



national
water safety
forum

A future without drowning:

The UK Drowning Prevention Strategy

2016-2026

BIENNIAL REVIEW
2016/17



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Development of the strategy document

This strategy review document was developed by members of the National Water Safety Forum (NWSF) strategy working group. The NWSF working group consists of:

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With particular thanks to the families who have shared their stories and the many individuals and organisations who have helped shape this document.



Foreword

George Rawlinson

Chair - National Water Safety Forum

It is now 2 years since the launch of the UK's first National Drowning Prevention Strategy, supported by the Government and a wide range of influential organisations. Since that time, a huge amount of effort has been invested in pursuing the 5 targets outlined in the strategy and this review document describes some of those excellent results. But it is evident that there is still much to do: the tragedy of accidental drowning, which tears families apart, still exists. It is proving very difficult indeed to reduce the number of fatalities that are occurring. We have evidence though, through first hand feedback that the 'call to action' and 'collaborative working' that the National Water Safety Forum asked for when the strategy was launched, is paying off.

For instance, we know that campaign advice positively changes behaviours and saves lives. So if we continue with our efforts we will see that downward trend in fatalities that we strive for. That is a very worthy goal indeed and it is vital that we continue to grow support for the initiatives that lead to a reduction in drowning.

Many organisations that support the national strategy have aligned their internal plans, focussing time money and resources on working towards a single cause to reduce drowning.

Sir Alan Massey CEO of the MCA says:

In the UK we are lucky to have access to the many miles of coastline that have been opened up by the government and landowners, enabling us all to enjoy the beauty of our beaches and coast. We want to encourage you to make full use of this access, but to do so safely.

I am pleased to say the Maritime and Coastguard Agency has put in place a drowning prevention strategy, which provides a plan of actions to meet the national targets. We are reinvigorating our current prevention activities, and encouraging our volunteers and operational staff to work alongside our partners to help keep the public safe on the coast.

The Government remains committed to reducing the number of drownings by 50% by 2026.

So thank you all for your hard work and support over the last 2 years and rest assured that by contributing to the UK's National Drowning Prevention Strategy you and your organisations are making a difference – saving lives, what better cause can there be?



Photo: Thearle Photography, Cowes

Background

The National Water Safety Forum (NWSF) is a voluntary association of organisations that have a wide variety of interests and responsibilities for water safety. It includes sports governing bodies, rescue services, regulators, navigation and harbour authorities, local government, utilities, and other representative groups.

In recognition of the need for a step change in our collective response to drowning prevention the NWSF launched the UK's first National Drowning Prevention Strategy (to be hereafter referred to as the Strategy) in 2016. Central to this are the long-term ambitions:

- **To reduce the number of accidental fatalities by 50 per cent by 2026**
- **To reduce risk amongst the highest risk population, group and communities.**

To this end, the NWSF has emphasised the following ways of working to progress within the initial years of the Strategy period:

- Improving evidence and data, most notably through the identification, reporting and analysis of water-related fatalities within the Water Incident Database (WAID)
- Supporting partners and enhancing networks, including aligning with new networks and those beyond the traditional scope of drowning prevention activity
- Providing leadership and advocacy through increased awareness of the burden of drowning and the issue both at a national and local policy levels
- Seeking to mobilise resources and sustained investments in activities which help us better understand the cause and scale of the drowning burden
- In addition to traditional indicators of harm, seeking to define and understand a range of measures and leading indicators that can help identify success and promising intentions.

The Strategy established five specific activity areas on which members' efforts would be focused for the first three years of the strategy period:

- **Every child should have the opportunity to learn to swim and receive water safety education at primary school and, where required, at Key Stage 3**
- **Every community with water risks should have a community level water safety risk assessment and water safety plan**
- **To better understand water related self-harm**
- **To increase awareness of everyday risks in, on and around water**
- **All recreational activity organisations should have a clear strategic risk assessment and plans that address key risks⁽¹⁾.**

Progress against these is covered in more detail later in the report. These activity areas are informed by the cross-cutting themes: ensuring safer communities and environments; addressing demographic and lifestyle risks; addressing activity based risks; seeking to engender safer behaviours and informed choices.

