



national  
**water safety**  
forum

***Strategy for Improving  
Water Safety***

Jim Watson  
NWSF Deputy Chair

# INTRODUCTION



**Forum structure and membership**

**Information and WAID**

**NWSF Strategy**



## Coordinating group

### Advisory groups

Sea, Beach, Swim, Inland,  
Watersports

Exec support

WAID admin

Project groups

Funding,  
Governance  
group



# Members, Contributors....



**No activity can be made Risk Free**

**Benefits taken into account**

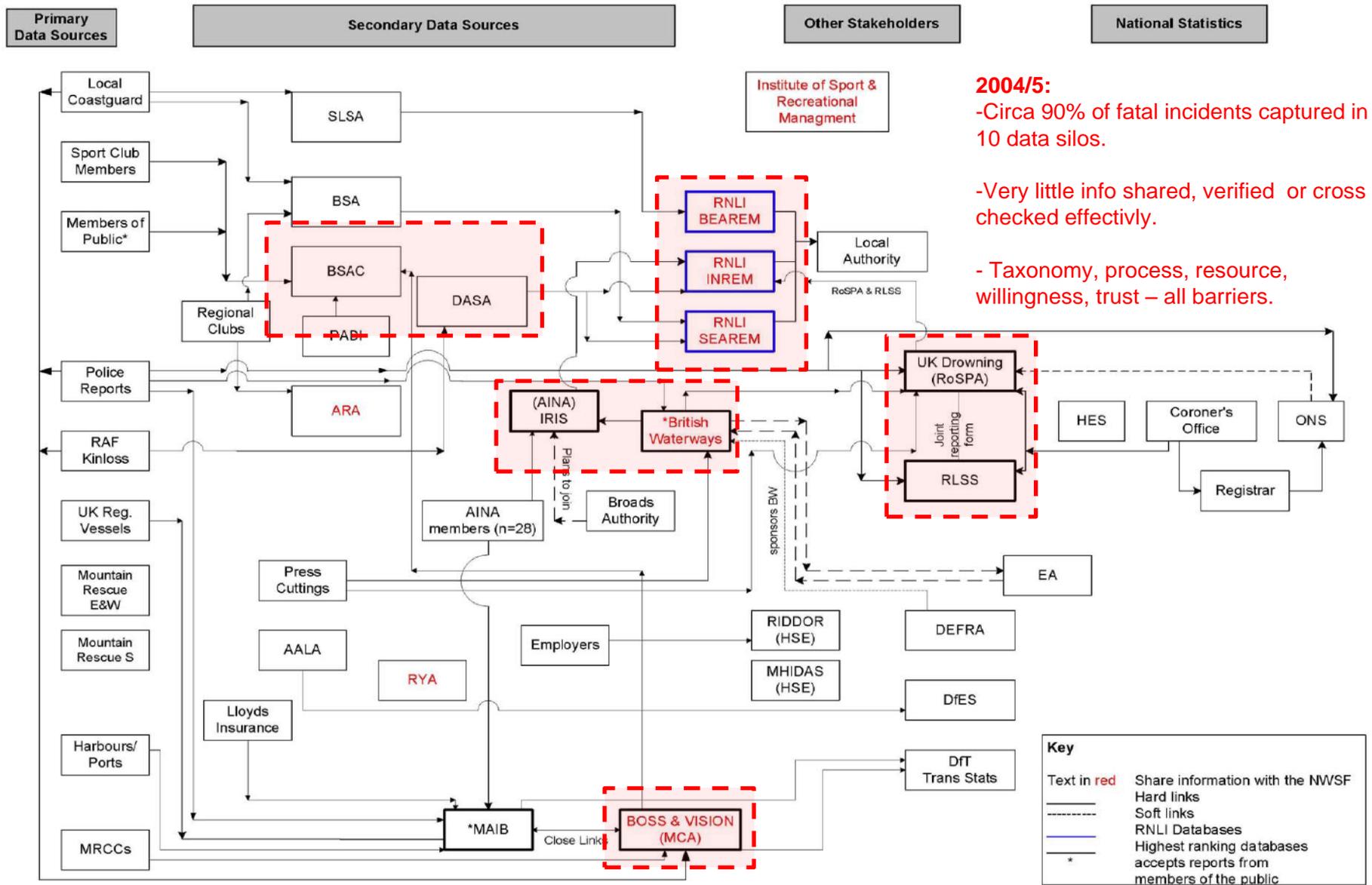
**Avoid restricting access**

**Avoid regulatory controls**

**Learn from the Past (WAID)**

....





