

I AM ME  
SCOTLAND

# 2024-2027 Strategic Plan



Developed by  
Carol Burt-Wilson

1 September 2024

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**Our Aim is to:**

**Change attitudes  
and behaviours so  
that disabled and  
vulnerable people  
in Scotland can  
feel safe.**

# Our Vision

A Scotland free from prejudice, hate and discrimination.

# Our Mission

To work with communities to create initiatives and resources that #MakeaDifference to people in Scotland.



# The Team



## **Carol Burt-Wilson (MBE) Founder & Manager**

Carol has a degree in CIPD Human Resource Management. She has 20+ years experience working in public, private and third sector organisations. She manages the strategic and operational management of the charity.



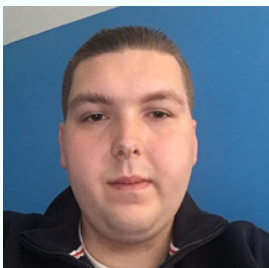
## **Mhairi O'Rourke Project Development Coordinator**

Mhairi is responsible for the development of the education programme. She has a qualification in Integrated Health & Social Care and has experience of working with vulnerable groups within different settings.



## **Aimee McLellan Keep Safe Development Officer**

Aimee is the development officer for Keep Safe within Renfrewshire. She also provides Keep Safe support to Police Scotland. She has a Sports Science degree and has experience working with disability groups.



## **Kieran Kelly Project Support Officer**

Kieran provides administrative support to the team and utilises personal experience to develop autism awareness training resources for schools and organisations.

# The Board



**Eileen MacLean**  
**Chair**

A wee sentence about yourself



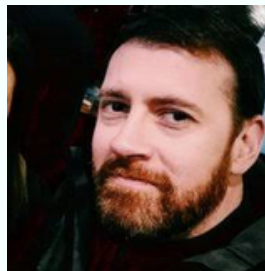
**Mark Shepherd**

Mark brings a wealth of experience from his time as Supt within Police Scotland.



**Eileen MacLean**  
**Chair**

A wee sentence about yourself



**Billy Burke**

Billy bit about



**Anne McMillan**  
**Treasurer**

Anne bit about



**Roddy Newbigging**

A wee intro sentence long or two sentences? not much room?



**Lorraine Glass**  
**Secretary**

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**ACC Patron**  
**(Police Partner)**

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**Sam Curran**

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**PATRON**  
**Lord Mulholland**

# Our Story



Our charity began as a small community group, started by a community member (our founder), in partnership with Police Scotland, back in 2013. Initially developed in response to a need highlighted within the local community, to raise awareness of Disability Hate Crime, the project went on to achieve charity status in 2015 and now operates across Scotland.

Our small team are based within Renfrewshire, supported by Renfrewshire Council and work in partnership with Police Scotland and COPFS (Crown Office and Procurator Fiscal Service).

The team are supported by an excellent Board of Trustees who bring a wealth of experience, expertise and passion from a range of backgrounds, including housing, mental health, social work, education, anti-bullying, policing and the justice system. The Charity has two main workstreams; Leading on education awareness via I Am Me (prevention through education) and supporting Police Scotland to develop Keep Safe (interventions via community initiatives).

Both I Am Me and Keep Safe have are multi-award winning initiatives, that aim to work with communities to support everyone to feel safe, included and valued.

# What is Disability Hate Crime?

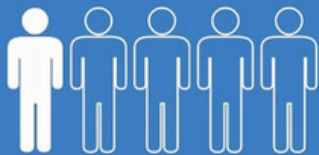
DISABILITY HATE CRIME IS RECOGNISED  
NATIONALLY AS ONE OF THE MOST UNDER  
REPORTED CRIMES IN THE UNITED KINGDOM

DISABILITY HATE CRIME CAN BE DEFINED AS:

**“ANY CRIME WHICH IS PERCEIVED BY THE  
VICTIM OR ANY OTHER PERSON TO BE  
MOTIVATED BY MALICE OR ILL WILL BASED ON A  
PERSON’S DISABILITY OR PERCEIVED  
DISABILITY.”**

