

The Highland Council

Community Safety, Public Engagement and Equalities Committee – 3 December 2014

Agenda Item	7
Report No	CPE 38/14

2014 Inverness Safe Highlanders

Report by Head of Policy and Reform

Summary

This report summarises the evaluation findings of this year's Inverness Safe Highlanders event and outlines areas for consideration when planning and delivering future events. The pictures included throughout this report are from young people participating in this year's event and illustrate what young people have learnt at this year's Inverness Safe Highlanders.



1. Background

- 1.1 Safe Highlanders is a nationally recognised partnership project which promotes community safety, health and crime prevention to Primary 7 or 1st year Secondary pupils.
- 1.2 The main Safe Highlanders event was held this year in Cameron Barracks in Inverness between 7 and 16 May with 1,640 Primary 7 pupils attending. The event was organised in partnership with High Life Highland who delivered the event on the Council's behalf. Satellite events also took place in a number of locations across Highland including Portree (18 June with 135 pupils attending) and Wick (2 and 3 September with 276 pupils attending). The list of schools that attended this year's Inverness Safe Highlanders event is included in Appendix 1.
- 1.3 The agencies involved in this year's Inverness Safe Highlanders event included the Highland Council, High Life Highland, Police Scotland, Scottish Fire and Rescue Service, Scottish Southern Energy, British Red Cross, Institute of Safety and Health, Maritime Coastguard Agency and Fujitsu.
- 1.4 As in previous years, the event was based on the principle of "learning by doing" where pupils through a range of simulated and practical exercises acquired life-saving skills; this was delivered through 8 safety themes including first aid, fire and water safety, safety on roads and internet safety. Young people were also presented with dangers of electricity, building sites and



substance misuse.

2. Evaluation of impact

- 2.1 Evaluation of this year's Inverness Safe Highlanders event was a formative process focusing on meeting event objectives and on identifying areas that could be improved in the future.
- 2.2 The Safe Highlanders Partnership has recognised that it is very challenging to measure the long term impact the event may have on pupils as the very nature of the programme is to help young people to avoid hazards to begin with. In an attempt to capture some of the event outcomes, young people were asked whether their attendance at the event would change their behaviour and make them feel safer. Such change of behaviour has become an objective for each of the safety themes delivered at the event and was measured through a pupil questionnaire issued to all the pupils attending (70% response rate achieved). A teacher questionnaire was also issued per school which, with follow up discussions with teachers, allowed for more comprehensive and in-depth evaluation of the event.



- 2.3 As presented in the table below, the Inverness Safe Highlanders event has met its objectives and improved on delivering its outcomes. 94% of pupils reported feeling safer and 98% of pupils reported that they will act differently in the future in order to stay safe. Across each of the 8 themes, between 95% and 99% of pupils reported positive outcomes.
- 2.4 There has been an increase in positive outcomes across a number of the strands evaluated between 2013 and 2014. However this may be due to pupils completing the evaluation immediately after the event in 2014 whereas in 2013 the questionnaire was issued to pupils 4 months after the event took place.



Safety Theme	Objective	Outcome
All	Pupils feel safer	94% 2014 (88% in 2013)
All	Pupils will act differently to stay safe	98% (92% in 2013)
Fire safety	Pupils will know what action to take if the smoke alarm goes off at their home	99% (98% in 2013)
Water safety	Pupils will know what to do if someone fell into the water	97% (84% in 2013)
Building site safety	Pupils will not enter building sites	98% (97% in 2013)
Internet safety	Pupils will be more careful about putting personal information online	97% (96% in 2013)
Electrical safety	Pupils will know what to do if they find someone electrocuted	95% (65% in 2013)
First aid	Pupils will know how to put someone in a recovery position	98% (95% in 2013)
Road safety	Pupils will now be more careful about crossing the road	98% (96% in 2013)
Substance misuse	Pupils will now know how to avoid being pressured into accepting alcohol/drugs.	98% (97% in 2013)

2.5 The importance of Safe Highlanders has been highlighted by teachers through teacher's questionnaires and as part of direct discussions. More teachers this year than in 2013 believed that the event makes pupils safer - 68% in 2014 comparing with 60% in 2013. However less of them thought that the event influences changes in pupil's behaviour. This is opposed to the views of pupils who not only reported feeling safer after attending the event but indicated that they will act differently in order to stay safe. This difference may be the result of enthusiasm gained following pupils' participation in a very interactive and out-of-classroom education experience.

3. Next steps

3.1 Planning is underway to deliver 2015 Inverness Safe Highlanders. The evaluation findings, together with teachers' feedback, will assist the Partners in improving service delivery and outcomes achieved at next year's event.

3.2 Planning for the 2015 event must incorporate even stronger links made with schools and teachers particularly around the event programme, delivery methods and meeting the needs of Curriculum for Excellence. As outlined in paragraph 2.5, there was a decline in teachers' satisfaction for all of these factors comparing with 2013 event. Agency discussions have also highlighted the need to keep the event and its delivery methods 'fresh' and in line with new technology. The issues highlighted will need to be considered and balanced with challenges such as venue availability, cost and time constraints on the day itself.

