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## I AM ME SCOTLAND

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Strategic Plan  
2020 - 2023

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

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**The Queen's Award  
for Voluntary Service**

*The MBE for volunteer groups*



CROWN OFFICE  
& PROCURATOR  
FISCAL SERVICE  
SCOTLAND'S PROSECUTION SERVICE



**POLICE  
SCOTLAND**  
Keeping people safe

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**Acknowledgements:** Karen McIntrye – Engage Renfrewshire, P Cameron, M Ritchie - Police Scotland, C Dalrymple – Renfrewshire Council

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**With Thanks:** I Am Me Board of Trustees & I Am Me Volunteer Management Committee

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**NOTE: I AM ME SCOTLAND HAVE WORKED THROUGH COVID-19 AND ADAPTED MANY OF THE RESOURCES TO BE ACCESSIBLE ONLINE. THIS INCLUDES A BRAND NEW ONLINE LEARNING PLATFORM FOR SCHOOLS AND A NEW KEEP SAFE SUPPORTER ONLINE TRAINING PROGRAMME.**



# 1 FOREWORD – I AM ME SCOTLAND CHAIR

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I Am Me (Scotland) Charity was established to raise awareness of disability hate crime and tackle prejudiced based attitudes and behaviours. Disability related harassment and abuse significantly impacts on disabled people, their families and communities. Despite this, disability hate crime is grossly unreported in our country for reasons including fear of reprisal, fear of not being taken seriously, being unsure how to report or learning to accept abuse and harassment as part of normal life. I Am Me was founded by a Renfrewshire community member who wanted to do something about this injustice and in response for better recognition, reporting and recording of disability hate crime.

Changing attitudes and behaviours is key to ensuring that disabled and vulnerable people in Scotland feel safe within their communities. This objective is being fulfilled through the Charity's two main initiatives; the first is the I Am Me Resources which include innovative and engaging educational programmes for a range of audiences to shape attitudes, beliefs and behaviours from a very early age.

Keep Safe is the other initiative which includes a network of local businesses who create "Keep Safe" places for anyone feeling lost, scared or vulnerable when out in the community.

There have been many achievements since the Charity was established in 2015 including films, educational resources, a Cinebus, a Keep Safe smart phone app, and roll out of Keep Safe across Scotland. The work of the Charity in making a difference to lives has also been recognised through various awards including the Queens award for voluntary service. The support and commitment from Police Scotland, COPFS (Crown Office and Procurator Fiscal Service) and Renfrewshire Council have been crucial along with the contribution from the voluntary sector and community groups.



Eileen MacLean  
**Board of Trustees Chair**

Our Strategic plan for the period 2020-2023 seeks to build on the Charity's achievements so far, using the evidence of success in early intervention and education as the basis for our future ambitions. We will also continue to raise awareness and influence change at a national level. However, this new plan is being taken forward in unprecedented circumstances where our lives and the way we live, and work have been significantly impacted by the pandemic Covid-19 pandemic.

This will test our resilience as we move ahead, to find ways to operate successfully and secure available funding streams. This will require the ongoing ingenuity, innovation and energy of the Charity staff and partners that has brought us so far and is already being demonstrated by the development of the exciting new online educational platform.

Our thanks go to everyone who has contributed to the work of I Am Me ; our partners, our Volunteer Management Committee, the Board of Trustees and our energetic staff team. On behalf of the Board I would like to thank our Project Manager, Carol Burt MBE , also the founder of I Am Me for her amazing dedication and commitment.





**ACC Gary Ritchie – Police Scotland  
Keep Safe Champion**

As the Keep Safe champion for I Am Me Scotland, I'm delighted to provide my support to this 3-year Strategic plan.

Police Scotland are committed to ensuring Scotland's citizens are protected and feel safe. Disability Hate Crime is unacceptable and can cause significant harm for victims, their families and community.

During March 2020, our annual Hate Crime campaign focused on Disability, supported by I Am Me Scotland, which encouraged victims and bystanders to report hate crime. We understand not everyone feels confident reporting matters directly to the police, and I would highlight there are other ways to report concerns through Third Party Reporting centres, such as I Am Me and Keep Safe.

Keep Safe continues going from strength to strength through effective collaboration and joint training sessions, including the Keep Safe Ambassador programme. This learning resource prepared by I Am Me, is used to inform our Police Scotland 'Hate Crime Champions' training. Training has increased awareness for officers, providing greater understanding of the challenges faced by people living with disabilities.

I look forward to building upon our partnership with I Am Me Scotland, and remain thankful for their continued dedication to improving the lives of people with disabilities across Scotland.



**Lord Mulholland  
Charity Patron**

I am delighted to support I Am Me Scotland in my role as Charity Patron. I have championed the work of the Charity since the inception in 2013 and have watched the local community project grow into a nationally recognised Charity that has built and maintained strong working partnerships and relationships with Police Scotland, the Crown Office and most importantly, local communities.

The Charities aim to tackle hate crime, making Scotland a safe place, where people can live their lives free from the fear of harassment and abuse are commended and the innovative, engaging and inclusive ways in which they do this has been recognised as sector leading.

Early intervention and prevention are key to changing attitudes and behaviours and to encouraging a more accepting, tolerant and diverse society. The school and Ambassador programmes engage children from an early age and encourages discussion and acceptance of difference.

Any form of Hate Crime is not acceptable. The targeting of disabled people is particularly abhorrent and there is no excuse for such offensive behaviour. It should be our desire, as a civilised society, to eradicate hate crime from our communities. I want to assure you of my continued support for the many efforts to tackling hate crime in Scotland, and a continued commitment to help keep our communities safe.





## 2 INTRODUCTION

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

2.1 Hate crime is '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 perceived disability, race, religion, sexual orientation or transgender identity' (5 strands of hate crime) and preventing it has become a key priority within our increasing diverse communities.

2.2 Disability hate crime is recognised nationally as one of the most under reported crimes in the UK. This is partly because many disabled people have come to accept abuse and harassment as part of normal daily life, but also many people who are witness to incidents of abuse and harassment are unsure how and where to report it.

