

KEEP SAFE EVALUATION

I Am Me Scotland 2023



A Partnership with



**POLICE
SCOTLAND**
Keeping people safe
POILEAS ALBA

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I AM ME SCOTLAND

Changing attitudes and behaviours so that disabled and vulnerable people in Scotland feel safe in their communities.

- 1 The Keep Safe initiative
- 2 Introduction
- 3 Data Collection
- 4 Summary
- Section 1
- 5 Key Questions—all respondents
- 5.1 How did you hear about the Keep Safe initiative?
- 5.2 Do you think Keep Safe is a worthwhile initiative?
- 5.3 Has the Keep Safe initiative made you more aware of disability hate crime and harassment?
-
- 5.4 Are you more likely to report incidents now that you are aware of the Keep Safe Initiative?
-
- 5.5 What do you think the benefits of Keep Safe are to the community?
- Section 2
- 6. Accessible Survey data
- 7. Keep Safe Police Survey data
- 8. Keep Safe Places Survey data
- 9. Keep Safe Carers Survey data
- 10. Keep Safe General Survey data
- 11. Keep Safe Ambassadors data
- Section 3
- 12. Improvements
- 13. Recommendations
- 14. Conclusion
- 15. Keep Safe pictures
- 16. Notable quotes

Author: Aimee McLellan

1. The Keep Safe Initiative

1.1 I Am Me Scotland is a multi-award-winning community-based charity that works in partnership with Police Scotland to 'Change attitudes and behaviours so that disabled and vulnerable people, in Scotland, can feel safe in their community'. There are two key initiatives; Keep Safe and #MakeaDifference.

I Am Me is a suite of educational resources with a focus on harm prevention. The resources range from raising awareness of disabilities, bullying and hate crime, to highlighting issues such as drug and alcohol use, mental health and children's rights.

Keep Safe is a national network, led by Police Scotland, which creates Keep Safe Places for anyone to go if they feel lost, scared, or vulnerable when out in the community. Keep Safe Places can be businesses or community buildings, that are identified by displaying the I Am Me logo sticker in the window. They are also listed on the Keep Safe Scotland App, and a note of participating businesses is shared with Police Scotland control room call handlers. [Click here](#) to watch a short video about the Keep Safe initiative.

1.2 Keep Safe places must complete a criteria form which is checked and approved by Police Scotland. All Keep Safe places must have the window sticker on display and staff must receive training. A Police contact is available in every Police division, to assist with the operational management of the initiative, across Scotland.

1.3 Keep Safe cards are available for anyone to use and detail information about any health conditions, communication requirements and who to contact in the event of an emergency. Cards are available free from Keep Safe premises, to download from www.iammescotland.co.uk or by contacting I Am Me Scotland.



Keep Safe My name is _____ + Things you need to know about me and my health _____ _____ _____ _____ How I communicate _____ _____ Any other details _____ _____ _____	People who can help me Name _____ Number _____ Name _____ Number _____ Name _____ Number _____ In a non emergency call the police on 101 In an emergency call the police on 999 Police Scotland www.scotland.police.uk I Am Me www.iammescotland.co.uk
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This evaluation aims to measure the success of the Keep Safe initiative and highlight areas of good practice. This report will follow a similar format to the previous evaluation carried out in 2017, to allow for a direct comparison of the overall public opinion and effectiveness of various elements of Keep Safe.

'Keep Safe' is a national initiative that has been rolled out across Scotland. Using the same logo in all local authority areas therefore encourages independent travel across local authority boundaries.

Keep Safe is currently active in all 32 local authority areas in Scotland, with at least one premise in each. In total, there are currently 992 Keep Safe places (breakdown to right).

Due to the preventative nature of the initiative, it is often difficult to quantify the benefits of Keep Safe. Many Keep Safe card users have highlighted that they like to know there is a network of safe places where they can seek assistance if required. The network can increase a person's confidence to travel independently and to have an active role in community life. Keep Safe enables every member of the community to lead an active and fulfilling life, having the confidence to know there are places to go, if needed: ***'It give vulnerable people a safe place they know they can come into at any point'.***

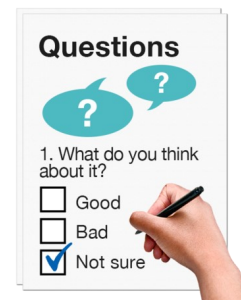
Local Authority Areas	Number of Keep Safe
Aberdeenshire	25
Aberdeen	20
Angus	29
Argyll & Bute	64
Clackmannanshire	12
Comhairle nan Eilean Siar	4
Dumfries & Galloway	82
Dundee	45
East Ayrshire	32
East Dunbartonshire	6
East Lothian	40
East Renfrewshire	17
Edinburgh	42
Falkirk	16
Fife	24
Glasgow City	44
Highland	23
Inverclyde	24
Midlothian	11
Moray	12
North Ayrshire	15
North Lanarkshire	11
Orkney	2
Perth & Kinross	44
Renfrewshire	119
Scottish Borders	22
Shetland Islands	1
South Ayrshire	20
South Lanarkshire	39
Stirling	35
West Dunbartonshire	37
West Lothian	21
COPFS	17
Scottish Courts	37
Total	992



This evaluation has used a mixed methods approach using both quantitative and qualitative research methods to evaluate the use and public opinion of the Keep Safe Scotland initiative. Quantitative research was the primary method of data collection which included closed ended survey questions that were created in accordance with the research aims and allowed for a direct comparison to the previous evaluation carried out in 2017.

Responses to five key questions were collected from all seven target participant groups details below, which enabled measurement of the overall level of success and highlight areas for improvement.

Qualitative data collection methods included open ended survey questions, these were tailored specifically to the survey groups, including an accessible version. This method of data collection provided insight into the opinions of survey respondents. It also allowed for further analysis of the quantitative data.



Survey Title	Target Audience	Number of responses	Method of data collection
Keep Safe Places	931 Keep Safe places	81	Online – Email (hard copies available on request)
General Survey	Community/General Opinions	71	Online
Accessible Keep Safe Survey	Disability Groups (Milldale, Patons, TAG, Things Tae Dae, Engage)	68	Focus Groups
Parent/Carer/Support worker	Carer or support worker for someone who would benefit from Keep Safe	16	Online
Police Partners	Police SPOCS/Trainers	59	Online and hard copies at training sessions.
5 Key question survey	General public	353	Online and hard copies at events.
5 Key questions—online Keep Safe training	Keep Safe places	71	
Total Participants		719	

It was initially anticipated that the general survey would be the main method of survey data collection, however it became clear that some people were reluctant to fill out a longer survey, to counter this a shorter survey with only the 5 key questions was created as a method of reaching and engaging with a larger audience.

The following 5 Key Questions were asked in all survey groups:

- **Key Q 1— *How did you hear about the Keep Safe initiative?***
The purpose of this questions is to determine how Keep Safe is currently marketed, and to highlight any areas of improvement for promotion.
- **Key Q 2— *Do you think Keep safe is a worthwhile initiative?***
The purpose of this question is to determine the opinion of Keep safe— whether those who may benefit from it find it a worthwhile initiative?
- **Key Q 3— *Has the Keep Safe initiative made you more aware of Disability Hate Crime and harassment?***
The purpose of this question is to determine whether or not the Keep Safe initiative has been successful in raising awareness of Disability Hate Crime and harassment.
- **Key Q 4— *Are you more likely to report incidents (of suspected hate crime) now that you are aware of the Keep Safe initiative?***
The purpose of this question is to determine whether Keep Safe is contributing towards the promotion of people coming forwards to report incidents of disability hate crime (around 97% currently goes unreported—Mencap).
- **Key Q 5— *What do you think the main benefits of Keep safe are to the community?***
The purpose of this question is to determine what (if any) benefit Keep Safe has on communities.

Section one of this evaluation shall focus on the 5 key questions covered across the seven survey groups. Further questions were asked of some of the participating groups and a selection of these will be shown in Section two of this report. Recommendations, suggestions and conclusions are detailed in Section Three.

The Keep Safe consultation exercise was completed by 719 people, an increase of 9% following from the 660 people who participated in the previous evaluation in 2017. All surveys had the same 5 key questions.

The consultation has helped identify areas of good practice and areas for improvement.