**2004/5:**  
 -Circa 90% of fatal incidents captured in 10 data silos.

-Very little info shared, verified or cross checked effectively.

- Taxonomy, process, resource, willingness, trust – all barriers.

Figure 1 Relational diagram to show current commonalities and data linkage

*UK water related fatalities 2009  
WAID database report*

January 2011  
1st Issue

*UK water related fatalities 2010  
WAID database report*

February 2011  
2nd Issue

UK water related fatalities 2011  
Water Incident Database Report

December 2012

UK water related fatalities 2012

Water Incident Database Report

JULY 2013

**ROSPA**  
The Royal Society for the Prevention of Accidents

**Delivering Accident Prevention  
at local level in the new public  
health system**

Part 2: Accident prevention in practice

Fact Sheet Water safety benefits, risk and choice

Safety issue

Raise awareness

Education

**ROSPA**  
The Royal Society for the  
Prevention of Accidents

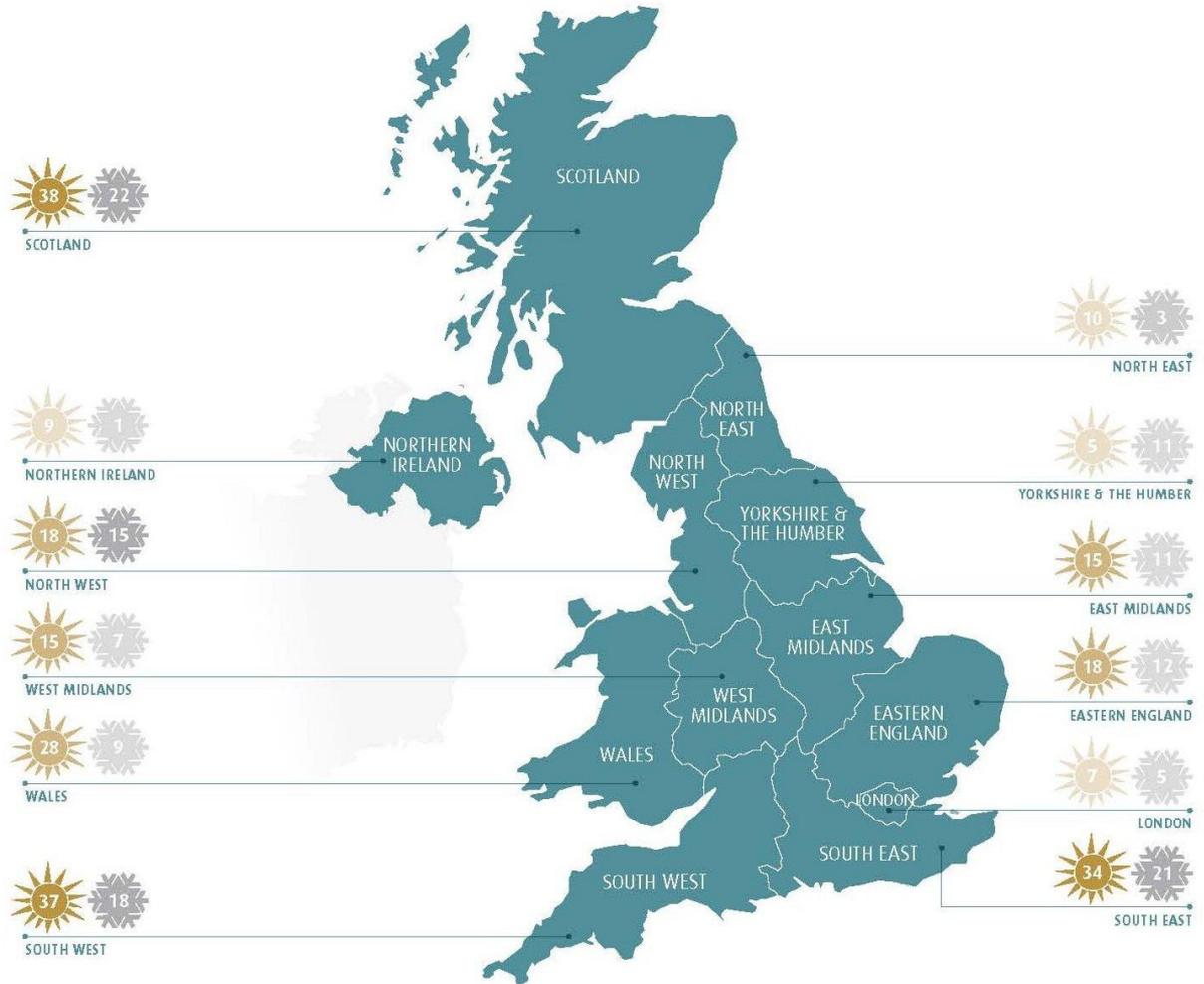
In partnership with

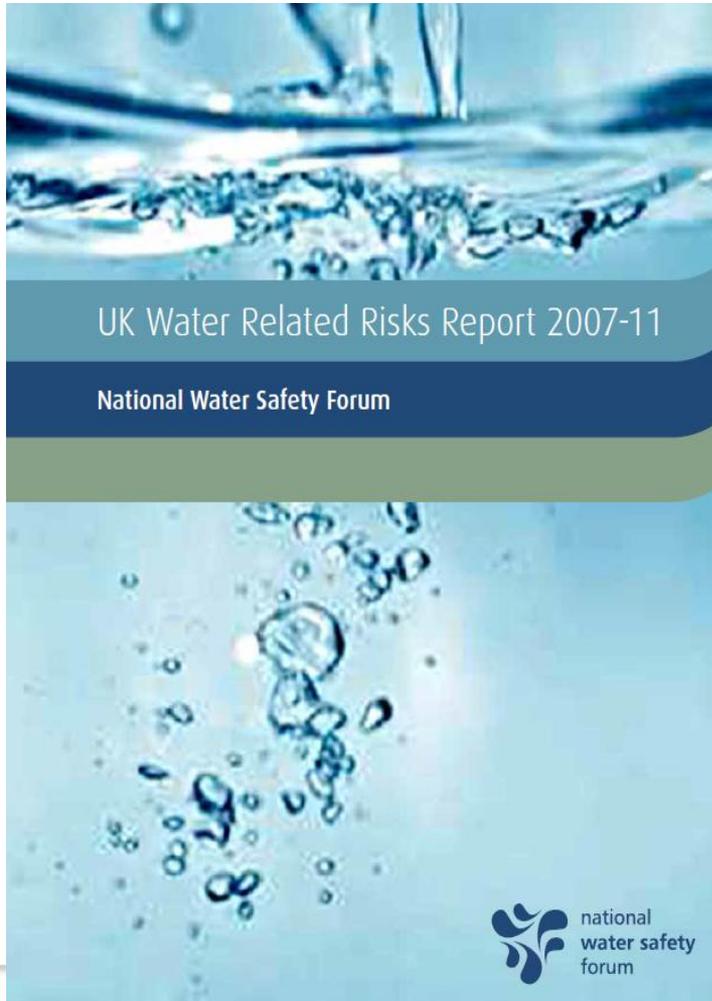
Public Health  
England

**Assessing Inland Accidental  
Drowning Risk**

# 2012 Deaths in water

<b>Scotland</b>	<b>60</b>
<b>Wales</b>	<b>37</b>
<b>Northern Ireland</b>	<b>10</b>
<b>England</b>	<b>249</b>
<b>Total</b>	<b>371</b>