This is the first report of the Strategy period. It focuses upon the calendar years 2016/17.

CASE STUDY

Thames Tidal Safety Forum

The forum was established in response to a review of risk along the tidal stretch of the Thames. The primary aim of the forum is to seek a reduction in the number of accidental and suicide fatalities.

It consists of landowners and organisations with a search and rescue function, including the Port of London Authority, HM Coastguard, London Fire Brigade, Metropolitan Police Marine Unit, London Ambulance Service and Royal National Lifeboat Institution.

The group is seeking to reduce the (on average) 860 annual incidents involving people within the tidal stretch of the Thames. It is driving this through the creation of a collective plan over three years with tangible and practical steps to manage risk, including:

- Projects to improve and/or increase safety information at key points including bridges, river wall and pontoons
- Exploring the role of planning conditions, and how these can be used to create safer environments
- Exploring options to reduce risk among smaller watercraft users
- Maintaining a shared river incident analysis.

The core members have committed to a multi-year approach to prevention, with a mix of targets focused upon reducing harm and improving environment and behaviours. They work with other partners on a project-by-project basis, and alongside other safety groups in the capital. These include the broader focused Thames safety group and the London Home & Water Safety Council (LHWSC).



Photo: Thames Tidal Barrier

Supporting Partners and Enhancing Networks

Members have understandably taken different approaches in reaction to the Strategy, best described as three broad levels:

- (i) Commitment to principles of the Strategy: At the time of writing some 120 organisations have put in writing their commitment and support for the Strategy. These range from locally focused community groups to national organisations
- (ii) Embedding responses into organisational strategy: There has been a clear move from member organisations to ensure that internal discussions and therefore organisational outputs reflect the needs of the Strategy. Notable amongst these are:
- The Maritime and Coastguard Agency (MCA) producing a drowning prevention plan
 - The Royal Lifesaving Society (RLSS UK) embedding the strategy objectives within its 2017-2020 business plan
 - The National Fire Chiefs Council (NFCC) water safety group aligning plans within 49 fire and rescue authorities
 - RoSPA identifying areas of supporting and alignment for the Strategy within the National Accident Prevention Strategy

- The Mineral Products Association (MPA) and the NFCC agreeing to work together to address drownings in quarries
 - The Local Government Association (LGA) identifying drowning prevention as an issue and developing a joint programme with NWSF members
 - The RNLI have a strategic target to reduce accidental coastal fatalities and drowning.
- (iii) Multi-agency action plans: The Strategy has stimulated a great deal of action in areas where there are immediate and tangible opportunities to impact upon water safety. At the time of writing there were 20 local authority level partnerships in place covering millions of residents. The organisation and multi-agency partnerships currently stands at 60, many of these did not exist two years ago. These partnerships have made good progress towards the objectives of the Strategy, particularly in raising awareness of the drowning burden.

Enhanced Collaborative Working

The various organisations with an interest in drowning prevention, water safety and water rescue have a history of collaborative working. In this early period of the Strategy, there are some key successes that demonstrate this developing further to address its needs:

- The MCA, RNLI, NFCC, RoSPA and NWSF delivering a multi-agency response to the Transport Select Committee
- The enhanced data sharing agreement between the RNLI and the MCA
- The RNLI's collaboration with the National Trust
- The Canal and Rivers Trust partnership working with the RLSS UK to share and promote the 'runners and walkers' campaign
- The multi agency (emergency services, MCA, RLSS UK and local authority) approach to drowning prevention in Brighton at Christmas

- The Canal and Rivers Trust's increased activity with communities such as Bath, Leeds and Manchester
- The RNLI and Swim England Swim Safe programme expanded.