2.3 This strategic plan builds on the previous strategy (2017-2020) and celebrates the key achievements to date, whilst detailing the key priorities, **with a focus on early intervention and prevention**, to tackle disability hate crime and to raise awareness of how incidents can be reported.

2.4 To do this, the Charity will aim to change attitudes and behaviours so that disabled and vulnerable people in Scotland feels safe in their communities .



The strategy covers the period 2020-2023 and sets a context which the charity will aim to achieve the priorities and overall aims and objectives.

2.5 The strategy also includes aims to support some of the local and national outcomes set out in the Police Scotland Plan, The Scottish Government Plans, Renfrewshire Council Plan and the Scottish Government 'a fairer Scotland for disabled people' plan.

2.6 In addition to these, the activities of the Charity will continue to be mindful of the recommendations set out in the EHRC Manifesto for Change report which detailed actions for agencies to identify and tackle Disability Hate Crime.

2.7 Monitoring the progress of the strategic priorities will be carried out by the I Am Me Board of Trustees and the I Am Me volunteer Committee.



### 3 BACKGROUND

3.1 I Am Me Scotland is a community-based charity that aims to raise awareness of disability hate crime.

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)

3.2 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.” (Scot Gov, 2013)

3.3 The term **Mate Crime** is being used by some disability organisations and can be defined as 'when vulnerable people are befriended by members of the community who go on to exploit and take advantage of them'. 'Mate' covers a wide number of people including friends, family and supporters. **Sometimes the exploitation may not be an illegal act but still has a negative effect on the individual.**

3.4 Disability hate crime can take many different forms, ranging in severity from name calling to physical assault and in the most extreme cases can end with fatalities. It is often confused with or referred to as bullying, harassment or even low level anti-social behaviour. In fact, what appears to be harmless name calling can quite often quickly escalate into a serious incident.

3.5 Disability hate crimes often take place in schools and colleges, on public transport, in the streets and in or around victims’ own homes. Offenders can be strangers, friends or in some cases may even be a family member

3.6 The EHRC highlight that witnesses in the wider community do not tackle or challenge behaviour such as name calling, teasing or bullying and that **crimes can take place in front of other people without being recognised for what it is** (Hidden in Plain Sight) (EHRC, 2011).

3.7 Disability hate crime is recognised as one of the most under reported crimes in the UK. This is because disabled people often do not report harassment, for one reason or another: it may be that they do not realise that what is happening is against the law, they may be unclear who to report it to, they may fear the consequences of reporting it or they may fear that the police or other authorities will not believe them (EHRC, 2011).

3.8 Mencap estimate that around **97%** of hate crimes against disabled people are currently going unreported and it is estimated that there are around **62,000** hate crimes against disabled people in the UK per year (ITV1, 2012).

**97%** OF DISABILITY HATE CRIME GOES UNREPORTED IN THE UNITED KINGDOM

**62,000**

HATE CRIMES ARE COMMITTED AGAINST DISABLED PEOPLE EACH YEAR IN THE U.K.



3.9 The EHRC published a report in September 2011 called "Hidden in Plain Sight". This report highlighted systematic failures by organisations in preventing disability related harassment and in tackling it effectively when it does happen. The report detailed draft recommendations for action. In the report, the EHRC highlighted 10 serious cases in which disabled people have died or were seriously injured. Further analysis of 9 of those cases (no offender details were released for the Borders case), highlight the shocking reality that the average age of the offender was 21 years old, the youngest aged 14 charged with the manslaughter of Colin Greenwood. Details of two teenagers involved in Stephen Hopkins case were not released due to legal reasons, and it is thought that around 26 people were involved, many young children, in the prolonged abuse of David Askew. **It is therefore expected that the average age of the offenders involved in the harassment and abuse is likely to be much younger.**

3.10 Young people are also often the victims of disability harassment and the EHRC highlight that 'more than four-fifths of young people with a statement of special education needs or disability that affected their schooling reported being bullied'.

Similarly, Enable Scotland highlights that:

- 93% of children with learning disabilities have been bullied.
- 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.

- 3.11 Disabled people face being disproportionately affected by poverty, are more likely than non-disabled people to live in a deprived area and are twice as likely as non-disabled people to be social housing tenants. (Papworth, 2018)
- 3.12 **Approximately 170,000 children live with families where at least one adult is disabled. This represents 17 per cent of the population of children in Scotland.** The risk of poverty is higher for children living with disabled adults. One in three (35%) of children who live with a disabled adult also live in poverty compared to 19 per cent of children who do not live with a disabled adult. This risk is also higher in families containing children with disabilities. Just over a quarter (26%) of families containing a disabled child are in relative poverty compared with 19 per cent for families containing children with no disabilities (Scot Gov, 2016).
- 3.13 Two in five children in poverty have a reported disability or ill health in the family, with many of the children having no parents in work.