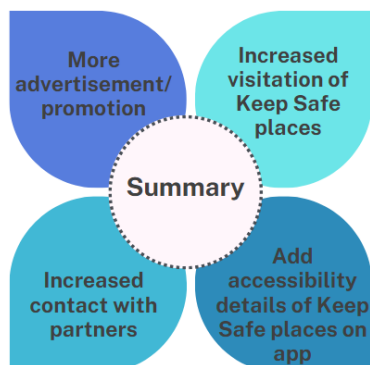
Main Headlines



- **96.4%** of all respondents believe that Keep Safe is a worthwhile initiative.
- **88.6%** stated that's Keep Safe has made them more aware of disability hate crime.
- **87%** of respondents stated they were more likely to report a hate crime due to the Keep Safe initiative.
- **95%** of respondents felt that Keep Safe helps people to feel safer in the community.
- **79%** stated that Keep Safe acts as a reassurance/gives people confidence when out in the community.
- **91%** of Police Officers noted that the Keep Safe initiative was easy to roll out.
- **99%** of Keep Safe Ambassadors enjoyed the training.

SUGGESTIONS FOR IMPROVEMENT

Respondents were asked if there was anything we could do to improve the initiative?



FURTHER COMMENTS

- *'I use them as a safe place to meet my daughter. She goes there straight from school and I meet her there. Could be a café, shopping centre etc but always a Keep Safe place.'*
- *'Family member suffers dementia, these establishments are a lifeline when he is out and about'*
- *'I think it's wonderful to see Police Scotland working so closely with the Glasgow community. It shows people that you care'*
- *'I use the shops as I know that it is a safe place if I did feel I needed support. Knowing that makes me feel more relaxed and supported'*
- *'PC Ross was incredibly kind, humble and informative when delivering our KeepSafe training, leaning on personal and professional experience she has had in her role as a Police Officer, to educate us on the topic. She is a credit to both Police Scotland and to the KeepSafe Initiative.'*

5 key questions

'Keep safe is amazing! I first became aware of it on Instagram and have went on to follow their updates on other platforms, what they do for the public is brilliant. It has highlighted the many issues of hate crime to me.'





ENABLE Scotland's ACE Group is an Active Community of Empowered people with learning disabilities who come together to work on breaking down the barriers to an equal society for people with learning disabilities.

Contact enabledirect@enable.org.uk to find out more.

I like coming to ACE to meet our people and get involved with campaigns such as this, our anti-bullying campaign #BeTheChange and also the Kiltwalk!
Christopher

Ever since the stabbing in Bathgate I was so afraid to go to my sisters house on my own. To be able to go to a Safe Space to ask for help would make me feel safe.
Faye

Sometimes it is noisy in town which can make me uncomfortable. A safe space where I could sit and calm down would make a big difference when I'm out and about.
Colin

I have lovely next door neighbours who look out for me. It would be great to be able to go other places and also feel looked out for rather than looked at.
Violet

Sometimes when I am in the street people target me to ask for money and cigarettes. It is hard for me to deal with. Having somewhere to go to get away would make me more comfortable going out.
Lynne

I like the Designer Outlet Centre in Livingston and I'm excited they have signed up to the Safe Space Scheme
Arlene

The Keep Safe initiative works with a network of businesses such as shops, libraries and cafes who have agreed to make their premises a 'Keep Safe' place for people to go if they feel frightened, distressed or are the victim of crime when out in the community.

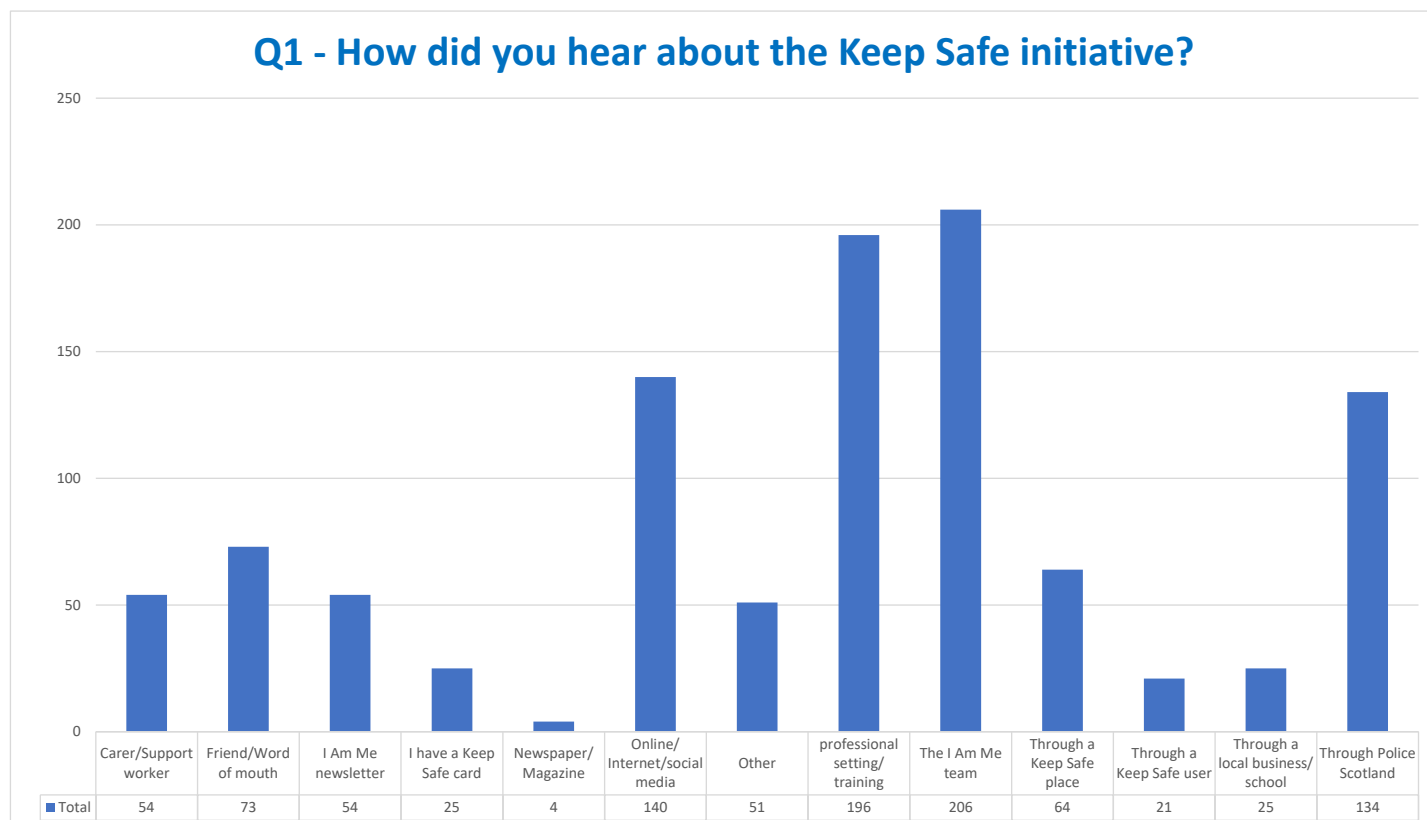
Contact Rhona Douglas (Rhona.Douglas@scotland.pnn.police.uk)

[Return to table of contents](#)

5. KEY QUESTIONS—ALL RESPONDENTS

5.1 How did you hear about the Keep Safe Initiative?

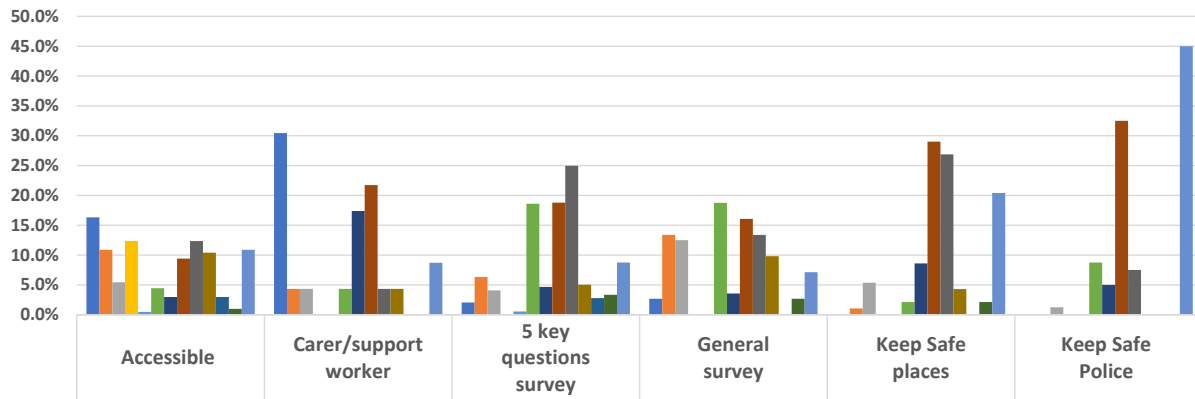
(Total—All groups: 719 respondents with 1047 responses)



- 5.1.1** Question 1 was a multiple choice question, with many respondents choosing more than one option.
- 5.1.2** To help understand how best to promote Keep Safe, it is important to find out how people are currently hearing about the initiative.
- 5.1.3** **30.3% (196)** of all respondents heard about the initiative in a professional setting in comparison to 2017 showing a decrease of 6.7%, where as Online is up by 14% to **23% (140)** in comparison to 2017, this is likely due to most work channels being relocated online during the COVID-19 pandemic between 2020-22.
- 5.1.4** 8.3% (54) of the respondents had heard about The Keep Safe Initiative via the I Am Me newsletter.