## Voluntary Activity Analyses



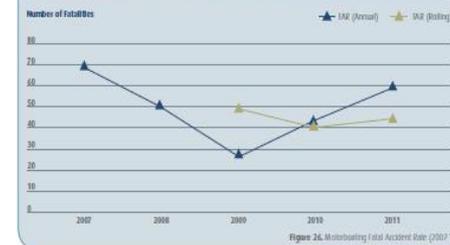
## Motorboating Activities

### Motorboating

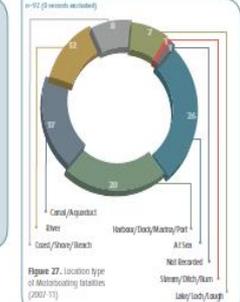


**Definition:** Include all forms of Motor-boating except Personal Water Craft (PWC) which have their own category.

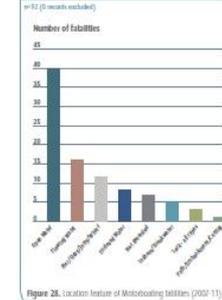
#### Motorboating (Combined) Fatal Accident Rate (FAR)



#### Location Type



#### Location Feature



#### Age Distribution



#### Comments and observations

The WARD Administration team have found that the location type 'At Sea' has tended to be over used by some stakeholders where other descriptors would have been more appropriate. Action has been taken to reduce this data quality issue but care should be taken when interpreting 'location type' data.