## 4 KEY TRENDS AND STATISTICS

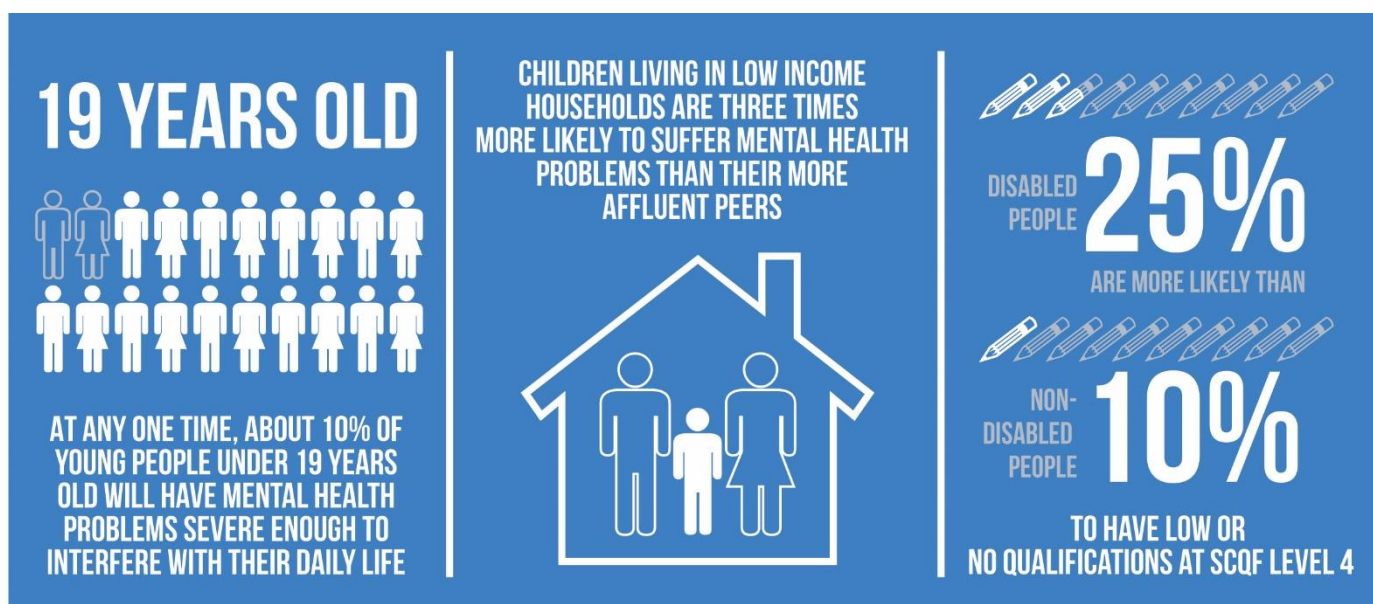
### 4.1 Disability Related Statistics for Scotland

- **Around 1 million (20%) people in Scotland are classed as having a disability or a long-term illness.** (Scot Gov, 2016 )
- Enable Scotland estimate around 120,000 people in Scotland have a learning disability.
- An estimated 58,000 people in Scotland have Autism Sensory Disorder (ASD) (SPICe, 2017)
- In 2017, the Scottish Health Survey (SHeS) estimated that 32% of adults (and 10% of children) had long-term conditions that were also limiting.
- Of these, 41% reported conditions relating to musculoskeletal, 30% mental disorders and 19% respiratory.
- The prevalence of disability increases with age. The SHeS estimated that, in 2017, over half of the population have a disability in the over 75 age group.
- 34% of women reported disabilities, which was higher than the 29% of men who reported these conditions. (Scot Gov, 2019)
- **It is estimated that 1 in 3 people in Scotland are affected by a mental health problem each year.** The most common illnesses are anxiety and depression (BBC 2016)
- The Scottish Household Survey (2015) shows that there are 3.6% of households with a wheelchair user in Scotland.
- **There are an estimated 1,012,000 people in Scotland with some degree of hearing loss** (of whom approximately 546,000 are over the age of 60) (SCoD, 2020)
- The number of people in Scotland whose first or preferred language is BSL was estimated by the Scottish Government to be around 6,000 (SCoD, 2020)
- There are an estimated 2,000 Deafblind people in Scotland (SCoD, 2020)
- The estimated number of people living with sight loss in Scotland is 171,000 (RNIB, 2020)



## 4.2 Children, Disability & Poverty Related Statistics for Scotland

- The estimated population of Scotland as at mid-2018 was 5,438,100, 17% of the population was children aged 15 and under (924,447) (NRS, 2018)
- It is estimated that around 8.5% (78,578) of children in Scotland are disabled or have a long-term illness (Understanding Glasgow, 2011).
- There are an estimated 3,000 children and young people under 25 with severe to profound deafness in Scotland (ScOD, 2020)
- **At any one time, about 10% of young people under 19 years old will have mental health problems severe enough to interfere with their daily life** (SPICe, 2014)
- There are 15,324 school-age children and young people identified as having an additional support need resultant from a learning disability (Enable, 2020)
- Households containing a disabled person have higher levels of child material deprivation (20%) compared to households with no disabled people (8%) (Scot Gov, 2019)
- Compared to non-disabled children, disabled children more frequently had high scores of difficulties, as measured in the Strengths and Difficulties questionnaire in the Scottish Health Survey (2017).
- Disabled children reported more social, emotional and behavioural difficulties at an early age, compared to non-disabled children (Audit-Scotland, 2018).
- **Children living in low income households are three times more likely to suffer mental health problems than their more affluent peers** (Audit-Scotland, 2018).
- **Disabled people (25%) are more likely than non-disabled people (10%) to have low or no qualifications at SCQF level 4 (Scot Gov, 2019).**
- The vast majority of disabled school leavers are recorded as leaving to a positive destination (89%) although this remains lower than for non-disabled school leavers (95%) (Scot Gov 2019)



### 4.3 Bullying & Hate Crime Statistics for Scotland

- Data on crime in Scotland available from the Scottish Government, which uses the Scottish Crime and Justice Survey (SCJS) show that in 2017 to 2018, 14.9% of disabled adults aged 16 years and over experienced crime, compared with 11.8% of non-disabled adult (Scot Gov, 2019).
- **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)**
- Disabled Scots are less likely to feel safe walking alone in their neighbourhoods (EHRC, 2011).
- In 2017/18, disabled people were slightly more likely to be victims of crime generally than non-disabled people (14.9% compared to 11.8%) (Scot Gov, 2019)
- Compared to non-disabled people, they were also more likely to be worried about certain specific crimes mentioned in the crime survey such as credit card or bank theft, stolen identity and vehicle vandalism (Scot Gov, 2019).
- **One in five disabled Scots have experienced harassment because of their disability.** (Capability Scotland, 2020)
- In Scotland in 2018, 3.5% of pupils with additional support needs attended special schools (Scottish Government 2018 – Mencap)
- **Children with special educational needs (SEN) are twice as likely as other children to be bullied regularly (IoE 2014)**
- Disabled children are almost four times more likely to experience violence than non-disabled children (Hate Crime Scotland, 2020).
- The greatest proportion of reported hate crime incidents involving disabled people in 2018/19, occurred in Glasgow (Hate Crime Scotland, 2020)