5.1.5 Q1 - Breakdown by group

Q1 - How did you hear about the Keep Safe initiative?

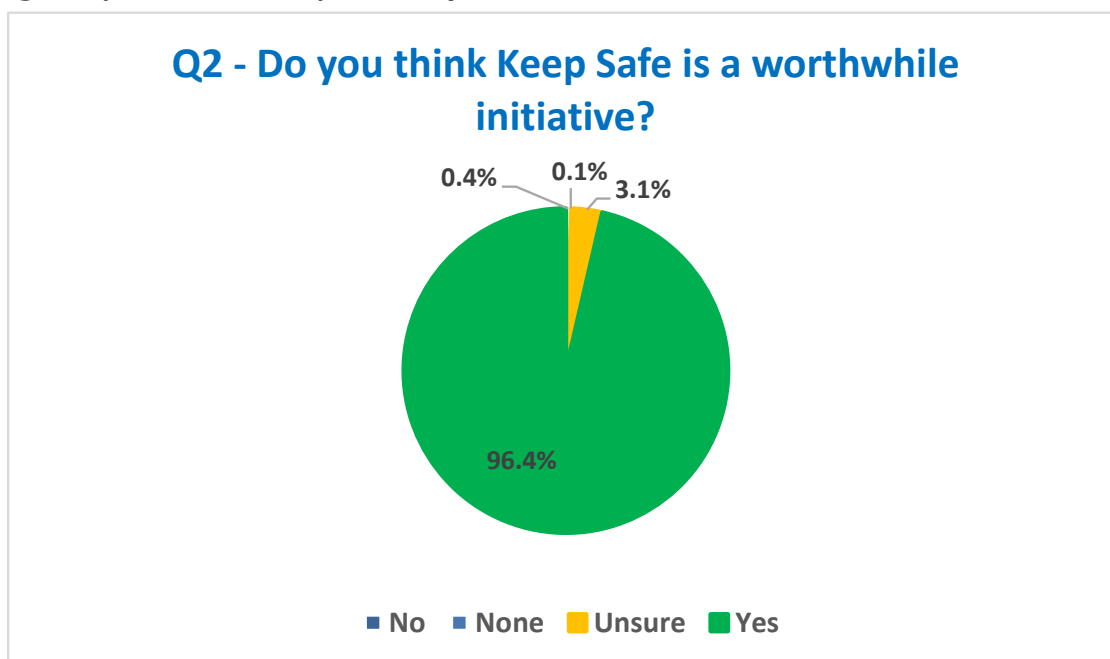


	Accessible	Carer/support worker	5 key questions survey	General survey	Keep Safe places	Keep Safe Police
Carer/Support worker	16.3%	30.4%	2.0%	2.7%	0%	0%
Friend/Word of mouth	10.9%	4.3%	6.3%	13.4%	1.1%	0%
I Am Me newsletter	5.4%	4.3%	4.1%	12.5%	5.4%	1.3%
I have a Keep Safe card	12.4%	0%	0%	0%	0%	0%
Newspaper/Magazine	0.5%	0%	0.6%	0%	0%	0%
Online/Internet/social media	4.5%	4.3%	18.6%	18.8%	2.2%	8.8%
Other	3.0%	17.4%	4.7%	3.6%	8.6%	5.0%
professional setting/training	9.4%	21.7%	18.8%	16.1%	29.0%	32.5%
The I Am Me team	12.4%	4.3%	25.0%	13.4%	26.9%	7.5%
Through a Keep Safe place	10.4%	4.3%	5.0%	9.8%	4.3%	0%
Through a Keep Safe user	3.0%	0%	2.8%	0%	0%	0%
Through a local business/school	1.0%	0%	3.4%	2.7%	2.2%	0%
Through Police Scotland	10.9%	8.70%	8.8%	7.1%	20.4%	45.0%

- 5.1.6** **20.4% (19)** of Keep Safe places and **45% (36)** of Police Officers heard about the initiative through Police Scotland.
- 5.1.7** The value of word-of-mouth advertising is demonstrated by the fact that **26.9% (25)** of Keep Safe places learned about the initiative through the I Am Me team and **30.4% (7)** of carers/support workers did so from another carer/support worker.
- 5.1.8** Due to the other suggested ways being included as options in the current evaluation, the percentage of 'Other' methods has substantially decreased from 38% to 4.9% since 2017.
- 5.1.8** **17.4% (4)** of carer/support workers learned of the initiative through 'other' methods with all including: through other work channels.

5.2 Do you think Keep Safe is a worthwhile Initiative?

(Total—All groups: 719 responses)



5.2.1 **96.4% (693)** of all respondents stated that they thought Keep Safe was a worthwhile initiative. This is an increase in 2.4% from 2017. Further positive comments include:

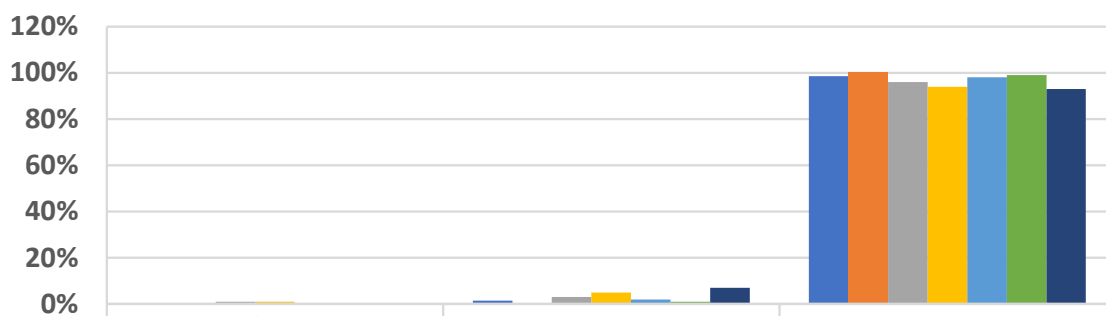
- *'Having worked with learners with physical and cognitive issues, some of them profound, I realise the fears they express when out and about on there own or indeed with support. They are intimidated verbally and sometimes physically on a scarily regular basis. This is why the Keep Safe initiative is vital to their wellbeing.'*
- *'For many the world is a daunting place, particularly after 2 years of Covid restrictions. Keep Safe can provide reassurance and give confidence that support is there if needed.'*
- *'I believe that the keep safe initiative is very worthwhile and essential for everyone including young children and young adults. It is essential that we give some of the most vulnerable people in our society the correct information to keep themselves safe.'*
- *'It's really beneficial to meet our local police officers, and find out more about how to report hate crimes.'*
- *'I think its fantastic that we have places for people to come if they don't feel safe and get help rather than feel scared and alone.'*

5.2.2 Of the **0.4% (3)** that answered no and the **3.1% (22)** that answered unsure the following comments were noted:

- *'Its an important initiative but it feels a bit like creating victim solutions rather than dealing with perpetrators'*
- *'I personally feel these initiatives only work when there is a lot of support behind the ideology of what the initiative is supposed to represent.'*

5.2.4 Q2 - Breakdown by group

Q2 - Do you think Keep Safe is a worthwhile initiative?