Further work

There is clearly a demand and enthusiasm among organisations to drive the Strategy into communities. The challenges over the next period will be:

- To ensure adequate scale and coverage towards 'at-risk' communities, both in terms of location and activity nationally
- For the NWSF to ensure these groups can access resources such as evidence/data and insights, networks and resources in a manner which is sustainable.



Photo: RNLB/Adrian Don

CASE STUDY

RNLI and National Trust collaboration

In the last few years the RNLI's Community Safety Team has been developing a significant partnership with the National Trust to develop five pilot areas where it can promote community safety in and around the water. Taking on a purely safety-focused approach, this is a key partnership as the National Trust has access to areas of land which are key regarding deaths, rescues and incidents.

The five pilot areas are:

- Three Cliffs Bay, Swansea
- Brancaster, Norfolk
- Newquay, Cornwall
- Hunstanton, Norfolk
- Birling Gap.

Three Cliffs Bay, Swansea was the first pilot area to be developed. It was chosen because there have been one to two drownings per year in the last three years.

As part of the partnership with the National Trust, a normal operation service of RNLI lifeguards began at Easter 2016 and continued throughout the 2016 season.

On August 28, RNLI Lifeguards rescued four kayakers after a rip current took them almost 40 metres out to sea. The courageous work of the lifeguards meant that the kayakers were brought back to shore unharmed.

The partnership has also prioritised working with the local community to reduce the number of deaths, rescues and incidents.

Education has been an important part of the RNLI's work at Three Cliffs. Lifeguards have talked with families and individuals about water safety, the face to face teams have spoken to people on the shore, holiday park assistants have been trained to deliver safety messages and lifeguards have given lessons in the local schools.

Community Safety Product Manager, Bridie Appleby-Gunnill, spoke more about what this partnership means for the RNLI:

'This partnership is vital for us as the National Trust is a key landowner in some higher risk areas. Already we have seen four lives saved and around 16,000 preventative actions occur. It's a fantastic opportunity for the RNLI to work at Three Cliffs, and it has opened doors between the two organisations for collaborative working and the roll-out of safety preventions around the coast. This is just the start of an important partnership.'

The partnerships in the four remaining pilot areas are currently being developed with the National Trust.

Providing Leadership and Advocacy

The Strategy has provided members with an opportunity to focus collective efforts on raising awareness of the scope and nature of the burden that drowning presents.

During the year a joint programme of work was agreed with the Local Government Association. This includes advice to councils to promote water safety within their communities⁽²⁾.

“The objective ‘To better understand water-related self-harm’ has led to the RNLI becoming a member of the National Suicide Prevention Alliance.”

A specific evidence session was called by the Transport Select Committee to consider the drowning prevention strategy and summer 2016 fatalities, including those at Camber Sands. Evidence was provided to the committee by the MCA, RNLI, NFCC and RoSPA on a range of topics including data collection and analysis, collaborative working and roles and responsibilities at the coast and within government agencies⁽³⁾.

The RLSS UK continued to provide secretariat support to the APPG for water safety education and drowning prevention.

The objective ‘To better understand water-related self-harm’ has led to the RNLI becoming a member of the National Suicide Prevention Alliance. This has stimulated greater discussion and understanding of drowning with the Samaritans.

Swim England supported a review into school swimming, focusing upon attainment of swimming and water safety skills whilst identifying barriers to access.

A series of national campaigns ran throughout the year providing visitors and communities with information, practical advice and opportunities to understand the danger open water can present.

Running through the summer months the principal campaigns were Respect The Water, Drowning Prevention Week and Drowning and Water Safety Awareness Week. Support for local awareness campaigns was also provided.

Further work

We will support the Water Safety Scotland network launch of its response (see separate box).

Over the medium term, engaging with local groups and policy making will be an ongoing and increasing area of effort for the NWSF and its members.

Response to the loss of life at Camber Sands

Seven people lost their lives at Camber Sands in two separate incidents during July and August 2016. In response to this tragedy a number of local and national steps are underway.