- 3.4 The Partnership recognises that the Safe Highlanders delivery model continues to be an innovative and cost effective way of delivering community safety messages to such a large group of young people. From the agencies' perspective the main challenge in delivering the event continues to be staffing. However, despite this, there remains enthusiasm amongst the Partnership to continue with the project in its current form. So far 6 agencies have committed to the next year's event; one is still assessing their involvement and one, the Maritime Coastguard Agency, has had to withdraw from the project for the first time in more than 10 years. This is following problems with finding a sufficient number of volunteers to deliver their input. Options are currently being explored for an alternative water safety message to be delivered by the Royal National Lifeboat Institution.
- 3.5 Volunteers are critical to the ongoing delivery of Safer Highlanders and the event would not be a success if there was not a huge amount of support from volunteers who assist in set delivery and escort pupils between the sets. To acknowledge this enormous contribution, and to ensure that this will continue over future years, discussions are in place to incorporate Safe Highlanders in a number of volunteering awards. Support was also provided by releasing Council staff with first aid certificates to provide first aid cover at the event during Council work hours.

4. Implications

- 4.1 Resource Implications – To date the £21,000 per annum for the Inverness event and £1,400 of grant funding available for satellite events has been accommodated within existing budgets and from pupil and partnership contributions. As part of the budget savings already agreed, this budget will reduce by £9,000 from 2014/15. This means that work will be required to attract sponsorship and other contributions to make the event sustainable.
- 4.2 Legal Implications – There are no known legal implications.
- 4.3 Equalities Implications – The event targets primary 7 pupils, this is agreed by partners to be the most effect age to get key safety messages across and also supports children in the transition from primary into secondary school. Assessments have been carried out and adaptations made to enable children with a physical disability to participate in the sets.
- 4.4 Carbon Clever Implications – Satellite Safe Highlanders events are held to avoid unnecessary travel across Highland.
- 4.5 Risk Implications – A risk assessment is carried out for each event, no issues requiring mitigation were identified.
- 4.6 Gaelic implications – There are no known Gaelic implications arising from this report.
- 4.7 Rural implications – All the schools from Inverness, Nairn, Badenoch & Strathspey and Ross-shire areas were invited to attend the 2014 Inverness Safe Highlanders event. This was a take-up of 94%. Satellite events provide geographical coverage although the sets available vary depending on partner contributions. In addition resource material and a DVD have been developed

and are accessible to all schools at the following link:

http://www.highland.gov.uk/info/396/crime_prevention_and_community_safety/320/safe_highlanders_event

Recommendations

Members are asked to note:

1. The evaluation findings and outcomes achieved of this year's Inverness Safe Highlanders event.
2. That planning is underway to deliver 2015 Inverness Safe Highlanders event.

Designation: Head of Policy and Reform

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Data collection and analysis: Fujitsu

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This school trip really changed the way I think about the road, the internet etc. I learned alot. For me, this was the best school trip I have been to.

List of schools invited to 2014 Inverness Safe Highlanders Appendix 1

Schools attending	Schools attending
Abernethy Primary	Hilton of Cadboll Primary
Achiltibuie Primary	Hilton Primary
Aldourie Primary	Holm Primary
Alvie Primary	Inshes Primary
Applecross Primary	Inver Primary
Ardersier Primary	Kilchuimen Primary
Ardross Primary	Kiltearn Primary
Auldearn Primary	Kingussie Primary
Aviemore Primary	Kinlochewe Primary
Avoch Primary	Kinmylies Primary
Badcaul Primary	Kirkhill Primary
Balloch Primary	Knockbreck Primary (Tain)
Balnain Primary	Lochardil Primary
Beaulie Primary	*Lochcarron Primary
Ben Wyvis Primary	Lochinver Primary
Bishop Eden Primary	Marybank Primary
Bridgend Primary	Merkinch Primary
Bualnaluib Primary	Millbank Primary
Bun-sgoil Ghaidhlig Inbhir Nis	Milton of Leys Primary
Cannich Bridge Primary	Milton Primary
Carrbridge Primary	Muirtown Primary
Cauldeen Primar	Mulbuie Primary
Cawdor Primary	Munlochy Primary
Central Primary	Newmore Primary
Coulhill Primary	Newtonmore Primary
Cradlehall Primary	North Kessock Primary
Craighill Primary	Obsdale Primary
Cromarty Primary	Park Primary School
Crown Primary	Poolewe Primary
Croy Primary	Raigmore Primary
Culbokie Primary	Resolis Primary
Dalneigh Primary	Rosebank Primary
*Daviot Primary	Shieldaig Primary
Deshar Primary	Smithton Primary
Dingwall Primary	South Lodge Primary
Dochgarroch Primary	**St Clement's School
Drakies Primary	St Joseph's RC Primary
**Drummond School	Stoer Primary
Duncan Forbes Primary	*Strathconon Primary
Farr Primary (Inv)	Strathdearn Primary
Ferintosh Primary	Strathgarve Primary
*Foyers Primary	Strathpeffer Primary
Gairloch Primary	Tarbat Old Primary
Gergask Primary	Tarradale Primary
Glenurquhart Primary	Teanassie Primary
Grantown Primary	Tomnacross Primary
Hill of Fearn Primary	Tore Primary
	Ullapool Primary

**did not attend as no primary 7 Pupils in 2014;*

***invited but did not attend*