	No	Unsure	Yes
Accessible	0%	1%	99%
Carer/support worker	0%	0%	100%
5 key questions survey	1%	3%	96%
Keep Safe places	1%	5%	94%
Keep Safe Police	0%	2%	98%
Keep Safe training	0%	1%	99%
General	0%	7%	93%

5.2.5 The majority of participants found the Keep Safe initiative to be worthwhile. **100% (16)** of Carer/Support workers believe the initiative is worthwhile which is an increase by 8% from 2017. with further comments including:

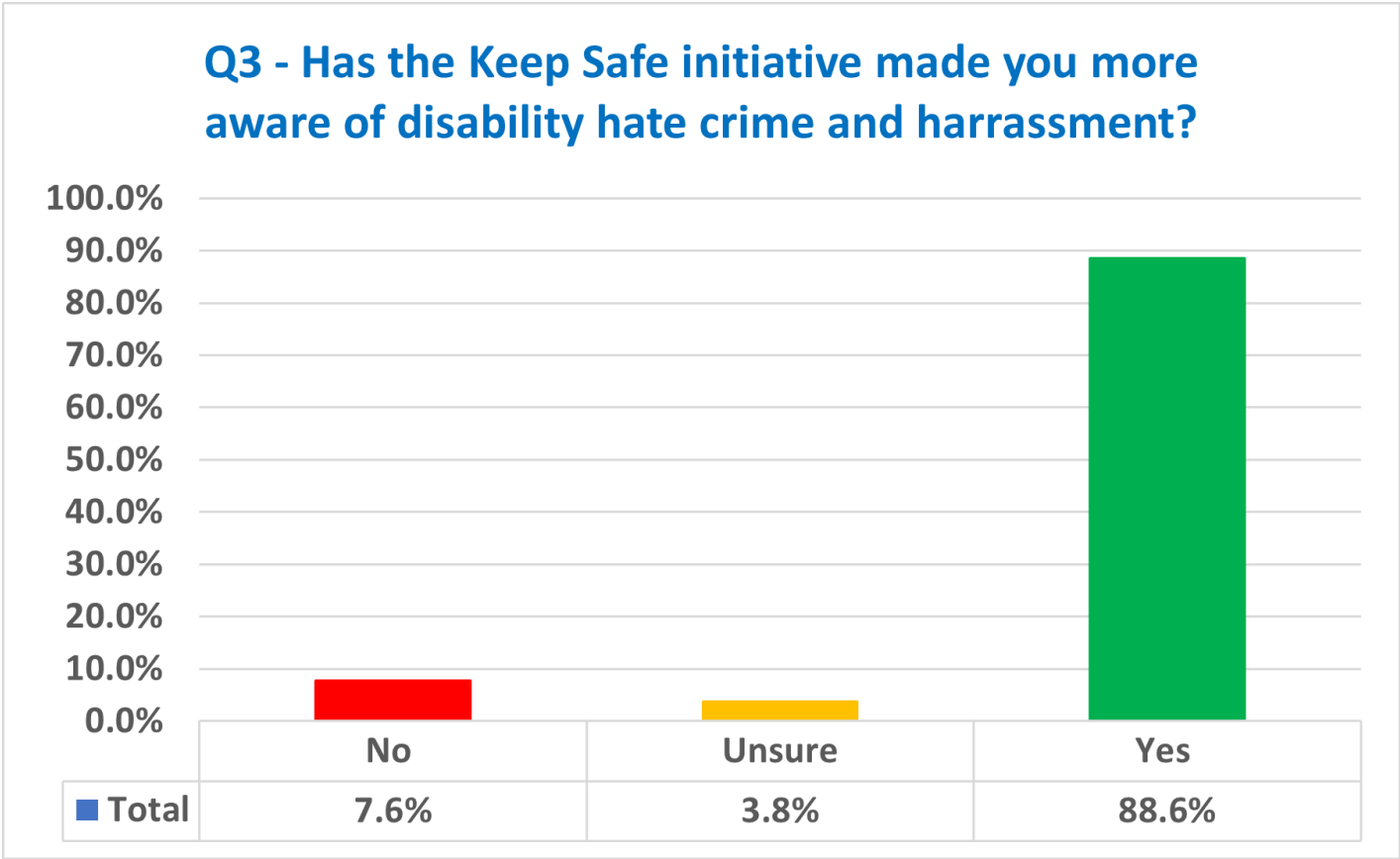
- ***'Great initiative as often the guys we support are out alone and teaching them about Keep Safe allows them to know about what to do if they feel unsafe.'***
- ***'Gives vulnerable people some back up knowing members of public are looking out for them - As a safe place disclose any kind of abuse.'***
- ***'Will help people feel confident to go to these places.'***

5.2.6 Of the survey respondents that answered no or unsure 13 had left comments:

- ***'Don't know enough about this'***
- ***'I don't know too much about it'***
- ***'Never heard of it!'***
- ***'Need more information'***
- ***'Don't know much about it'***
- ***'Don't know enough about it to comment'***
- ***'Not had anyone use it and I think we would help people anyway whether we were or no a Keep Safe Place.'***

5.3 Has the Keep Safe initiative made you more aware of disability hate crime and harassment?

(Total—All groups: 719 responses)

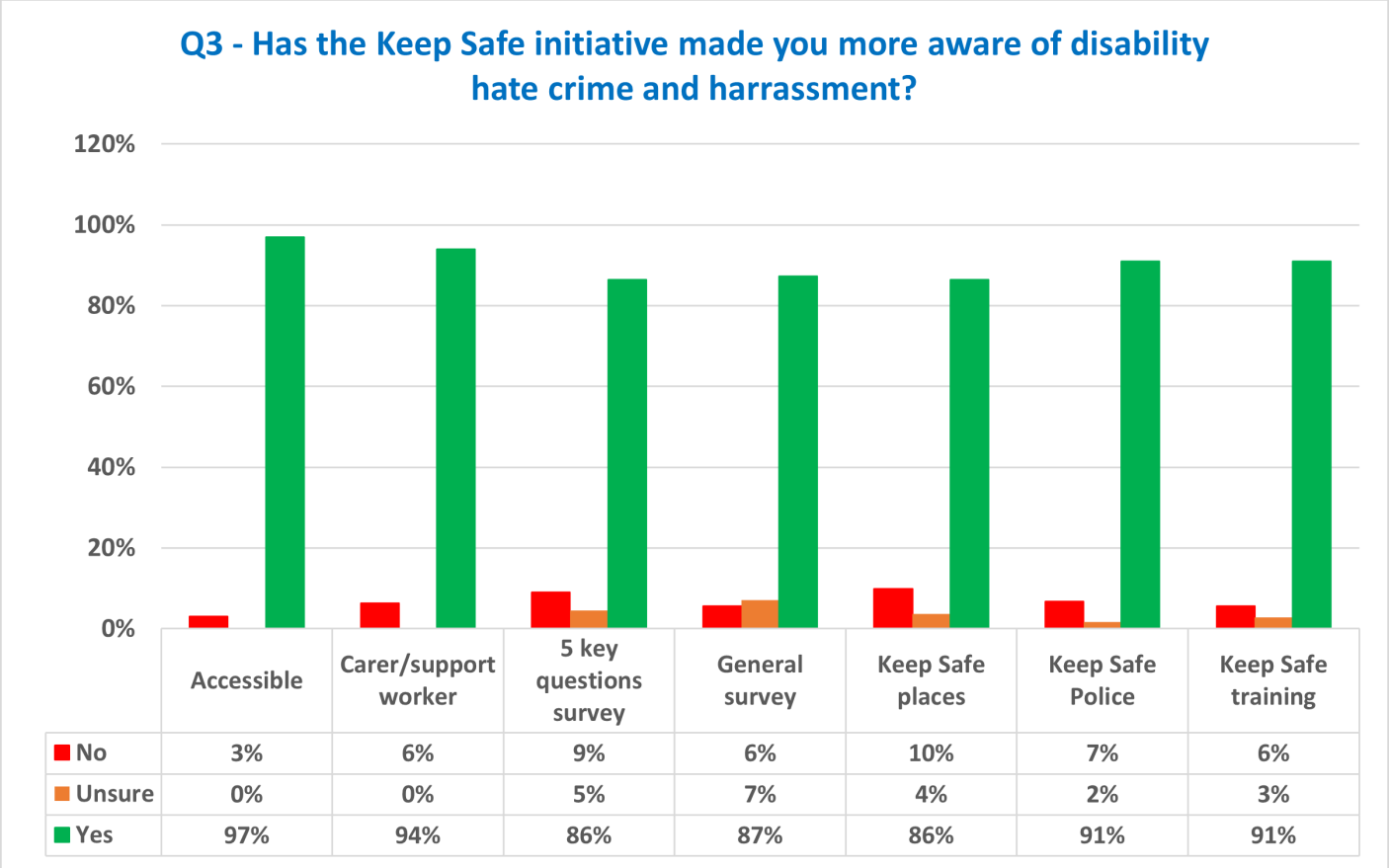


- 5.3.1

88.6% (637) of all respondents noted that the Keep Safe initiative had made them more aware of disability hate crime and harassment; this is an increase of 4.6% since 2017. All Keep Safe locations receive training on what disability hate crime is. When the COVID-19 pandemic struck in 2020 online Keep Safe lessons were constructed and posted on the I Am Me Education Platform for Keep Safe premises, primary and high school pupils, police officers, and disability groups which could account for the % increase. [Click here](#) to access the FREE section of the platform.
- 5.3.2

7.6% (55) stated that Keep Safe has not made them more aware of disability hate crime and harassment, 12 comments were left and the majority (11) of these respondents noted that they were already aware of disability hate crime prior to hearing about the Keep Safe initiative.

