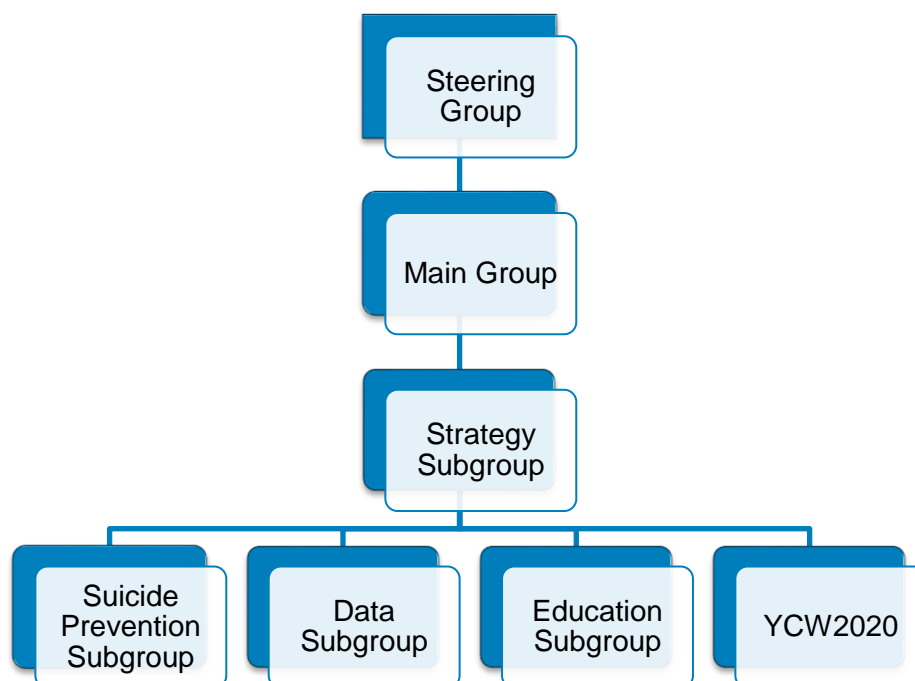


Figure 1: Structure

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 is provided by a representative from Scottish Fire and Rescue Service.

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

The chair represents Water Safety Scotland on the National Water Safety Forum. 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 2020 the Main Group includes 43 organisations which is an increase of 11 since 2017³. Water Safety Scotland also has an additional four members who are not affiliated to an organisation.

As per WSS's Terms of Reference, the Main Group met three times over the year: September 19 (in lieu of October 19), February 20 and June 20.

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 being developed by RNLI and RoSPA. 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 10 different organisations and individuals. It is currently chaired by the RNLI 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](#). This group had now disbanded as it has achieved the work activity it set out to do.

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](#).

A Two Year Strategy Review subgroup was also created to ensure the publication of the two year review of Scotland's Drowning Prevention Strategy. This group was chaired by RoSPA and also included: RNLI, RLSS UK, SFRS and a Family Representative.

Subgroup	No of meetings
Education	2
Data	3
Suicide Prevention	4

³ Water Safety Scotland (2017) Situational Analysis 2017. Available at:

It is recommended that all subgroups meet at least 3 times per year to mimic main WSS meetings.

Main Group Meetings

Water Safety Scotland held meetings in September 19 (in lieu of October 19), February 20 and June 20. On average, 17 different organisations attended the meetings.

September 2019 was the most popular meeting within the year. Figure 2 shows the attendance numbers by organisation.

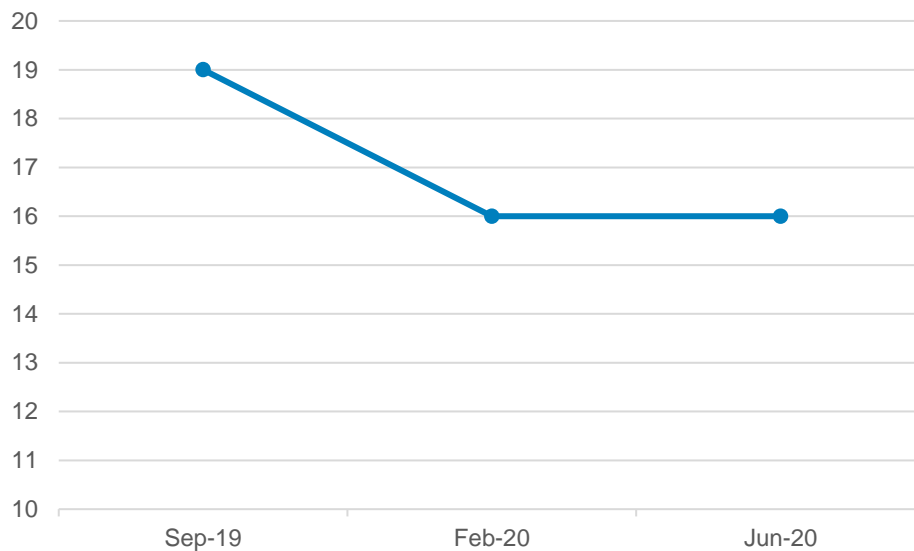


Figure 2: Attendance at main meetings by number of organisations

Geographical Locations

The Steering Group of Water Safety Scotland once again tried to secure meeting hosts in different locations across Scotland. However, due to COVID-19, meetings were moved online and this is likely to be so for the foreseeable future.