(SCOTLAND, 2013)

4%



1 IN 5 PEOPLE IN SCOTLAND IDENTIFY  
AS HAVING A DISABILITY BUT ONLY  
4% OF REPORTED HATE CRIME IS  
DISABILITY HATE CRIME  
(POLICE SCOTLAND 2020)

1 IN 5 DISABLED SCOTS  
HAVE EXPERIENCED HARASSMENT  
BECAUSE OF THEIR DISABILITY

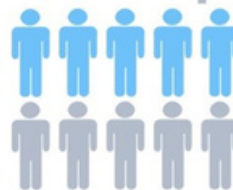
1 IN 5



CHILDREN WITH SPECIAL  
EDUCATIONAL NEEDS (SEN)  
ARE TWICE AS LIKELY  
AS OTHER CHILDREN TO BE BULLIED  
REGULARLY (IOE 2014)

46% OF CHILDREN WITH  
LEARNING DISABILITIES  
HAVE BEEN PHYSICALLY ASSAULTED

HALF HAVE  
BEEN BULLIED  
PERSISTENTLY  
FOR MORE THAN  
TWO YEARS



40% ARE TOO SCARED  
TO GO TO PLACES  
WHERE THEY HAVE  
BEEN BULLIED BEFORE



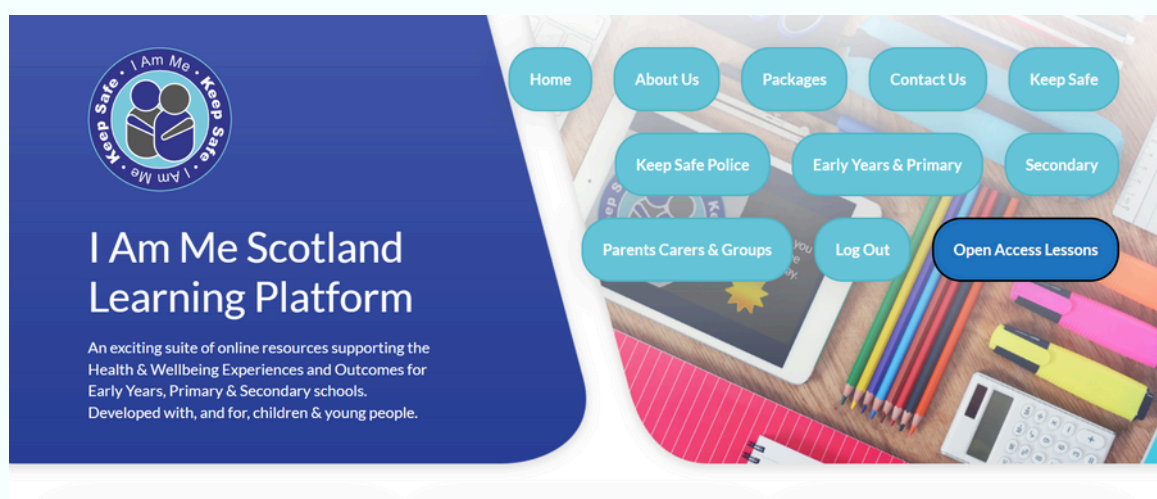
# What we do

The I Am Me Scotland team work directly with communities to develop interactive, engaging and accessible education resources that aim to help #MakeaDifference.

Resources are all developed with people who have direct experience of the subject matter, who help shape the resources into meaningful educational packs that are accessible and relatable to the audiences they are designed for.

The team secure independent funding for each project and have worked on a range of areas, such as disability awareness, bullying & hate crime, alcohol and substance awareness, exploitation and anti social behaviour.

The resources are available FREE for all teachers, police officers and professionals who work with children and young people. There is also a suite of resources available for organisations, parents, carers and groups.



# Keep Safe

The team support Police Scotland to manage Keep Safe, a multi award winning initiative that works with communities to create a network of safe places, across Scotland, for anyone to go if they feel lost, scared or vulnerable in the community.