5.3.3 Q3 - Breakdown by group



5.3.4 **97% (65)** of responders to the accessible survey and **91% (54)** to the Keep Safe Police survey said that the project had increased their awareness of disability-related hate crimes and harassment, with further comments including:

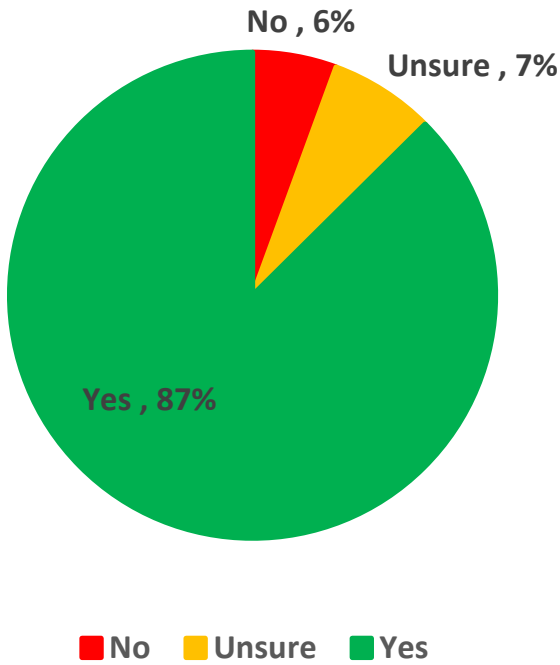
- *'Although I was aware of disability hate crime and harassment, I feel I have gained more knowledge/confidence as a result of the Keep safe process in looking at the 'wider picture' and offering supports to both businesses and persons affected.'*
- *'Keep Safe has made me stop and think about the extra support members of the community may need when out in public, especially if they are victims of hate crime.'*

5.3.5 **10% (8)** of Keep Safe places stated that Keep Safe did not make them more aware of disability hate crime and harassment, with one comment stating *'we were already aware of this'*.

5.4 Are you more likely to report incidents now that you are aware of the Keep Safe initiative?

(Total—All groups: 716 responses)

Q4 - Are you more likely to report?



5.4.1 **87% (626)** of respondents stated they would be more likely to report incidents of suspected hate crime now that they are aware of the Keep Safe initiative, which is an increase in 5% from 2017. With some commenting:

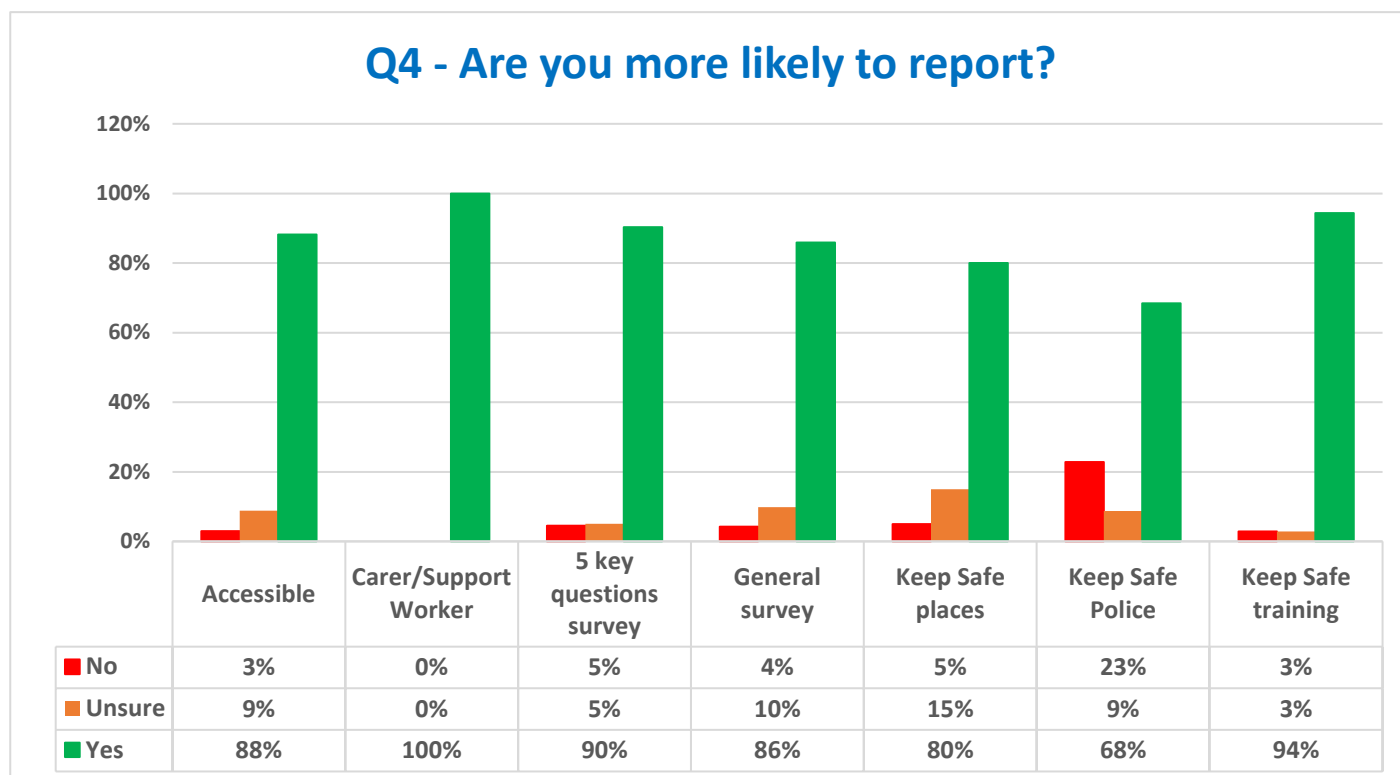
- *'The training has reassured me that this is so important and my duty of care actually which hopefully will also change attitudes and culture and I am reassured about how to go about reporting.'*
- *'Although I am aware that it's an issue I would have been more likely to "ignore" reporting anything I hear. I feel comfortable telling someone I don't like their language but would never have reported it. Will do so now.'*

5.4.2 Of the **7% (48)** who said they were unsure about whether they would report incidents 6 noted that it depended on how serious the incident was.

5.4.3 **6% (40)** of stakeholders stated that they would not be more likely to report incident of disability hate crime, 7 comments were left with one noting:

- *'I would always report even before knowing about this initiative.'*

5.4.4 Q4 - Breakdown by group



5.4.5 **23% (13)** of Police Respondents stated they were not more likely to report incidents of disability related hate crime, with one noting 'As a police officer (and decent human being) I would have always reported a hate crime incident.'

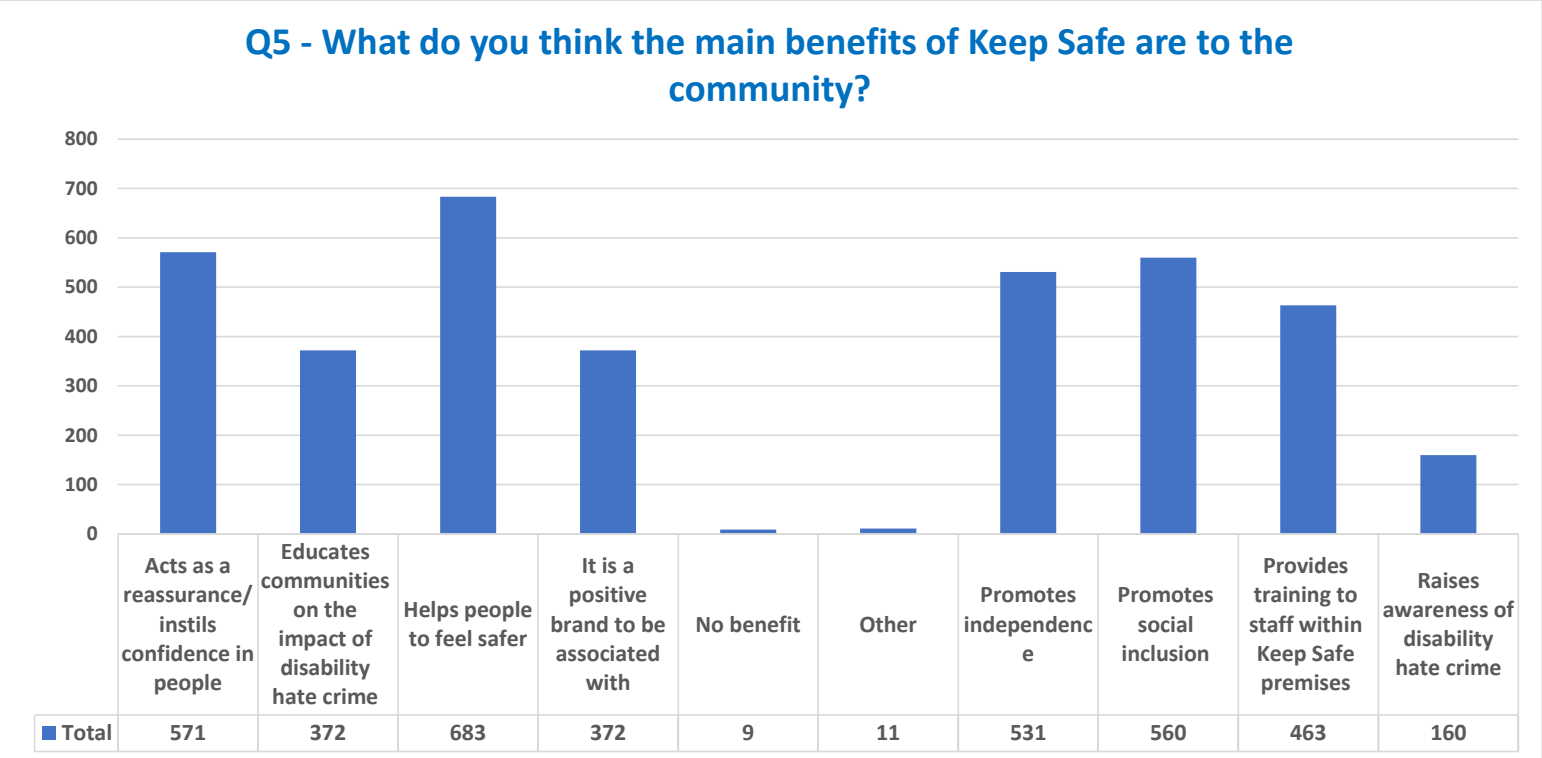
5.4.6 **100% (16)** of Carer/Support workers and **90% (319)** of 5 key question respondents stated that they were more likely to report incidents of suspected disability hate crime now that they are aware of the Keep Safe initiative with further comments including:

- ***'Without doubt I would report especially after being made aware of keep safe initiative'***
- ***'Yes. I am more aware of third party reporting which can help especially where a victim may be reluctant to come forward for themselves.'***
- ***'Yes, Keep Safe is a great initiative and should be utilised whenever appropriate.'***
- ***'Knowing there is a route to complain and that something will be done is the perfect incentive, I also realise how vital it is that as many incidents as possible are reported, to help achieve improvement. People should not stay silent.'***

5.4.7 **15% (12)** of Keep Safe places stated they were unsure if they would be more likely to report incidents of disability hate crime with one respondent noting ***'I have never been in a situation where I have felt the need. I think it is difficult until faced with the situation to honestly say. I do however feel more informed, and this makes me more confident to deal with the situation.'***

5.5 What do you think the main benefits of Keep Safe are to the community?

(Total—All groups: 3732 responses)



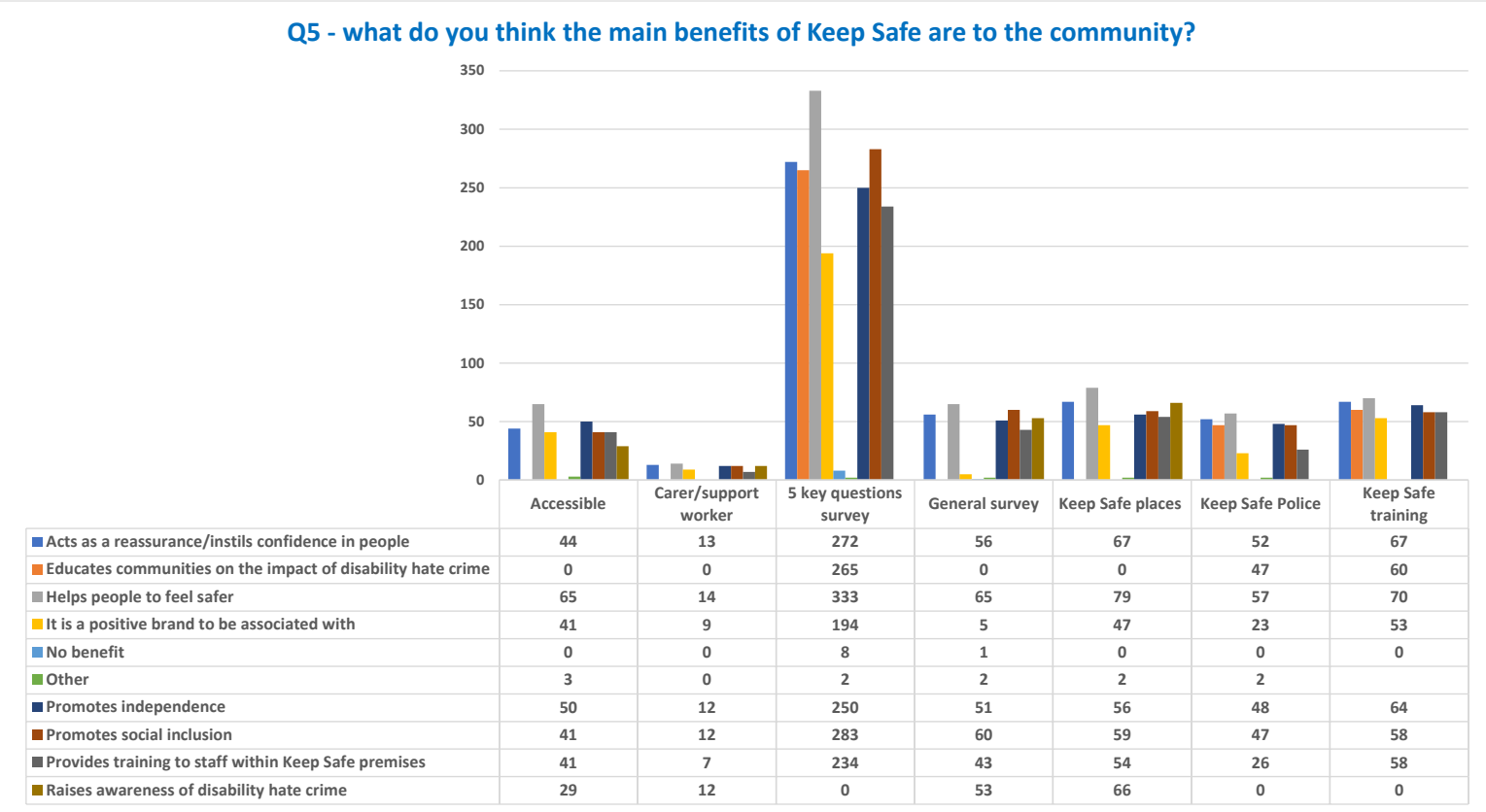
- 5.5.1

Question 5 was also multiple choice with many respondent's choosing multiple options.
- 5.5.2

The majority (**683**) of respondents felt that Keep Safe helps people to feel safer and acts as a reassurance/instils confidence in people, of the respondents who stated other 3 left comments including they felt as though it increased customers visiting the stores, and further comments included:

 - 'More education for Services and the wider public about Disability and Hate crime.'**
 - 'As someone who witnessed hate crime many years ago and there was no help offered i am reassured that today there is an organisation Keep Safe to promote and help the most vulnerable in society'**
 - 'I think a lot of people are now more aware of disability hate crime due to advertising and seeing the logo throughout the local areas.'**
 - 'Help to change perceptions. We should be looking after our vulnerable people in the community. Let's give them the confidence to get out and about without fear.'**
 - 'its good if you are lost or have come from out of town'**
 - 'All of the above. There are multiple benefits and no outlay for businesses'**

5.5.3 Q5 - Breakdown by group



5.5.4 All of the groups felt that Keep Safe helps people to feel safer and acts as a reassurance/instils confidence in people.

5.5.5 The 3rd highest category of benefits across all groups is that it supports social inclusion which has increased by 78 since 2017. Further comments include:

- *'It instills confidence and independent having a safe place to go.'*
- *'Any highlighted awareness is worth while. Especially when People can be reassured about their safety.'*

Section

2

Additional data

Keep Safe cards, Places, App, Police & Ambassadors

'I use the safe places all the time for shopping as I know they want to help make people feel safe.'



6. ACCESSIBLE SURVEY

- 6.1** Questions were asked and tailored specifically to each survey group to gain a greater understanding of their views and opinions on the Keep Safe initiative.