Following conclusion of the inquests, HM Coroner for East Sussex wrote to members of the NWSF and others to outline matters of concern. These included; understanding and promulgation of lessons to be learnt; the status and governance surrounding risk management requirements; the

impact of future changes along the coast including climatic factors and visitor profiles; the role of central government in managing safe access to beaches.

The MCA in their response to the Coroner have committed to commissioning an independent review of beach safety responsibilities to gain an understanding of the national situation, due to report in 2018.

CASE STUDY

Water Safety Scotland: National Strategy Response

Water Safety Scotland (WSS) was established in 2014 in response to a number of drivers and influences, including the Paddy Tomkins report. Its 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.

The group consists of charities, businesses, national governing bodies, emergency services, family representatives, government and local authorities.

Water Safety Scotland has two aims:

- To reduce accidental drowning deaths by 50 per cent by 2026
- To contribute to the reduction of water related suicide

The work of Water Safety Scotland includes:

- Writing a response to the UK Drowning Prevention Strategy
- Attending National Water Safety Forum meetings
- Meeting four times a year to discuss drowning incidents and interventions
- Bringing together targeted group of Scottish organisations to help achieve its aims and objectives
- Collaborative working and sharing best practice across Scotland.

Through lead members, RLNI, RLSS UK and RoSPA, the development of Water Safety Scotland and the draft Scottish Drowning Prevention Strategy seeks to guide an action plan within the devolved framework⁽⁴⁾.



Photo: National Coasteering Charter

Mobilising Resources and Sustained Investment in Drowning Prevention

The NWSF is a voluntary association of organisations involved with water safety, and as such it benefits from significant contribution in kind from its members.

An ongoing challenge is to balance this low resource approach with opportunities posed by the Strategy and a growing network.

This is an issue the coordinating group has considered throughout the year, underpinned by the principle of the NWSF-enabling drowning prevention activity. To this end several key steps were taken.

The NWSF commissioned an independent review of its governance and membership arrangements, with the aim of ensuring an organisation that is fit for the purpose throughout the Strategy timeframe.

Notwithstanding the above, a key task has been the development of an improved WAID system. Work has begun to develop and agree a business case for a new system.

Work has started to align the advisory groups and/or create the target groups. These new groups will contain a communications specialist to ensure messaging will be specific to advisory group areas.

Income for the NWSF is generated by contribution from the principal members, including the MCA. NWSF monies are held by RoSPA. At 31 March 2017 cash in hand stood at £76,540.

Expenditure is managed across three areas:

- Maintenance and development of the WAID service
- Secretariat and coordination role
- Projects as directed by coordinating group.

Further work

Based upon the independent advice provided, the NWSF will take forward a revised structure and governance model.

Subject to the above and current resource arrangements, it needs to ensure target groups are progressing.

It will finalise and submit the business case for an improved WAID service with existing key funding and potential partners.

Improving Evidence, Measuring and Tracking Success

A project to review the WAID fatality dataset for the period 2013-16 (circa 6000 records) was commissioned. This project aligned the historical record set to the new version two taxonomy, enabling a consistent trend line to be maintained.

Work to enable members to self-report and analysis the existing dataset has started.



Photo: RLSS UK

CASE STUDY

School Swimming Review

The Swim Group, chaired by Olympic medallist Steve Parry, was formed following the publication of the Government's sport strategy Sporting Future. The Group was asked to consider the challenges around swimming and water safety in schools and to submit recommendations on how swimming in primary schools can be addressed⁽⁵⁾.