Designed and led by Police Scotland in 2014 and initially piloted in Renfrewshire, Keep Safe was extended across Scotland in 2015. A Police SPOC (Single Point of Contact) has been identified in each policing division, to roll out Keep Safe within their area. A Police Scotland National Coordinator links with every division and national partners to manage the initiative. The I Am Me team assist with administrative and resource support to help maintain a national register of Keep Safe places which are available via the Keep Safe Scotland phone App.



# Our Priorities



## **Continue to develop the national network of Keep Safe Places**

We will work with Police Scotland and local businesses to continue the development of the national network of "Keep Safe" places where disabled and vulnerable people can seek assistance.



## **Harness strong partnership working to facilitate changes in attitudes and behaviours**

We will work with public, private and third sector organisations and communities to encourage safe and supportive environments for disabled and vulnerable people.



## **Advance society's awareness of Disability Hate Crime.**

We will continue to develop new and innovative ways to raise awareness of disability related harassment and abuse and the affects that incidents can have on individuals and the wider community.



## **Network with partners to influence legislative change.**

We will continue to work with Police Scotland, the Crown Office and Procurator Fiscal Service and other partners to seek improved legislative protection for victims of disability hate crime.



## **Galvanise communities to recognise and report disability hate crime.**

We will work with communities, partners and organisations to raise awareness of the various reporting methods and encourage the establishment of accurate recording methods for disability related harassment and abuse.



## **Educate and empower a generation of young people to challenge prejudice based behaviour.**

Through education, we will work with families and young people to raise awareness of disability, bullying and hate crime and encourage young people to report incidents safely.

# Continue to develop Keep Safe

**Aim:** We will continue to support Police Scotland to support the national network of Keep Safe places, enabling disabled and vulnerable people to feel safe in their communities.

**Outcome:** Keep Safe has an established and robust network of places across all 32 local authority areas in Scotland.

## What we aim to do:

- Continue to work with partners to review, develop and support the maintenance of the Keep Safe network.
- Integrate Keep Safe SPOC role into divisional work flow (PS).
- Monitor and review the Keep Safe framework, ensuring synergy with other initiatives, such as equally safe (PS).
- Develop Keep Safe training programmes for staff, volunteers and partners.
- Further develop the Keep Safe Scotland App to integrate 3rd party reporting and accessibility options (PS).
- Increase focus on transport networks, to encourage independent and safe travel.
- Seek accreditation opportunities for Keep Safe (PS).
- Improve the marketing of Keep Safe, including the promotion of Keep Safe Awareness Day (PS).
- Maintain and further develop partnership relations, including the Keep Safe Champion and Charity Patron.
- Develop resources in accessible formats, including easy read and languages other than English.
- Host an annual hate crime conference, in partnership with key organisations.





# Harness strong partnership working to facilitate changes in attitudes and behaviours.

**Aim:** We will work with public, private and third sector organisations and communities to encourage safe and supportive environments for disabled and vulnerable people.

**Outcome:** We have an extensive network of partners and organisations that we work with collaboratively to help support vulnerable people.

## What we aim to do:

- Connect with key organisations to seek collaborative working approaches for the awareness of I Am Me resources and the Keep Safe initiative.
- Connect with business chambers to ascertain local business initiatives and accreditation.
- Link Keep Safe and Education programmes to Police Scotland local and national scrutiny plans (PS).
- Develop working relations with British Transport Police, Fire Scotland and other emergency service providers.
- Work in partnership with Police Scotland Youth Volunteers, Youth Parliaments and Youth Organisations to progress the Keep Safe Ambassador Programme.
- Establish a disability focus group to collaborate on the development of new initiatives and resources.
- Work with the Scottish Prison Service to facilitate access to I Am Me suite of resources, including hate crime awareness.
- Expand I Am Me suite of resources to ensure accessibility for parents, carers, organisations and groups.