#### 4.4 Police charges reported to the Crown Office 2010-2019

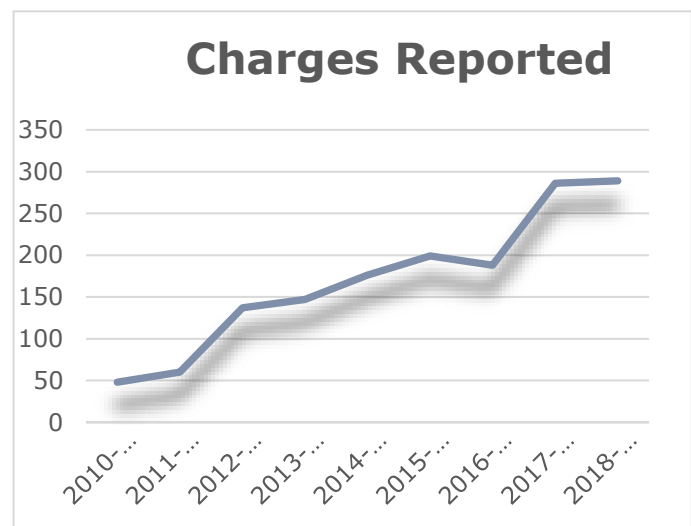
\*Total number of charges of an offence aggravated by prejudice related to disability

DISABILITY AGGRAVATED CRIME CHARGES REPORTED, 2010-11 TO 2018-19 (NUMBERS)									
YEAR	10-11	11-12	12-13	13-14	14-15	15-16	16-17	17-18	18-19
TOTAL NUMBER OF CHARGES*	48	60	137	147	176	199	188	286	289
DECISION ON HOW CHARGE WILL PROCEED									
COURT PROCEEDINGS	35	36	94	127	151	173	146	233	243
NOT SEPERATELY PROSECUTED	-	7	7	-	-	13	21	15	14
DIRECT MEASURES	-	-	5	-	-	8	13	15	-
REFERRED TO CHILDREN'S PANEL	0	-	6	0	-	-	-	-	-
NO ACTION	8	12	25	13	16	-	-	19	11
AWAITING DECISION	0	0	0	0	0	0	0	-	12

(Crown Office, 2020)

4.5 The legislation for the newer categories of hate crime (disability, sexual orientation and transgender identity) came into force on 24th March 2010. The new strands of hate crime have been recorded since June 2012 when Police Scotland became a national force.

4.6 **Any increase in disability hate crimes, are likely to be a result of increased reporting, rather than an increase in incidents.**





## 5 ABOUT I AM ME SCOTLAND

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# I AM ME SCOTLAND - CHANGING ATTITUDES AND BEHAVIOURS SO THAT DISABLED AND VULNERABLE PEOPLE IN SCOTLAND CAN FEEL SAFE

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- 5.1 **I Am Me Scotland** is a community-based community charity that works in partnership with Police Scotland to raise awareness of, and tackle disability hate crime.
- 5.2 The project was started by a Renfrewshire community member in 2012 after watching a TV programme called 'Don't Hate Us'. The programme highlighted the story of a young adult who was murdered by people that she thought were her friends. After realising the lack of awareness about disability hate crime, the Renfrewshire community member decided to contact Police Scotland to explore opportunities for partnership working and set up a community group to raise awareness of the effects that incidents can have on individuals and the wider community.
- 5.3 Local research was carried out with disabled people and young people to help gauge attitudes and behaviours. This research highlighted that some disabled people had been victim of disability hate crime. One lady reported having paint poured on her car for parking in a disabled bay. A gentleman reported having his white cane taken from him by a group of youths and sold back for £5, whilst a carer reported young people selling her client the free metro newspaper. **None of the crimes had been reported as the victims did not want any repercussions, were worried about not being taken seriously or had not realised that a crime had taken place.**
- 5.4 Further research highlighted that many offenders were young people and it was decided to work with high school pupils and disabled people to raise awareness of what disability hate crime is and the effects that incidents can have.
- 5.5 The project received charity status in **October 2015**.
- 5.6 The Charity is run by a board of trustees and is known as I Am Me Scotland. There are two key initiatives, **I Am Me & Keep Safe**.
- 5.7 **I Am Me** is a suite of resources which aim to raise awareness of what disability hate crime is and how it can be tackled, whilst **Keep Safe** works with communities to create 'Keep Safe' places for anyone feeling lost, scared or vulnerable when out in the community. The initiatives work together to provide a holistic programme of education and awareness (I Am Me resources) whilst providing practical support (Keep Safe) for disabled people in the community. Both initiatives work in synergy with an overall aim to raise awareness of disability hate crime and to **change attitudes and behaviours so that disabled and vulnerable people in Scotland feel safe in their communities.**



"MY KEEP SAFE CARD MAKES ME FEEL SAFE WHEN I GO OUT ON MY OWN."

## 5.8 HOW I AM ME WAS DEVELOPED

5.8.1 I Am Me began in response to a TV programme about Disability Hate Crime. A community project was set up to help raise awareness and a hard-hitting drama production was developed, which was delivered to high school students and adult audiences. A primary school version was developed for young children.

5.8.2 Although live performances are an excellent medium for engaging audiences and facilitating change, they are not sustainable over a longer period. A bespoke training resource and hard-hitting film was developed by I Am Me which is a more tenable way of raising awareness of what disability hate crime is and the devastating effects that incidents can have on individuals as well as wider communities.

5.8.3 Engaging with young people, disabled people, carers, police officers and front-line staff is key to the success of the Charity. **Changing behaviour is best achieved by allowing people to explore their own attitudes.**

**CHANGING BEHAVIOURS IS BEST ACHIEVED BY ALLOWING PEOPLE TO EXPLORE THEIR OWN ATTITUDES**

5.8.4 The key aim is to ensure the audience has a greater understanding of hate crime, know the impact and consequences and have confidences to report incidents safely.



5.8.5 It has been recognised that early intervention and prevention will be key to making a real difference within society. A Primary School resource - #MakeaDifference has also been co-produced with young people, students, Education Scotland, Dyslexia Scotland, Epilepsy Scotland and Renfrewshire Council. This innovative, exciting and engaging resource has been designed to fit with the Curriculum for Excellence. A tailored interactive lesson has been developed for each year group and discusses the range of disabilities, the impact of bullying, the consequences of hate crime and the importance of reporting. The lessons are also available as online packages which can be used by the schools.