Location	Host
Livingston	RLSS UK
Aberdeen	HMCG
Online	RoSPA (Webex)

Figure 3: Geographical locations: February 2020 – October 2020

As the number of organisations in attendance has dropped, it is recommended that the Steering Group consider ways to encourage members to attend.

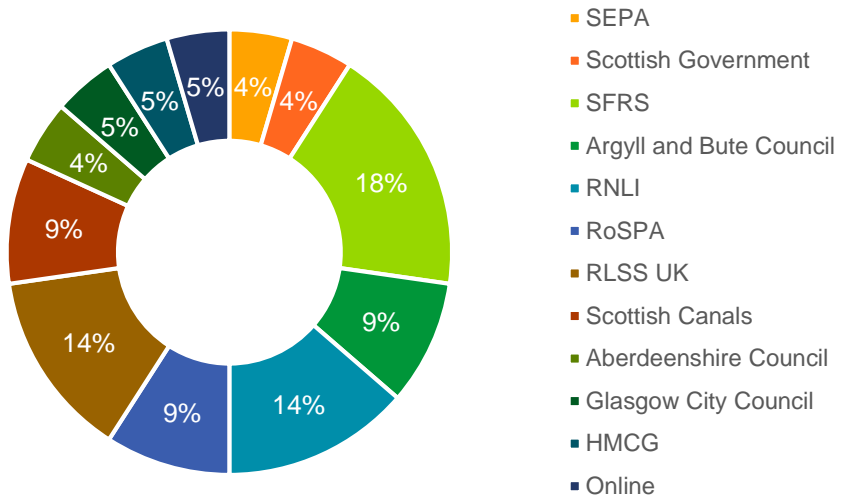


Figure 3: Hosts since the beginning of Water Safety Scotland

Water Safety Scotland Website

The Water Safety Scotland website is currently hosted by RoSPA. The following data has been gathered from October 1, 2019 – September 30, 2020 in order to be in line with previous analyses.

Over this period, there have been 3,315 sessions and 2,568 users. There is a slight increase in users from the previous year's statistics but also a slight decrease in sessions (see Figure 5).

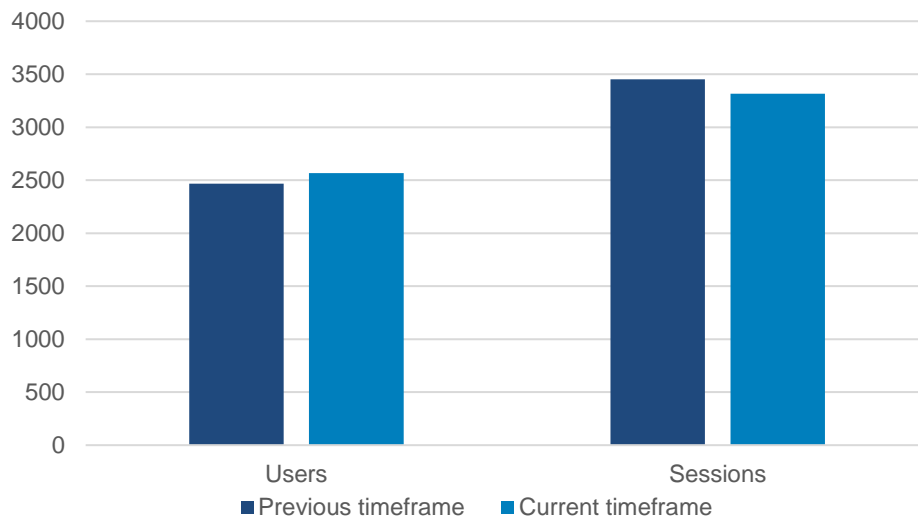


Figure 5: previous situational analysis stats vs current stats on users and sessions

Website traffic has been increasing and this was most noticeable in February 2020 when the two year review of Scotland's Drowning Prevention Strategy was released (figure 6)