# Advance society's awareness of Disability Hate Crime

**Aim:** We will continue to develop new and innovative ways to raise awareness of disability harassment and abuse, emphasising the effects that incidents can have on individuals and the wider community.

**Outcome:** I Am Me have an established and innovative inventory of activities aimed at raising awareness of disability hate crime.

## What we aim to do:

- Continue to work with children, young people and disabled people to develop new, accessible education resources.
- Work with key partners to market the online education platform, ensuring schools, colleges, universities and youth groups across Scotland have access.
- Increase social media presence, linking with local and national media outlets.
- Deliver awareness training and information sessions in partnership with Police Scotland.
- Link with campus and community police officers to deliver training and awareness sessions.
- Seek representation at targeted national groups.
- Support the evaluation of Keep Safe and the Keep Safe Ambassador programme.



# Network with partners to influence legislative change.

**Aim:** We will continue to work with Police Scotland, the Crown Office and Procurator Fiscal Service and other partners to seek legislative protection for victims of disability hate crime.

**Outcome:** Disabled people can live a life free from fear, harassment and abuse and have access to justice, if they do become a victim of hate crime.

## What we aim to do:

- Work with disabled people to identify barriers to reporting.
- Work with key partners to implement accessible information to support reporting.
- Work with partners to ensure relevant data is being collected.
- Work with Police Scotland and COPFS to review the recording of disability hate incidents and crimes.
- Map national disability hate crime trends and reporting.
- Attend national groups, to influence policy.



# Galvanise communities to recognise and report crimes that target disabled and vulnerable people.

**Aim:** We will work with communities, partners and organisations to raise awareness of hate crime and exploitation, emphasising the various reporting options.

**Outcome:** Communities know how to recognise and report incidents to Police Scotland.

## What we aim to do:

- Work with disability groups, communities, young people and organisations to increase awareness of hate crime and exploitation, highlighting the various options for reporting crimes, including third party reporting.
- Work with Police Scotland to ensure reporting is accessible.
- Work with key partners to develop a data gathering exercise which will enable a baseline to be established for measuring future trends.
- Organise Keep Safe / Hate Crime drop in sessions and information stands in Renfrewshire and support any national events.
- Map local and national disability hate crime trends and reporting.
- Support the preparation for Keep Safe Awareness Day.





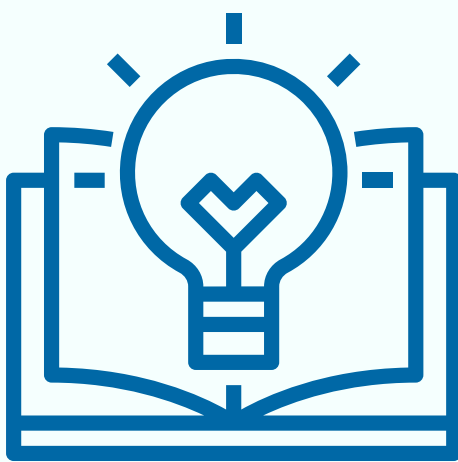
# Educate and empower a generation of young people to challenge prejudice based behaviour.