# ACTIVITY BY GENDER

## Fatalities among voluntary activities by gender (2007-11)

n=1104

Number of fatalities

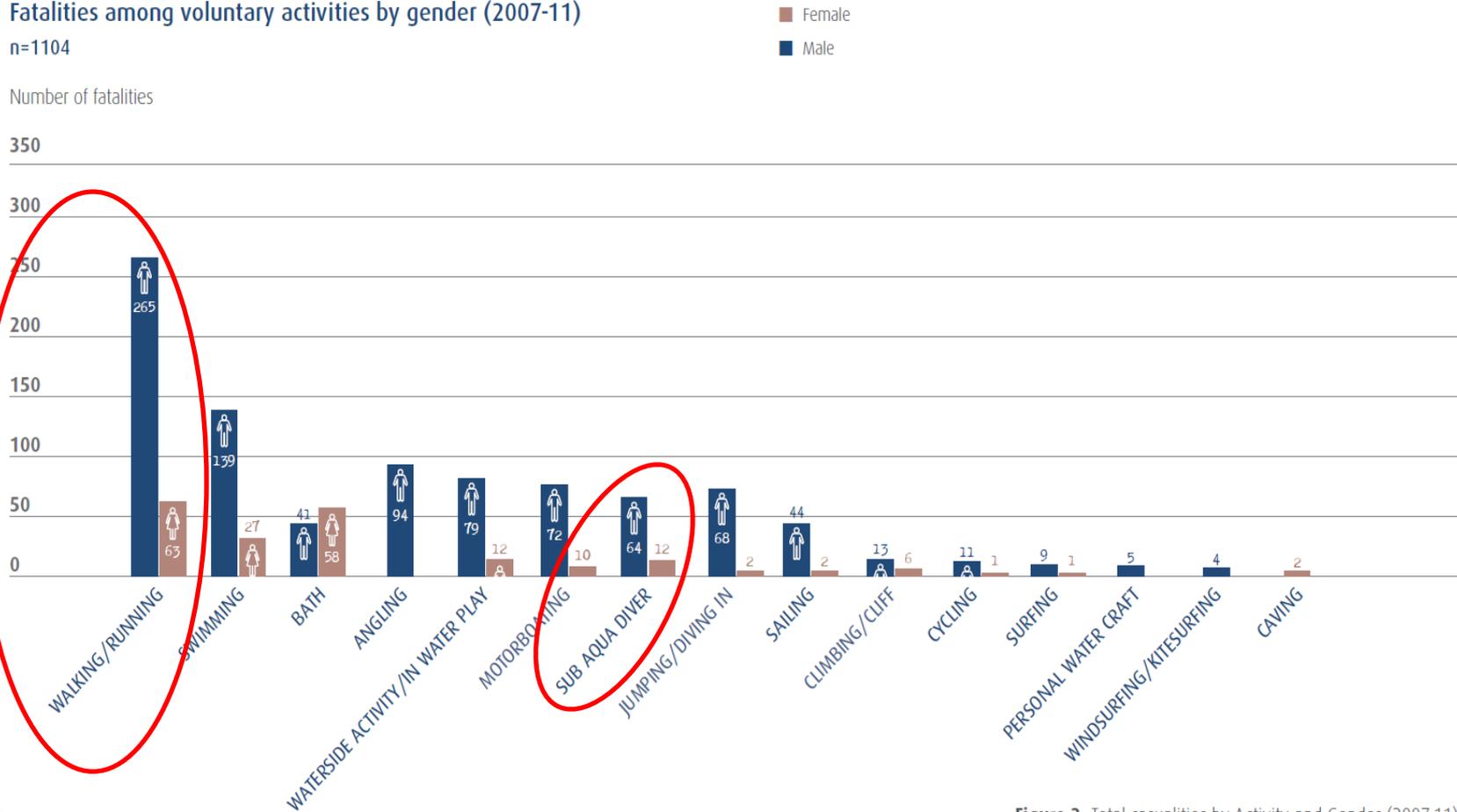


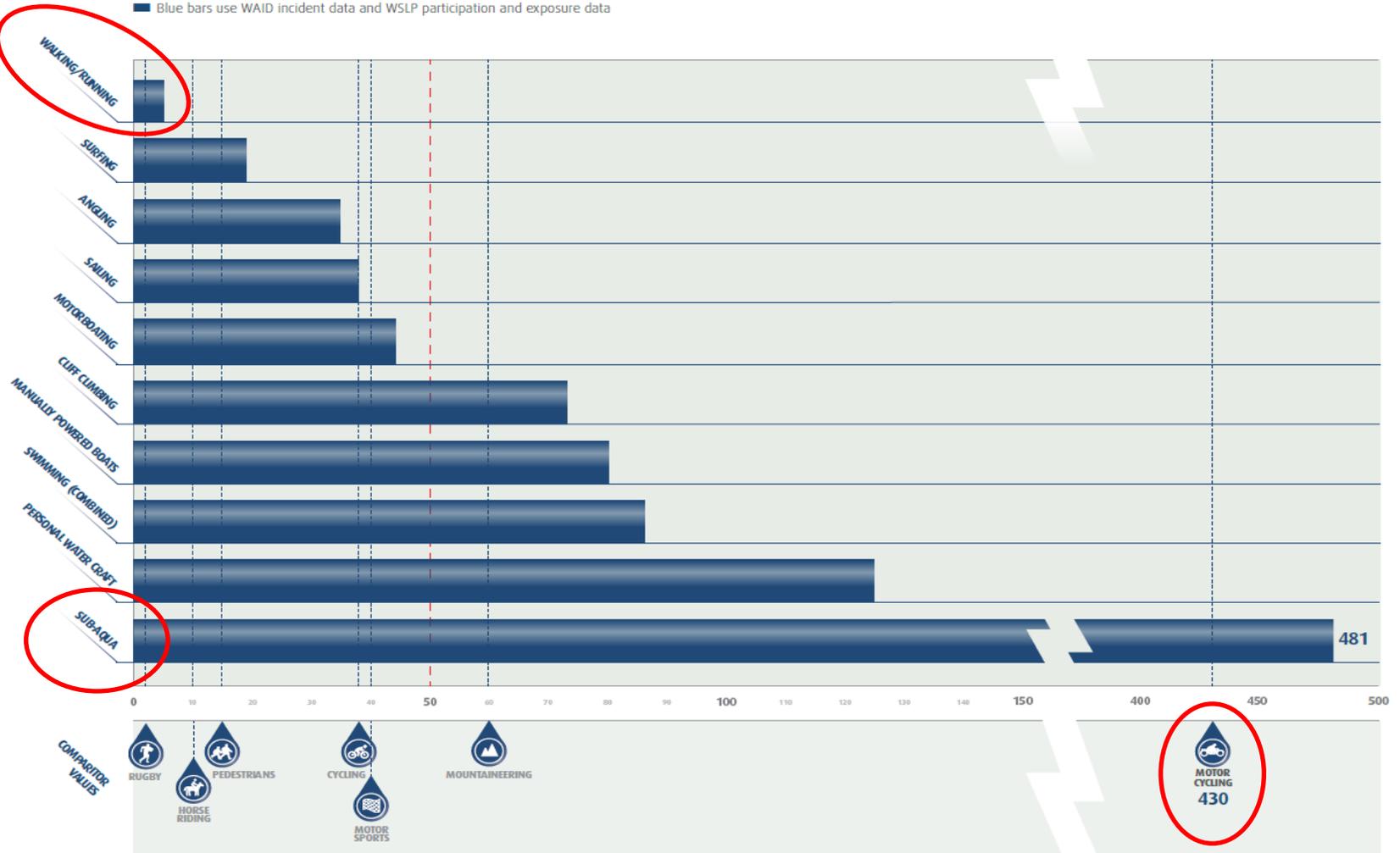
Figure 3. Total casualties by Activity and Gender (2007-11)