5.8.6 The **Cinebus** is used to deliver the #MakeaDifference programme and is also used to raise awareness of Keep Safe.



## 5.9 KEEP SAFE

5.9.1 Keep Safe is an initiative which works in partnership with Police Scotland and communities to create a network of 'Keep Safe' places for disabled and vulnerable people to go if they are lost or scared or need help. Keep Safe premises will be identified by displaying the I Am Me/Keep Safe window sticker and staff will be trained to assist anyone seeking assistance.

**'KEEP SAFE WORKS WITH LOCAL SHOPS AND PUBLIC BUILDINGS TO CREATE A NETWORK OF 'KEEP SAFE' PLACES, WHERE DISABLED PEOPLE CAN GO TO GET HELP OR THEY ARE FEELING LOST OR SCARED, OR HAVE BEEN THE VICTIM OF A CRIME'**

5.9.2 Keep Safe cards are available for anyone who would like one. The card holds information about communication requirements, health concerns and who to contact in an emergency.

5.9.3 Keep Safe is the only initiative to be operating nationally. Supported by the Crown Office, Keep Safe works with Police Scotland, Local Authorities and communities to create a **national** network of safe places, enabling people to travel safely and confidently across Scotland.

5.9.4 The Charity has developed and released a **Keep Safe Scotland** Phone App which was designed with disabled people. The App can be downloaded free from iOS and Android and maps out all Keep Safe places across Scotland and provides further details about opening hours or contacting the premises.

The App aims to encourage independent travel by ensuring there is a network of places a person can seek assistance, if required. The App also provides a link to each local authority and a link to report incidents to Police Scotland (third party reporting link).

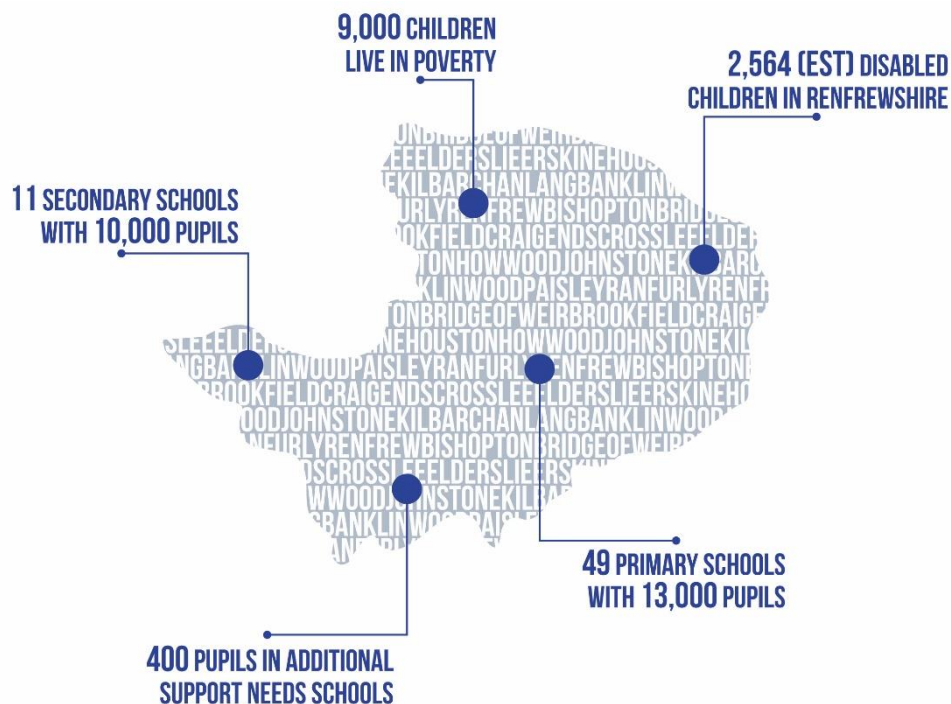
5.9.5 It is recognised that Disability Hate Crime is vastly under reported. To help combat this, a Keep Safe Ambassador programme has been developed with Police Scotland. The Ambassador Programme works with young people aged 14-18 and disabled people. Ambassadors receive a full day training which is delivered by I Am Me and Police Scotland and trains participants how to recognise incidents and how to report them safely. The programme is also supported by COPFS. It is envisaged that the programme will empower young people to make responsible choices about their attitudes and behaviour and give people the confidence to report incidents safely.



## 5.10 RENFREWSHIRE PLATFORM

- 5.10.1 The I Am Me Charity is based in Renfrewshire, with office and staff support provided by Renfrewshire Council. The I Am Me Team work closely with the Renfrewshire community, disability groups and young people to design, develop and test all new resources. The charity will continue to work within Renfrewshire to create a local platform which helps to ensure activities and resources are structured, robust and flexible, enabling these to be replicated across Scotland.
- 5.10.2 Renfrewshire covers **261km<sup>2</sup>** and is predominantly an urban area. Renfrewshire has a population of **177,790**, approximately **3.3%** of all people in Scotland and is the 10th largest local authority in Scotland. (Scot Gov, 2018)
- 5.10.3 Key facts about Renfrewshire:

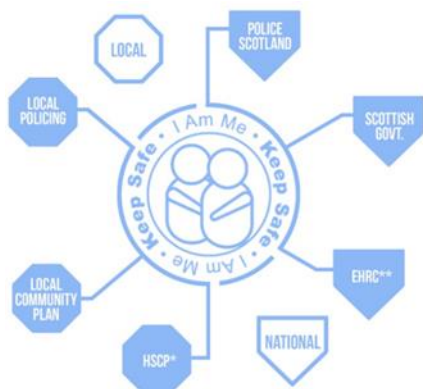
- 11 secondary schools with 10,000 pupils in Renfrewshire.
- 49 primary schools with 13,000 pupils in Renfrewshire.
- 2 Additional Support Needs Schools with 400 pupils.
- 9000 of children in Renfrewshire are living in poverty (24%) (Scot Gov Renfrewshire, 2018).
- There are 30,171 children living in Renfrewshire (0-15). Understanding Glasgow (2011) estimated that 8.5% of children in Scotland have a disability – this would be around 2,564 children in Renfrewshire.
- Around 26.6% of Renfrewshire’s population is reported as having a disability or long-term illness (Gov Scot,2018).