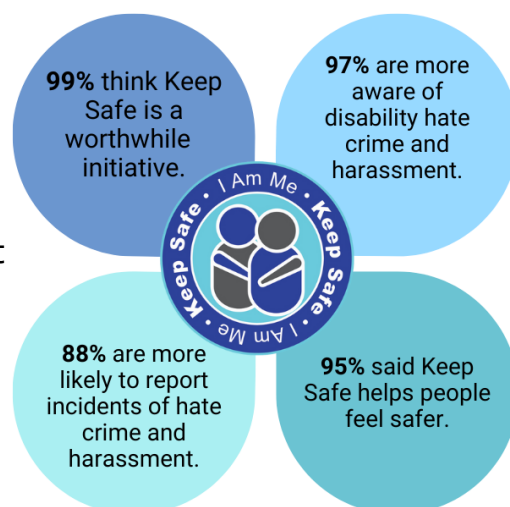
if you would like to request full access to the accessible survey data email: Iammescotland@outlook.com



- 6.2** Summary/Highlights:

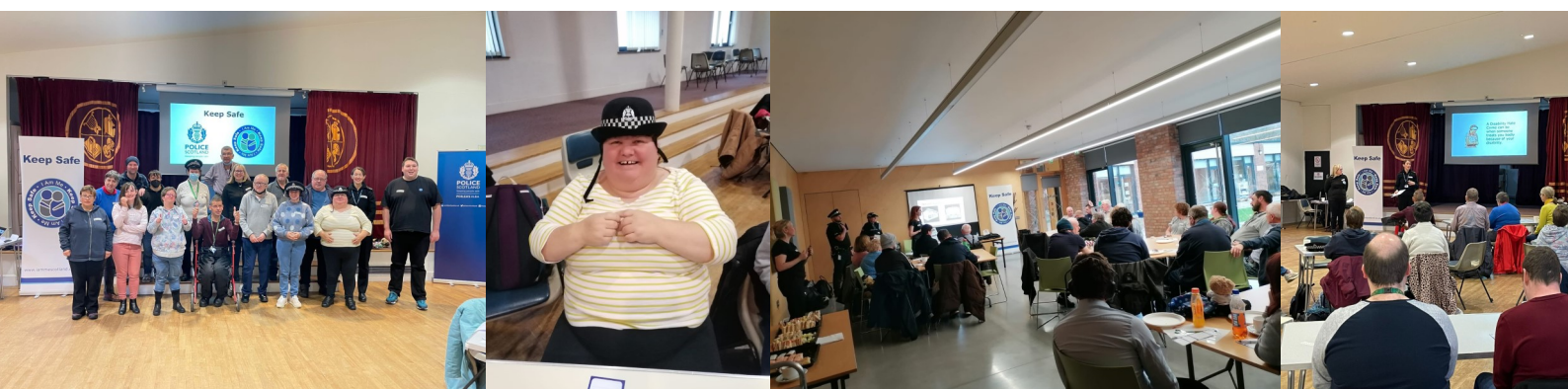
- **99% (67)** of 68 respondents said that they would recommend the Keep Safe initiative.
- **73% (46)** of 63 respondents stated that the Keep Safe card made them feel safe.
- **70% (44)** of respondents expressed that they use the Keep Safe card as it has important information that might help them.
- **63% (27)** of 43 respondents stated that they use Keep Safe places to meet friends.
- **58% (25)** of 43 survey respondents said that they used Keep Safe places as a safe place to go.

5 key questions



Further comments:

- *'Very informative and good to know that support is available to me in the community.'*
- *'My daughter has learned how to travel to her day centre independently, this gave me reassurance.'*
- *'The more people that know about this the better the world will be for everyone'*
- *'Keep safe abundantly makes me more than safe and I also use a keep safe place because my centre patrons Resources centre is a keep safe place. Patons and I am me is my life it is lot more than a charity'*



7. POLICE SURVEY

- 7.1** Questions were asked and tailored specifically to each survey group to gain a greater understanding of their views and opinions on the Keep Safe initiative.

if you would like to request full access to the Police survey data email: Iammescotland@outlook.com



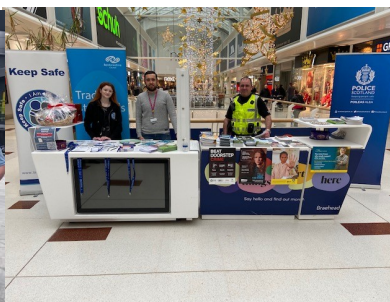
- 7.2** Summary/Highlights:

- 95% (56)** of 59 respondents said that they were aware of the Keep Safe Scotland app.
- 94% (44)** of 47 respondents stated they recommend the Keep Safe Scotland app.
- 84% (36)** of 43 respondents found the Keep Safe Ambassador training useful.
- 91% (20)** of 22 respondents found the Keep Safe initiative very easy or easy to roll out.
- 100% (22)** of respondents said that they are confident in the processes in place for businesses to become a Keep Safe place.

Further comments include:

- 'A great course that should be delivered to as many young people as possible. A pleasure to be associated with.'***
- 'I think the initiative is one of the best and most worthwhile that I have had the privilege to be part of during my police service.'***
- 'Invaluable work.'***
- The initiative gives vulnerable people the confidence to go about their day to day business, clearing knowing that if they were feeling anxious or stressed, there are Keep Safe premises within local communities, where there can go to for help, assistance and support.***

5 key questions



8. KEEP SAFE PLACES SURVEY

- 8.1** Questions were asked and tailored specifically to each survey group to gain a greater understanding of their views and opinions on the Keep Safe initiative.

***if you would like to request full access to the Keep Safe places survey data email: Iammescotland@outlook.com ***



- 8.2** Summary/Highlights:

5 key questions

- **81% (66)** of respondents stated that a benefit to the Keep Safe initiative was greater staff understanding of disability related harassment and abuse.
- **79% (62)** of 78 respondents said that their staff would now be confident in assisting anyone who may require it.
- **85% (66)** of 78 respondents found the process of signing up to the initiative straightforward.
- **61% (32)** of 52 respondents said that they have used the online training platform.



Further comments include:

- ***'Why would anyone think this is not a worthwhile initiative. EVERYONE experiences uncomfortable situations whether that be in the workplace or personal. More information is more intelligence to safeguard.'***
- ***'It provides reassurance to vulnerable persons, allowing them to live normal lives without fear, and reassurance that should anything happen, there will always be good people who want to help. It makes a difference. - PC Ross was incredibly kind, humble and informative when delivering our KeepSafe training, leaning on personal and professional experience she has had in her role as a Police Officer, to educate us on the topic. She is a credit to both Police Scotland and to the KeepSafe Initiative.'***
- ***'It has brought a new aspect of bringing communities together by providing safe spaces for those in need. - Training session provided by I am Me Keep Safe initiative was provided to our service along with the educational video on hate crime and the impacts. Amazing and well received by our whole staff team.'***



9. KEEP SAFE CARERS SURVEY

- 9.1** Questions were asked and tailored specifically to each survey group to gain a greater understanding of their views and opinions on the Keep Safe initiative.

***if you would like to request full access to the Keep Safe Carers survey data email: Iammescotland@outlook.com ***



- 9.2** Summary/Highlights:

5 key questions

- **63% (10)** of respondents stated that the Keep Safe initiative made the person they support more aware of disability hate crime and harassment.
- **75% (12)** of respondents thought the Keep Safe card is a good idea.
- **58% (7)** of 12 respondents said that the person they support identifies Keep Safe places by the Keep Safe sticker in the window.
- **69% (11)** said they would report a hate crime on the 101 non-emergency line.
- **38% (6)** said that they person they support would report a hate crime on the 999 emergency line.



Further comments include:

- *'It will help service users feel safer.'*
- *'It is good to know there are places to go if young adults need help or support'*
- *'Because it makes you more aware how vulnerable people are in the community'*
- *'Will help people feel confident to go to these places.'*
- *About the Keep Safe card 'It means if the people we support are in trouble, others know who to contact.'*



10. KEEP SAFE GENERAL SURVEY

- 10.1** Questions were asked and tailored specifically to each survey group to gain a greater understanding of their views and opinions on the Keep Safe initiative.

***if you would like to request full access to the Keep Safe General survey data email: Iammescotland@outlook.com ***



- 10.2** Summary/Highlights:

- **73% (10)** of 34 respondents stated that the Keep Safe card made them feel safe.
- **42% (13)** of 31 respondents said they use the Keep Safe app to find Keep Safe places.
- **32% (23)** said they had visited a Keep Safe place with **56% (14)** of those stating they done so to sue their services.
- **96% (26)** of respondents who visited a Keep safe places said their experience was positive.
- **98% (63)** of 64 respondents said they would recommend the Keep Safe initiative.
- **87% (60)** of 69 respondents thought the main benefit of the Keep Safe initiative to business's was supporting the local community.