The review made 16 recommendations to ensure that all children leave primary school able to swim and have the right water safety knowledge and skills. Of note are:

- The Government to support a new national Top-up Swimming programme to ensure all primary school children reach the statutory standards for swimming and water safety. Initial resources should be targeted at Group 1 schools
- The Department for Education to add a condition as part of the Primary Premium monitoring that primary schools must publish curriculum swimming and water safety attainment levels
- The Department for Education to support the national roll-out of a new Curriculum Swimming and Water Safety Resource Pack to all primary schools and curriculum swimming providers, including promotion of a new achievement award for pupils.
- The Government to include the swimming programme of study within the next review of the National Curriculum

- The Department for Culture, Media and Sport to work with the Swim Group and Sport England to develop a question for the Active Lives: Children's Survey (KPI 5) that requests information regarding swimming proficiency
- The Government to encourage all local authority areas to develop a school swimming and water safety delivery plan to support primary schools to meet their PE national curriculum requirements
- Secondary schools to work with national water safety groups to ensure intervention messages are strongly reinforced at Key Stage 3 and 4 to reduce the high number of incidents in these age groups.

Steve Parry commented:

“We know that over a thousand schools don't teach swimming even though it is a statutory requirement. At the moment, we are failing our children by not helping them learn an essential skill. Hundreds of people drown every year and that is something we can remedy.

“Water safety is the only part of the national curriculum that will save children's lives, it can't be treated as an optional extra.”

Progress of Target Themes

1. Every child should have the opportunity to learn to swim and receive water safety education at primary school and where required at Key Stage 3

Members of the Swim Advisory Group contributed to the Government's (HSE) principal safety advice for the sector, Managing safety in swimming pools (HSG179). The advice applies to all commercial swimming pool premises and activities in the UK.

Swim England (ASA) developed updated safety management advice for its swim schools.

Swim Safe programme locations were doubled to 14. Run in partnership with Swim England (formally

the Amateur Swimming Association), these fun sessions give children free practical training to boost their confidence in open water. Over 7,000 children took the training in 2016.

The review of learn to swim and water safety education was completed and submitted to the Minister for Sport and Civil Society.

2. Every community with water risks should have a community-level water safety risk assessment and water safety plan

This target theme is a central activity, one that will reflect effort across multiple themes. As such much of the effort in the previous year has been to consolidate learning and networks. There have been several early successes:

- Organisational communities such as the RNLI, MCA, RLSS UK, NFCC and MPA have worked to develop plans within their own networks. These have helped to focus communication work in this year alongside broader delivery plans for the medium term. Communities such as the inland navigation authorities, water and reservoir companies have long established risk management approaches for visitor and water safety
- Agreements with key stakeholders have been developed in support of this target and aligned work. Notable among these is an agreement to work with the Local Government Association to provide its members' councils with a set of resources and tools which can enable councils to develop plans specific to their needs, whilst aligning to the NWSF objectives
- Review and revision of selected risk assessment guidance and tools: work continues to update and revise advice for landowners

- Realigned network: Given the scale and breadth of the task associated with this target, the communities have been split into coastal and inland groups, with a recognition that several organisations will have interest or risks that sit within both spheres.

Further work

Publication of a framework that local authorities can use with multiple agencies to develop local water safety plans.

A better understanding of both the barriers and gaps within local authorities and multi-agency partnerships.

Explore options to take forward recommendations made by Public Health Wales in their review of child drowning, seeking to learn lessons from the successful development of Water Safety Scotland.

3. Increase awareness of everyday risks in, on and around water

The adoption of coordinated approaches to campaigns and providing messaging on the key risk issues were the focus of effort for members throughout the year.

National campaign periods developed coverage through key periods such as the summer months, freshers' week and bank holidays. Topics such as understanding cold water shock or travelling home safely at night were reinforced by several organisations.

Cooperative media responses enabled key spokespeople with specialist knowledge to be put forward, providing correct and timely advice.

Coordinating calendars, assisting with evidence-informed messages proved a challenging but valuable task throughout the year.

Embedding communication specialists within the broader NWSF network has provided some early benefits.

CASE STUDY

Don't Drink and Drown

Don't Drink and Drown is a national campaign that warns drinkers to steer clear of walking by or entering water when under the influence of alcohol.

Around a quarter of all adult drowning victims have alcohol in their bloodstream.