## 6 DEVELOPING OUR NEW STRATEGY

- 6.1 Our first strategic plan was developed in 2015 with a sole focus on developing activities within Renfrewshire. **Both the structure and the reach of the charity have changed considerably and now includes a national agenda, supported by a board of trustees and members of staff.**
- 6.2 The national strategic plan was first developed in 2017–2020 and was designed to consider these changes and to reflect the national approach.
- 6.3 The development of the 2020-2023 plan included an inter-agency meeting facilitated by Engage Renfrewshire. This session enabled key local and national stakeholders to discuss local and national priorities for the Charity.
- 6.4 Feedback from these sessions guided the development of a draft strategic plan which was prepared and sent to the volunteer committee and Board of Trustees for comments and feedback.
- 6.5 A charity Patron, Lord Mulholland and a Keep Safe Champion, ACC Gary Ritchie were appointed to help support the Charity.
- 6.6 The I Am Me strategic plan aims to link the key priorities to support both national and local outcomes.

- 6.7 The Scottish Government has a national performance framework. The framework is for all of Scotland, with an aim to:
- ④ Create a more successful country.
  - ④ Give opportunities to all people living in Scotland.
  - ④ Increase the wellbeing of people living in Scotland
  - ④ Create sustainable and inclusive growth
  - ④ Reduce inequalities and give equal importance to economic, environmental and social progress
- 6.8 The framework sets out 11 'National Outcomes', 4 of which are relevant to this strategic plan (Scot Gov, 2020).



6.9 In addition to the above, the Scottish Government (2016) have published 'A fairer Scotland for Disabled People' delivery plan to 2021, highlighting five key ambitions.

<p><b>Support services that promote independent living, meet needs and work together to enable a life of choices, opportunities and participation.</b></p> <p>Disabled people can participate as active citizens in all aspects of daily public life. Increased opportunities for disabled people to be fully involved in the design and delivery of services.</p>	
<p><b>Decent incomes and fairer working lives.</b></p> <p>Disabled people are visible and participating within communities, learning and education, volunteering and employment.</p> <p>Improved awareness and understanding of discrimination, prejudice and barriers faced by disabled people including the physical environment, stigma and negative attitudes.</p>	
<p><b>Places that are accessible for everyone.</b></p> <p>Greater and more meaningful involvement by disabled people in designing policies and services.</p>	
<p><b>Protected rights.</b></p> <p>Disabled people to be treated as equal citizens within all elements of the justice and tribunal system, with full access to the physical environment, advocacy and support, information and advice, and communication support.</p>	
<p><b>Active participation.</b></p> <p>Disabled people to be empowered through peer support and learning and development opportunities to participate fully as active citizens.</p>	

Full details of the ambitions and actions can be accessed via:

<http://www.gov.scot/Publications/2016/12/3778>

6.10 The Renfrewshire Community Plan supports national objectives whilst setting out the vision for Renfrewshire, identifying key priorities and detailing how these will be achieved.

6.11 The 2017-2027 Community Plan has a vision to “Work together to make Renfrewshire a fairer, more inclusive place where all our people, communities and businesses thrive”

6.12 There are 4 key priority areas:

- Our Renfrewshire is thriving: Maximising economic growth, which is inclusive and sustainable
- Our Renfrewshire is well: Supporting the wellness and resilience of our citizens and communities
- Our Renfrewshire is fair: Addressing the inequalities which limit life chances
- Our Renfrewshire is safe: Protecting vulnerable people, and working together to manage the risk of harm

6.13 Within these key priority areas, Renfrewshire have a number of aims that we will strive to support through our action plan. Some of these are highlighted below:

- Promoting a positive image and reputation of Paisley, and Renfrewshire as a whole, in Scotland, the UK and internationally.
- Promoting wellbeing and good mental health, particularly in our young people.
- Tackling isolation and loneliness, by connecting people to their communities, and to services.
- Enable people to live healthier, for longer, by supporting our older population to stay active.
- Protecting vulnerable adults and children, ensuring they can live safely and independently.

6.14 Police Scotland have published their annual policing plan for 2020-2021 – Policing for Safe, Protected and Resilient Scotland.

6.15 Within the Annual plan, there are 5 strategic outcomes:

Threats to public safety and wellbeing are resolved by a proactive and responsive police service

The needs of local communities are addressed through effective service delivery

Public, communities and partners are engaged, involved and have confidence in policing

Our people are supported through a positive working environment, enabling them to serve the public

Police Scotland is sustainable, adaptable and prepared for future challenges

Within these, there are a number of key objectives and activities that we will aim to support through our strategic plan.

- Further enhance and invest in our approach to partnership, prevention and community wellbeing, working constructively with our partners across the public, private and third sectors to support Scotland’s public health approach.
- Protect people considered vulnerable and prevent all forms of abuse, neglect and exploitation including domestic abuse, child sexual abuse & exploitation, rape and sexual crime, hate crime and human trafficking, including online.
- Design, develop, deliver prevention and early intervention approaches to reduce vulnerability with appropriate mechanisms for evaluation and review.



### CHANGING ATTITUDES AND BEHAVIOURS SO THAT DISABLED AND VULNERABLE PEOPLE IN SCOTLAND FEEL SAFE IN THEIR COMMUNITIES

The new strategic plan for 2020-2023 highlights 6 key aims which will guide our work with partners in the public, private and third sector to achieve our vision to 'Change attitudes and behaviours so that disabled and vulnerable people in Scotland feel safe in their communities.'

The Charity will seek to be represented at relevant national groups to maximise opportunities to raise awareness and influence change. The charity will also highlight the achievements in early intervention and prevention work as evidence of the sound basis for our ongoing ambitions to make Scotland a more inclusive society.