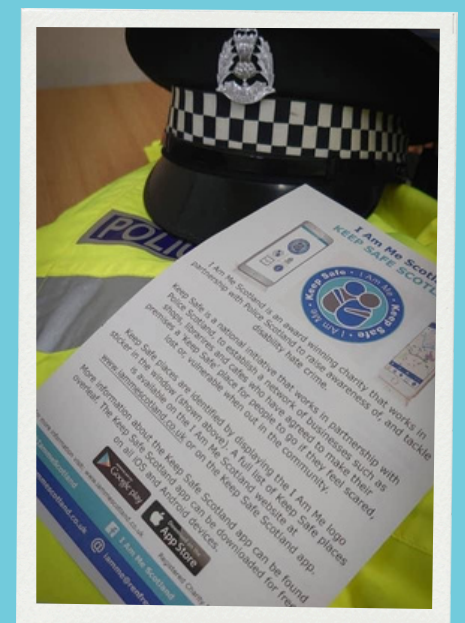
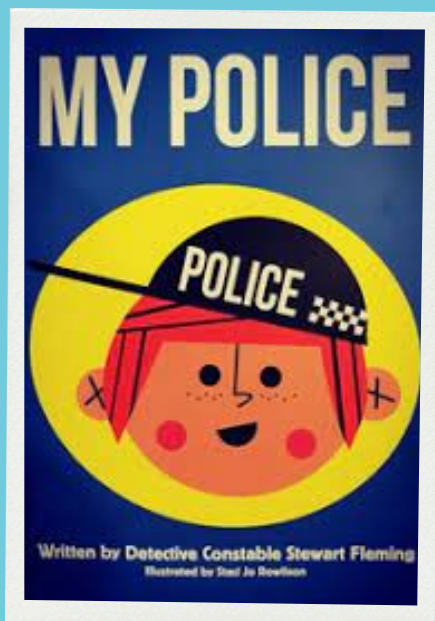
**Aim:** Through education, we will work with families and young people to raise awareness disability, bullying, hate crime and exploitation and encourage young people to report incidents safely.

**Outcome:** Young people, disabled people and their families can recognise incidents and know how to report these safely.

## What we aim to do:

- Continue to work with children, young people and people who have lived and living experience to design and develop new education resources.
- Work with Education Scotland to integrate the education resources into the curriculum.
- Link the Ambassador programme with the Police Scotland Youth Volunteer training programme
- Evaluate the Keep Safe Kids App (Renfrewshire).
- Develop Parents/Carers/Groups online resources.
- Work with young people to develop educational materials that are relevant to them and use their skills (IT/Filming/Podcast).





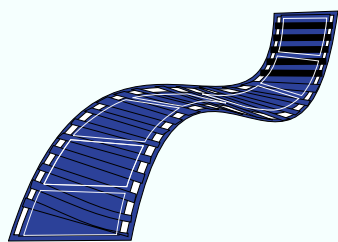


# In Progress



## You Are Not Alone

You Are Not Alone is a series of exploitation awareness lessons designed and tailored for specific audiences. The team have worked with Police Scotland and have completed a resource for S1-S3 and a Practitioner resource. Since June 2023, the team have been working with young people, and adult females from Polmont, young people from St Mary's Kenmure, Young People from Good Shepherd Centre and young people who are Care Experienced.



The resources cover exploitation including, county lines, radicalisation, sextortion, sexual exploitation, human trafficking and much more. The lessons are interactive and designed to be audience led, ensuring that young people who participate in the training have control over which sections of the training they would like to cover.

It is expected that the resource will be completed by December 2024, tested in January 2025 and launched in March 2025.



# Our Numbers



20

## 2,304 Users of Education Platform

The education platform is free for all teachers, police officers and practitioners across Scotland.

## 111 Number of Lessons

There are 111 lessons available on the platform. Some of these lessons have multiple mini lessons within. All lessons have been developed with children, young people, or key stakeholders.

## 24 Animations Developed

20 animations have been designed and developed by the charity, these include the Zac and Ella series from nursery stage through to secondary.

## 33 Short Films and 1 Feature Length Film as been Developed + 14 interview films.

I Am Me was the first film developed, on the back of the success from the live performance. The team have went on to develop a further 33 short films, ranging from disability awareness, hate crime to exploitation. An additional 14 interview videos have been developed.

## 46 Information Videos

The team have worked with young people to design and narrate a range of short information videos. These provide key and complex information in an accessible and engaging format

## 2 Books

The team have designed and produced two short children's books, My name is Charlie and My Big Brother. In addition to developing the books, the team have supported the My Police series 3 books.





# Keep Safe Numbers

## 971 Keep Safe Places

There are 971 Keep Safe places across Scotland. These are places for people to go if they feel lost, scared or vulnerable when out in the community.

## 4,448 Keep Safe Staff Trained

Each keep Safe place must have a minimum number of 2 people. All Keep Safe places receive free staff training. To date, there have been 4.448 staff members who have been trained on Keep Safe , with an overview of hate crime and the importance of reporting.