The campaign was launched following a string of tragic student drownings. It has two targeted time frames through the year where RLSS UK and partners push messaging these are September and December.

4. All recreational activity organisations should have a clear strategic risk assessment and plans that address key risks

Since the launch of the Strategy, the Government began two reviews which directly affect the progress of this target.

- Publication of the Sporting Future strategy: The Government commissioned a review of the Duty of care within sport⁽⁶⁾. The review, led by Baroness Grey-Thompson, considered the extent and nature of the duty owed to participants throughout their journey from beginners to post-elite athletes. It touched upon topics such as health impacts, safeguarding, specific medical factors (such as concussion) and the structures that shape and govern these. Several recommendations were made by members, including the need for better understanding of risks to safety, and the underpinning evidence plus policies and obligations upon boards to provide visible leadership and responsibility for these. The review was presented to the Minister with a response to be developed through 2017/18.

- Review of the Adventurous Activity Licensing Authority: Members fed into the ongoing review of AALA, which governs providers of adventure activity to children and young people. The review has looked at the scope and how best to provide proportionate regulation. Members have provided response to the terms of reference, scoping and consultation phases⁽⁷⁾.

Further work

SH2OUT: A project to improve the safety and provision of open water swimming venues was launched by the RLSS UK and British Triathlon. Participation among open water swimming has been growing and the project recognises the need to develop safer venues and a positive open water experience⁽⁸⁾.

Initial steps have been taken to review the target group members, with a reformed group during 2017/18.

Progress of Target Themes

5. To better understand water-related suicide

The initial phase of the Strategy period was 'to better understand water-related self-harm'. This workstream has been led by the RNLI, in conjunction with NFCC and MCA.

The RNLI has been working to develop our knowledge and understanding to explore how the organisation can contribute to the wider field of suicide prevention. There are two key drivers for the work: to prevent loss of life and to manage/mitigate the impact on our volunteers and staff who are exposed to this area of lifesaving.

Although still at preparatory stages, progress to date has been steady and has allowed the organisation to take initial steps into the field of suicide prevention, specifically in relation to: evidence and research, supporting the wellbeing of staff and volunteers, identifying partnerships and collaborations, and community led initiatives.

We acknowledge that we are not experts in what is a complex and multifaceted field of work. As such we have placed significant emphasis on building partnerships with agencies with experience and

expertise in suicide prevention to continue to build our knowledge and understanding and to guide any future contribution.

As a result of this work we have gained a good understanding of the system as a whole including upstream approaches (inclusive of Public Health promotion and action, mental health resilience, raising awareness) as well as downstream (more tangible preventative actions and initiatives).

Further effort is required to establish exactly how the target group members will contribute in the future to suicide prevention (for example, education, supervision, rescue and influence) and to fully assess what impact we can expect to have.

One key learning that will need to be considered over the coming months is the wording of the theme/objective. This currently states water-related 'self-harm'; however we are in fact referring to water-related suicide. Whilst self-harm is a risk factor for suicide, the policies, approach, prevention measures and outcomes are different for self-harm and suicide.

CASE STUDY

The National Suicide Prevention Alliance

Identifying, developing and maintaining effective coalitions is critical to the success of drowning prevention in general and certainly vital to any work the RNLI undertakes in relation to suicide prevention. The organisation recognises that it is a complex and multifaceted area and one which it will not tackle alone.

Over the last 12-18 months, the RNLI has placed significant emphasis on building relationships at both strategic and local levels and aims to continue this work. By drawing on the knowledge of organisations that are already working centrally on suicide prevention, the RNLI is better positioned to contribute to this area of work, and to consider the development of its own suicide prevention strategy in line with the overall RNLI mission to save more lives at sea.

In 2016 the RNLI became a member of the National Suicide Prevention Alliance (NSPA). As an alliance

of public, private and voluntary organisations in England, the NSPA provides a network of knowledgeable and influential members which have not only enabled an improvement in the RNLI's understanding of suicide prevention, but also an opportunity to gain guidance on best practice and to share information and ideas.