#### To do this we will lead a movement for **CHANGE**

**"Change is a process not an event"**

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

We will work with Police Scotland and local businesses to continue to develop and extend the **national** network of 'Keep Safe' places where disabled, elderly 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 early intervention and prevention in education, we will work with young people to raise awareness of disability, bullying and hate crime and encourage young people to **report incidents safely**. **A strategic delivery plan details the actions in section 13 of this report.**





# AIM 1

## CONTINUE TO DEVELOP AND EXTEND THE NATIONAL NETWORK OF KEEP SAFE PLACES



### CHANGE

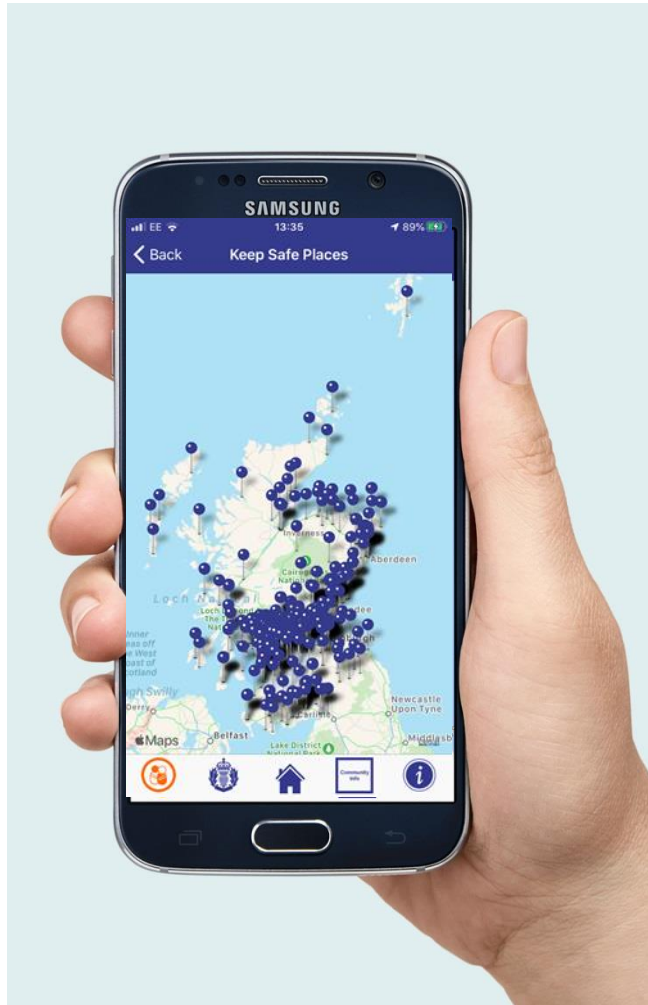
#### **Aim:** Continue to develop and extend the national network of Keep Safe places

We will continue to work with Police Scotland and local businesses to build on the existing network to develop and extend the national network of 'Keep Safe' places where disabled and vulnerable people can seek assistance.

#### **What have we done?**

Keep Safe is an award-winning initiative that was developed in response to feedback from the local disabled community. The initiative works in partnership with Police Scotland and a network of local businesses to create 'Keep Safe' places for anyone feeling lost, scared or vulnerable when out in the community. A Keep Safe card is available which details information about communication requirements, health concerns and who to contact in the event of an emergency. Any person requiring assistance can enter a Keep Safe place and staff within will offer to help. This can be anything from offering a glass of water and a seat, providing directions, contacting a friend or relative, or contacting emergency services.





## Where we are now...

- 856 Keep Safe places across Scotland.
- 1700+ staff trained.
- 15,000 Keep Safe cards distributed.
- 150 Police Trainers trained to deliver Keep Safe training.
- Multi award winning
- Good practice being shared in Ireland.

“KEEP SAFE KEEPS PEOPLE WITH DISABILITIES SAFE FROM HARM.”

## Where we want to be...

Our vision is for Keep Safe to be operating extensively across all 32 local authority areas in Scotland. This would help people to live and travel more freely across Scotland whenever they choose with the confidence that there are places where they can seek assistance or refuge, if required.

**See page 51 for more information.**

The Keep Safe initiative was designed, developed and tested in partnership with Police Scotland alongside disabled people and young people in Renfrewshire. It has since been extended to all Local Authority areas in Scotland, in partnership with Police Scotland. All Keep Safe places are approved by Police Scotland and must have at least two members of staff present at all times. Keep Safe places must also have information available for staff and display the Keep Safe window sticker. A Police single point of contact (SPoC) has been allocated for each division across Scotland.

All Keep Safe places are listed and can be mapped out using the Keep Safe Scotland phone app, available to download free from iOS and Android.



# AIM 2

## HARNESS STRONG PARTNERSHIP WORKING TO FACILITATE CHANGES IN ATTITUDES AND BEHAVIOURS



### C H A N G E

#### **Aim: 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.



#### **What have we done?**

I Am Me works with organisations and communities to raise awareness of disability related bullying and harassment. We have built strong positive relationships with Police Scotland, COPFS and Renfrewshire Council.

These relationships are integral to the success of both I Am Me and Keep Safe. Additionally, we have worked collaboratively with a number of national organisations, including, Education Scotland, Epilepsy Scotland, Dyslexia Scotland, Capability Scotland and Quarriers.

A community volunteer committee meets every month. This committee consists of young people, disabled people and parents of disabled people and brings real lived experience of disability.

The board of trustees meets every quarter and brings a wealth of experience to the charity from a range of backgrounds.