5 key questions



Further comments include:

- *'I am me is a great community part in a lot of vulnerable people lives and it gives them the confidence to seeing the badge on a window we're it's a shop, police station, trains station or an office place, they know that the people in them will make sure they are safe and keep them calm no matter what. It gives them that bit of freedom from feeling scared and actions in the world we live it today. Keeping people with visible and invisible disabilities will be able to live and enjoy the outdoors independently.'*
- *'It's important to have a keep safe card because it stops people from being bullied and to help you report hate crime more, to police, a third party or an advocate.'*
- *'Working in social care i understand how vulnerable people can be, knowing they have someone who they can trust and give back a sense of security is extremely important'*
- *'We have a couple if customers who come in our store and find it calming cause we are a keep safe shop'*

11. KEEP SAFE AMBASSADORS

11.1 Keep Safe ambassadors are young people aged 14-18, people from disability groups, and PSYV who are trained on how to recognise and report hate crimes safely within the community and in a school environment. The Keep Safe Ambassador programme consists of one full day of training, with inputs from I Am Me Scotland, Police Scotland, and Crown Office and Procurator Fiscal Services.

11.2 Currently there are a total of 1184 disabled and young people and a further 257 trainers having had the ambassador training across Scotland which is an increase in 1294 ambassador since the previous evaluation. Feedback sheets had been received from participants which highlight the following:

- **99%** enjoyed the training.
- **100%** now know what hate crime is.
- **100%** now know what disability hate crime is.
- **99%** now know what Keep Safe is.
- **94%** now know what Keep Safe Ambassadors are.



11.3 Throughout the training there are educational activities, these were also monitored which highlights the following:

- **93%** enjoyed the bullying/hate crime discussion.
- **92%** enjoyed the I Am Me film.
- **79%** enjoyed Alligator River.
- **92%** enjoyed the police discussion.
- **95%** enjoyed the reporting exercise.
- **87%** enjoyed the Keep Safe discussion.



if you would like to request full access to the Keep Safe Ambassador survey data email: Iammescotland@outlook.com



Section



Recommendations and Improvements

'It raises awareness of the vulnerabilities experienced by people with disabilities and the online lessons have been extremely worthwhile when using these in class'



12. IMPROVEMENTS

- 12.1** Survey respondents were asked if there was anything that we could do to improve the initiative. **43%** of respondents stated no with **11%** stating yes.



- 12.2** Of the respondents who stated yes 94 left comments, which have been grouped into the following categories:

What can we do to improve the Keep Safe initiative?	
Add trigger warnings in training	1
Adding accessibility information of KS places on app	2
Better advertisement/promotion	23
Better links with the justice system	1
Don't know enough about it	9
Have workshops and road shows	1
Haven't had anyone use this	1
Improving accessibility of information	2
Link social medial channels in app	2
More active Police presence/experience	8
More face-face training	1
More funding	1
More regular contact with partners for updated information	3
More regular contact with the community	2
More training needed	2
Other	7
Police - struggle with engagement	1
Police - time/resourcing issues	12
Visit schools more regularly	4
Visit/update Keep Safe places more regulary	11

12.3 - Improvements

12.4 The majority of respondents suggestions for improvements was highlighting the need for better advertisement/promotion of the Keep Safe initiative. Other key areas were:

- Understanding of Policing time/resources.
- Increasing visits of Keep Safe places to ensure support and data is up to date.
- Increased regular contact with all involved.

12.5 Other key improvements were great accessibility options with comments including:

- *'I would love to know if the keep safe places are accessible in terms of lighting. LED lights including fire exit signs, cause headaches, migraines and seizures, as well as other symptoms for a wide range of people, particularly Autistic people.'*
- *'Accessibility of premises'*
- *'Improving accessibility of information (in a variety of formats and community languages including BSL).'*

12.6 Further comments linked to improvement include:

- *Talking about the Keep Safe Scotland app 'If it was linked to social media channels it would potentially allow more people to access the app and be aware of its benefits.'*
- *'The only thing that is going to keep people safe in the community is a more active police presence'*
- *'After months of harassment and taking advice from friends and colleagues i did report harassment to the police, although was very apprehensive and waited months before i reported it. Sadly it was written off and unsure if i would report this again. This has nothing to do with the Keep Safe Initiative, its to do with inexperienced police officers.'*
- *'Officers need to be more active within the community. The Relationship between the police and the community have deteriorated over the years witch is having a direct impact on peoples safety and security within the community.'*
- *'Continuing work needs to be done in schools to raise awareness of the seriousness of these types of crime & the impact it has on the individual & their families.'*
- *'maybe get someone who has difficulties to go into schools (if comfortable) and talk about their experiences so people can see these things happen to real people who are effected'*

13. RECOMMENDATIONS

- ***Recommendation 1*** - Improved advertisement/promotion of Keep Safe.
- ***Recommendation 2*** - Create more accessible documents in additional languages and BSL.
- ***Recommendation 3*** - Update Keep Safe places on the Keep Safe Scotland app with their accessibility options.
- ***Recommendation 4*** - Ensure all Keep Safe places are visited and updated on a more frequent basis.
- ***Recommendation 5*** - Increased Staff training for Keep Safe places.
- ***Recommendation 6*** - Promote the Keep Safe initiative in schools so that children and young people are aware of the initiative and hate crime.
- ***Recommendation 7*** - Create more frequent and stable relationships with partner organisations.
- ***Recommendation 8*** - Ensure Police Scotland Officers are supported in rolling out the Keep safe initiative to the best of their ability.

14. CONCLUSION

This evaluation, initially due in 2020 and postponed due to COVID, has enabled a review of Keep Safe, highlighting both good practice and areas for improvement.

Post Covid, there has, unfortunately been many Keep Safe places not resumed trading. This has highlighted the need for annual checks and increased access to resources, such as staff training being available online and in person.

The review has highlighted the continued support for the initiative, and although some Keep Safe places did not resume after the restrictions, the network of Keep Safe places has continued to grow.

Keep Safe continues to provide reassurance within communities. This has been highlighted throughout the evaluation. There has been an increase from 94% to 96.4% in the number of people who think Keep Safe is a worthwhile initiative, and an increase from 82% to 87% in the number of people who would be more likely to report hate crime.

The majority of people who responded highlighted the main benefits of Keep Safe were; Helping people to feel safer, promoting independence and instilling confidence (reassurance). The main aim of Keep Safe is to provide a network of safe places for people to go if they feel lost, scared or vulnerable within the community. This is to encourage people to remain active and to feel safe.

Keep Safe has been operating, as a national initiative, for 7 years and many people perceive this as a positive within their community.

Initially designed with, and for, disabled people, Keep Safe has expanded to become a national initiative for *anyone* feeling vulnerable within their community.

The evaluation has also highlighted some areas that require further discussion. These are mainly around advertising, engagement and communication.

The second stage of this evaluation will involve a full review with an aim to further extending and improving the initiative. The review will consider other areas of Police policy and practice that can be aligned with Keep Safe, helping to ensure that we can work together to ensure that people, in Scotland, can feel safe within their communities.

A further evaluation will be scheduled for 2025 to review any changes.



Keep Safe through the years



[Return to table of contents](#)

'It is great for people to be out and about within their communities and know there are safe places to go if they need them.'

'I think Keep Safe is a great initiative as it helps tackle prejudice attitudes while ensuring there are safe places in the community for everyone to use.'

'I have used Keep Safe places at Johnstone Town, my day centre, sports centres, Paisley Piazza, Paisley Centre and Lagoon. The staff were able to help me when i needed some plasters.'

'It is good that vulnerable people have somewhere to go to feel safe.'

'It provides vulnerable people with a safe space and also educates people about the reality of the discrimination disabled people face.'

'Great to give someone a safe space - gives vulnerable people a safe place if needed, helping social inclusion - helps vulnerable community members'

'Everyone has a right to feel safe in the community - I think it's a great initiative to help vulnerable people - safety net for those with disability when they are out in the community'

'It may not be used often, but it is there for those occasions when it can help keep someone well and safe.'

'Plenty of people whether vulnerable or not need a safe place to go for either safety, help or a rest bite and knowing where to go where you can get the help and not be turned away, or having somewhere to go where you don't have to purchase something helps'

'It is much needed not only from a Human Rights and Inequalities perspective, but for a natural way of living.'

'We have a couple of customers who come in our store and find it calming cause we are a keep safe shop.'

'The inputs delivered by I Am Me have been excellent. The new online training is also excellent and a really beneficial resource.'

'The importance of introducing 'I Am Me' to young people cannot be underestimated. This is another safeguarding tool that if introduced to all children and young people going forward, will hopefully change attitudes and mindsets in the future.'

'Any one with special needs will feel vulnerable in an awkward situation. The keep safe initiative will help them to identify a safe haven, someone to trust.'

'Provides sense of community as well as a network of agreed accessible spaces for people who need help.'

'I would feel more confident going out into cities if I knew there were safe, accessible places for me to rest.'