In July 2016 the RNLI presented at the annual members' meeting outlining the initial thoughts and challenges in relation to developing a more formal approach to policy and action for water-related suicide prevention.

As a member of the NSPA the RNLI is signed up to support the collective objectives and outcomes of the alliance, but also to work towards an individual action plan showing what work the organisation is doing in this area.

At A Glance: Progress and Further Work by Theme

✓ Outputs for 2016/17

🕒 Intended actions for 2017/18

Every child should have the opportunity to learn to swim and receive water safety education at primary school and where required at Key Stage 3

- ✓ Review of learn to swim and water safety education completed and submitted to Minister.
- ✓ Assisted revision of the Government's primary safety guidance for swimming pools (HSG179) due for publication Oct 2017.
- ✓ Updated Swim England advice for swim schools.
- ✓ Swim Safe programme further expanded.

Every community with water risks should have a community-level water safety risk assessment and water safety plan

- ✓ Scoping activity to understand extent, gaps and/or variance between communities
- ✓ Review and revision of selected risk assessment guidance and tools
- ✓ Partnership agreements with key stakeholder communities
- ✓ Creation of a coastal target group and broader inland waters group to help drive community target.
- 🕒 Publish framework for water safety communities
- 🕒 Seek to review a sample of local authorities and other communities' performance against the standard.

To better understand water-related self-harm

- ✓ Completed scoping phase 'to better understand'.
- ✓ Identified and attending broader networks.

Increase awareness of everyday risks in, on and around water

- ✓ Five national member-led campaign periods covering key at risk periods such as summer months, and key topics such as understanding cold water shock or travelling home safely at night
- ✓ Coordinating approaches to campaigns and providing key messaging.

All recreational activity organisations should have a clear strategic risk assessment and plans that address key risks

- ✓ Members provided a detailed response and panel members for the Government's 'Duty of care' within sport review
- ✓ Members fed into the ongoing review of the Adventurous Activity Licensing Authority.
- 🕒 Review and form target group membership.

Improving evidence and data and measuring success

- ✓ Built WAID reporting platform to enable wider use of data (In beta)
- ✓ Agreed version 2 WAID taxonomy, allowing for better causal factors analysis and record quality
- ✓ Fully reviewed and updated c. 6000 historical fatality records to v2 taxonomy. Publication of updated analysis FY2017/18.
- 🕒 Take forward business case and funding proposals for WAID v2 service.

Supporting partners and networks

- ✓ Member organisations have embedded delivery elements into their corporate plans.
- ✓ Over 80 national and regional organisations have committed to assist with the plan.

Providing leadership and advocacy

- ✓ Coordinated and detailed response to the Transport Select Committee enquiry into drowning prevention.
- 🕒 Respond to Camber Sands Regulation 28 actions to members and Government.

Mobilising resources and sustained investment in drowning prevention

- ✓ Commissioned a governance review of NWSF
 - ✓ Developed business plan for an improved WAID system.
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References

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- (8) <https://rlss.org.uk/water-safety/sh2out/>

Glossary

AALA	- Adventure Activities Licensing Authority	NSPA	- National Suicide Prevention Alliance
APPG	- All Party Parliamentary Group	NWSF	- National Water Safety Forum
CRT	- Canals & Rivers Trust	RNLI	- Royal National Lifeboat Institution
LGA	- Local Government Association	RLSS UK	- Royal Lifesaving Society UK
MCA	- Maritime and Coastguard Agency	ROSPA	- Royal Society for the Prevention of Accidents
MPA	- Mineral Products Association	WAID	- Water Incident Database
NFCC	- National Fire Chiefs Council (Formerly CFOA)	WSS	- Water Safety Scotland

Publication URL: <http://nationalwatersafety.org.uk/strategy/info/strategy-year-two-review.pdf>

Suggested citation: National Water Safety Forum (2017) The UK National Drowning Prevention Strategy Biennial Review