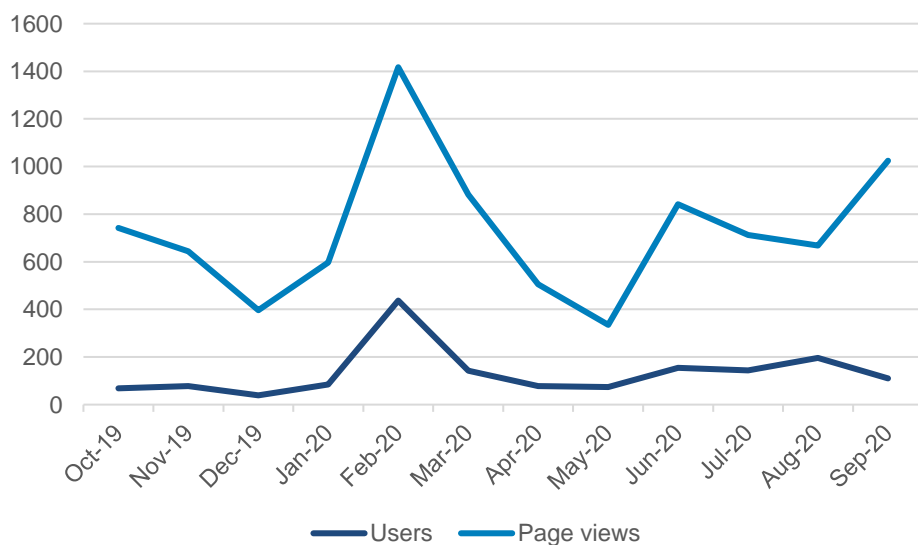


Figure 6: Users, and Page views of Water Safety Scotland Website

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

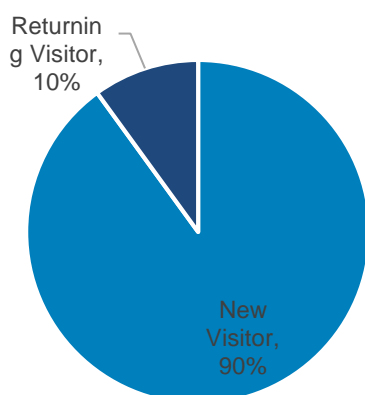


Figure 7: New Visitor VS Returning Visitor

The webpages viewed had different popularity percentages (see Figure 8). The most popular page was the Home Page followed by the Information page which currently holds WSS Water Safety Code. This suggests that WSS’s water safety advice - Staying safe in and around Scotland’s waters is being utilised.

It is recommended that Water Safety Scotland continues to consider ways to promote the website and specifically the water safety code.

Page	Popularity by %
Home Page	25%
Information	15%
Members only	8%
Strategy	7%
Campaigns	5%
Cold Water Shock	3%
Partners	3%
NWSF	2%
Suicide Prevention	2%

Note: all numbers rounded to nearest whole. Other pages = 30%

Figure 8: Web pages by popularity

Social Media

Facebook is currently under the responsibility of RNLI. There are currently 184 followers and 163 likes.

Twitter is currently under the responsibility of RoSPA. It currently has 624 followers, which is an increase of 118 followers since the previous situational analysis.

Water Safety Scotland tweets have had 235,488 impressions over the 12 month period which is a huge increase from last year's 153,288 impressions. February 2020 saw the most activity.

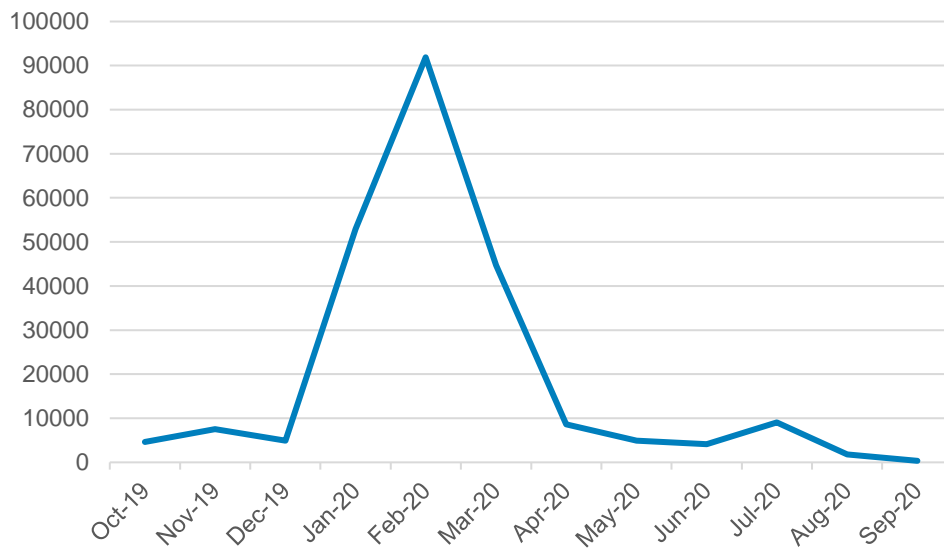


Figure 9: Tweet Impressions

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:

- A Vice Chair was found (SFRS)
- the Education and Suicide Subgroup have met more often
- Alternative hosts and locations were planned but due to COVID-19, meetings have been moved online.

The following recommendations should be considered going forward:

- Subgroups should aim to meet at least three times a year
- The Steering Group to consider ways to encourage members to attend meetings
- The webpage should be promoted and in particular WSS's water safety advice - Staying safe in and around Scotland's waters.