# RATE COMPARISON

## 100 MILLION HOURS

Fatal Accident Rate per 100 million hours exposure

Blue bars use WAID incident data and WSLP participation and exposure data



## NWSF Aims and Objectives

- Be expert, independent and influential
- Be open, accessible and inclusive
- Adopt an **evidence-led approach** based on sound risk management principles (The NWSF 'Principles for Water Safety')
- Work to ensure water related activities are carried out at a level of risk acceptable to society and to the participant.
- Provide a portal for water safety information and advice
- Have a strong, independent voice with UK governments
- **Encourage** self-reliance and competence
- **Encourage** increased leisure use of water and access to the health and well-being benefits it brings.
- **Encourage** a consistent and coherent approach to risk management

## Strategic targets

1. Continuing reduction in rates of fatal and non-fatal incidents
2. Every child to leave school with swimming ability and water safety skills
3. All NGBs, emergency services and corporate bodies with water safety responsibilities to be contributing to WAID by 2016
4. Increase the NWSF's influence so it is recognised as the platform for national cooperation in reducing harm from water related activity.

Top level – What we want to achieve



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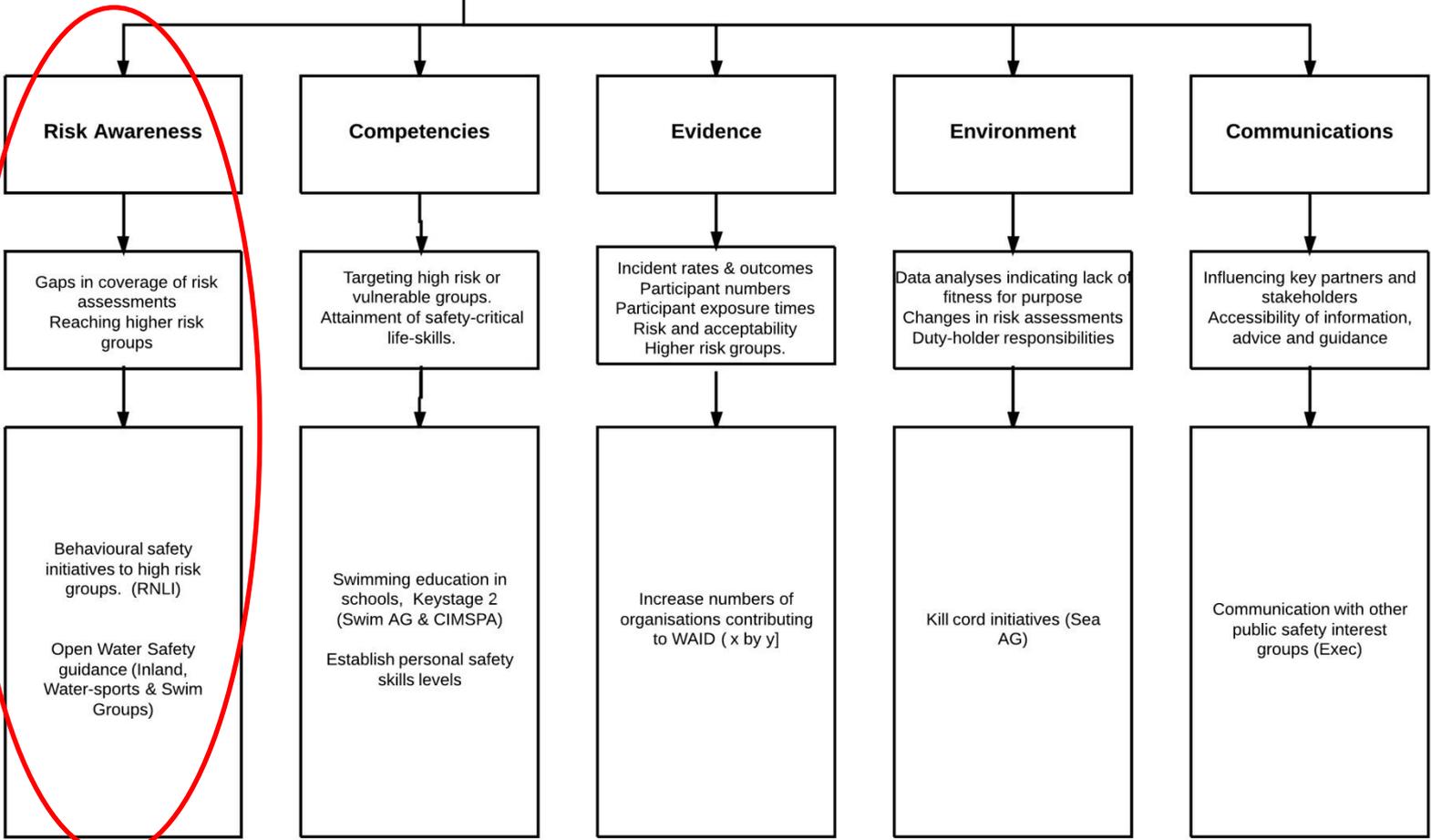
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**Workstreams**

**Drivers of initiatives**

**Specific initiatives – not comprehensive list**





## SEGMENT 2

Young  
Intermediates

Size of segment 7.4%  
Risk Level: 1 (Highest)

### Life Stages

50%  
AGED 18-30



14.5% IN  
EDUCATION

### Dive Experience



41%  
— SCORED AS —  
INTERMEDIATE

### Diver type



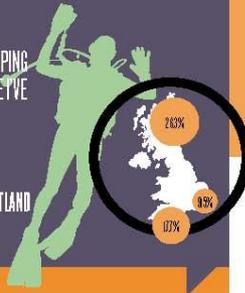
32% DIVE  
ABROAD  
MOST OFTEN



39.7%  
FROM SHORE

"I ENJOY THE  
THRILL OF JUMPING  
IN SOMEWHERE I'VE  
NEVER BEEN  
BEFORE"

26% DIVE IN SCOTLAND



### Dive Motivations

75% EXCITEMENT  
'IMPORTANT' OR 'VERY  
IMPORTANT'



74.6% EXPLORING  
WRECKS 'IMPORTANT'  
OR 'VERY IMPORTANT'



### Precautions

40% NO THOROUGH  
BUDDY CHECK LAST DIVE  
63% NO SAFETY DRILL  
LAST 12 MONTHS



### Key Risk Incidents

66% SEPARATED  
FROM BUDDY  
36% REGULATOR  
NOT WORKING  
5.9% SUFFERED DCI



### Risk



RISK RANK 1



AUDIENCE PROFILING RESEARCH:  
LEISURE DIVERS

Summary Segmentation Report

# WHAT CAN YOU DO?



- 1. Member and WAID Contributor**
- 2. Risk profile Scotland**
- 3. Obligations on Local Authority**