## 1,353 Keep Safe Ambassadors Trained

The Keep Safe Ambassador programme was developed in Renfrewshire with young people from Castlehead High School. The programme is supported by COPFS and delivered in partnership with Police Scotland. The training is available for young people and for people who have a disability (easy read version).

## 476 Police Officers Trained

476 Police officers have received Keep Safe training. Many of these officers went on to deliver Keep Safe sessions and Ambassador days.



# Funding

## Renfrewshire Council

Renfrewshire Council provides I Am Me Scotland with invaluable staff and in-kind support. Renfrewshire Council provides 2 x staff members and office space for the charity to operate. All resources are developed in Renfrewshire, working with Renfrewshire children, young people and the wider community.



## Foundation Scotland

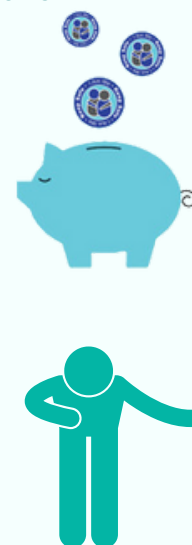
Foundation Scotland have provided access to small and medium grant funding throughout the operation of the Charity. This funding enables a focussed and specific approach to each developed project.

## Arnold Clark

Arnold Clark have supported the education platform since 2022. This support enables the Charity to offer all resources FREE to every school, police officer and professional that works with children, young people or vulnerable groups.

## Other

Independent funding grants are secured throughout the year, with Rio Stakis, Awards for All and Robertson Trust supporting the Charity on many occasions.



## 2012

PC Ewan Smith and Carol Burt-Wilson (volunteer community member), supported by Supt Mark Shepherd, undertook an extensive research project, to ascertain if Disability Hate Crime (DHC) was known/happening within Renfrewshire. The primary research highlighted that disability targeted incidents were happening regularly, but were not being reported as many people did not know what DHC was.

## 2013

Carol, Ewan and Mark invited members of the community who had direct experience of DHC to assist with the set up of a community committee. The committee secured funding to develop a live performance 'I Am Me', highlighting the impact of Disability Hate Crime in the community. The performance was delivered to over 10,000 young people.

## 2014

Recognising that many people did not feel safe in the community, PC Ewan Smith, supported by Supt Shepherd, worked with the community and the committee to develop Keep Safe. Carol continued to work with young people to develop the I Am Me performance into a feature film with full supporting education pack for schools and businesses.

## 2015

Recognising the need for the work, the community group achieved charity status in 2015. The charity was set up as a partnership I Am Me and Keep Safe. Carol moved from volunteer to full time project manager and secured support from Renfrewshire Council to develop a team to focus on education and awareness. Police Scotland piloted Keep Safe in Renfrewshire and supported by DCC Fitzpatrick began the national roll out.

## 2016-17

Police Scotland identified a National Coordinator to lead Keep Safe, and appointed a SPOC (Single Point of Contact) in every Police Division. The I Am Me team expanded via independent funding, and a full education programme was established. Both I Am Me Scotland and Police Scotland continued to work in synergy to develop prevention (I Am Me) and intervention (Keep Safe).

## 2018-19

The Charity received the Queen's Award for Voluntary Service in recognition of the work with communities to create a Scotland where people could feel safe. Carol Burt-Wilson received an MBE for services towards the prevention of disability hate crime.

## 2020-21

I Am Me moved the education resources online, extending the reach across Scotland. The education portfolio extended to cover all areas of vulnerability and includes awareness packages on exploitation, drugs and alcohol and mental health.

## 2022-23

Both initiatives have continued to further develop. Police Scotland's national coordinator received a KPM for her disability portfolio work, with a particular mention of her role in the development of Keep Safe.

# I Am Me Chair

Note from Eileen

# I AM ME SCOTLAND

[iammescotlandeducation.org.uk](http://iammescotlandeducation.org.uk)

[iammescotland.co.uk](http://iammescotland.co.uk)