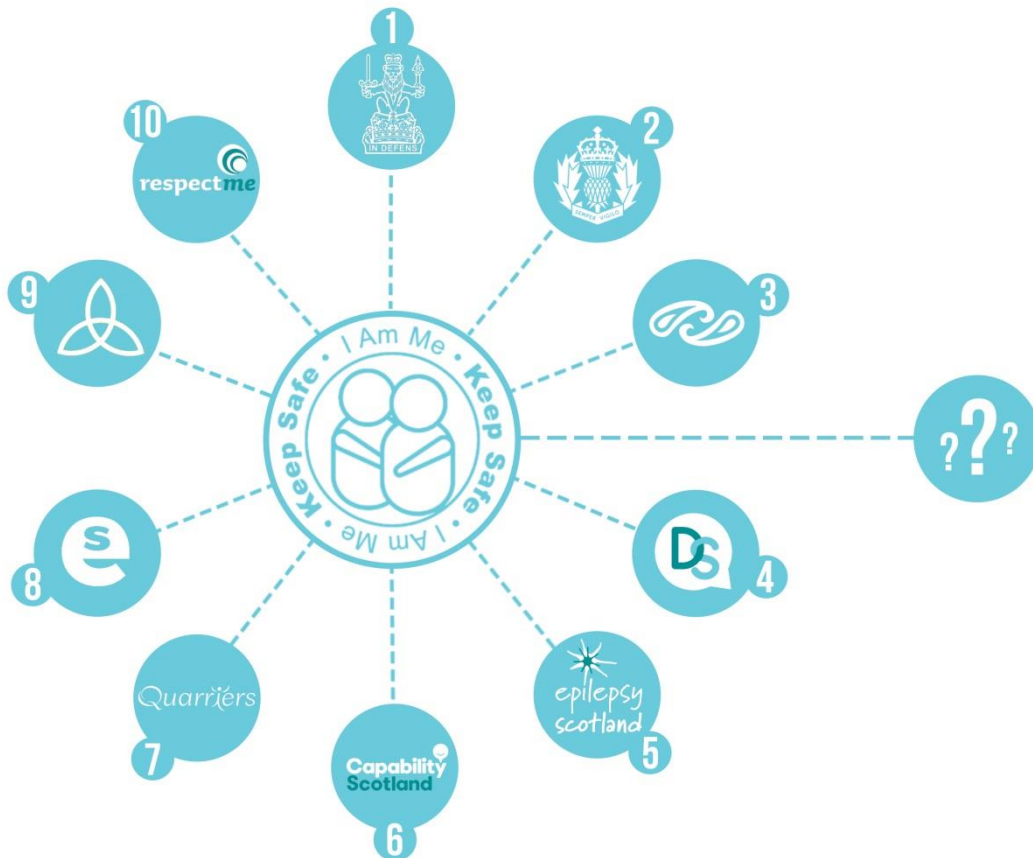
#### **Where we are now...**




- Established community committee of volunteers who meet monthly.
- Working partnerships with Police Scotland, Renfrewshire Council and the Crown Office and Procurator Fiscal service.
- Collaborative working relationships with local and national disability organisations across Scotland.

## Where we want to be...

We will extend and strengthen our network of partners and organisations that we work collaboratively with, to progress the awareness of disability hate crime.

**See page 52 for more information.**



- |   |   |   |  |
|---|---|---|--|
|  | <b>1</b><br>CROWN OFFICE AND PROCURATOR FISCAL SERVICES |  | <b>6</b><br>CAPABILITY SCOTLAND                  |
|  | <b>2</b><br>POLICE SCOTLAND                             |  | <b>7</b><br>QUARRIERS                            |
|  | <b>3</b><br>RENFREWSHIRE COUNCIL                        |  | <b>8</b><br>EDUCATION SCOTLAND                   |
|  | <b>4</b><br>DYSLEXIA SCOTLAND                           |  | <b>9</b><br>RAMH (RECOVERY ACROSS MENTAL HEALTH) |
|  | <b>5</b><br>EPILEPSY SCOTLAND                           |  | <b>10</b><br>RESPECTME                           |
|  | <b>???</b><br>FUTURE PARTNERSHIPS                       |   |  |

# AIM 3

## ADVANCE SOCIETY'S AWARENESS OF DISABILITY HATE CRIME



### CHANGE

#### **Aim: 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 emphasising the affects that incidents can have on individuals and the wider community.

#### **What have we done?**

I Am Me Scotland is a community led charity. The unique structure facilitates opportunities to work directly with members of the community to develop initiatives and activities in response to community needs. The developments include working with young people and disabled people to design and develop:

- The Keep Safe initiative.
- A training pack and hard-hitting film.
- The primary school resource with accompanying films.
- The bus conversion into a mobile cinema and education unit.
- The Keep Safe Scotland phone App.
- The #MakeaDifference programme.
- The Keep Safe Kids Phone App.

#### **Where we are now...**

- The I Am Me training pack is being used by Police Scotland probationers, Polmont Young Offenders, high schools, staff groups and disability groups across Scotland.
- The Cinebus has been converted and has delivered to over 50 primary schools with around 10,000 children participating in the programme each year.
- The Keep Safe Scotland App has been designed, commissioned and developed in collaboration with disabled people and is available on iOS and Android.



- The #MakeaDifference programme was designed and developed with young people. The programme is innovative, engaging and has been designed with a bespoke lesson plan for each age group.
- **The Team are currently working with children and young people to design a new innovative anti bullying App – Keep Safe Kids.**

## Where we want to be...

We will build and extend on our work to ensure that everyone understands that disability related harassment and abuse is a crime and can have serious consequences for victims and perpetrators. To do this we will ensure that our activities are unique, innovative, exciting, engaging, inspiring and accessible.

**See page 53 for more information.**



# AIM 4

## NETWORK WITH PARTNERS TO INFLUENCE LEGISLATIVE CHANGE



### CHANGE

#### **Aim: 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.

#### **What have we done?**

We have been working with Police Scotland to look at new ways to capture disability related incidents and crimes. Police Scotland define hate crime as –

“Any crime perceived as being motivated by malice or ill will towards a particular social group on the basis of their actual or presumed sexual orientation, transgender identity, disability, race or religion”.  
([police.scotland.org](http://police.scotland.org))



The legislation relating to Disability Hate Crime is The Offences (Aggravation by Prejudice) (Scotland) Act 2009. Section 1 of that Act states that where an offence has been proved to be aggravated by prejudice related to disability then the court must take that aggravation into account when determining the appropriate sentence.

For the purpose of investigating such incidents the Lord Advocate directs that the following definition is used:

“Any incident is aggravated by prejudice if it is perceived to be aggravated by prejudice by the victim or any other person”.



**“ANY INCIDENT IS AGGRAVATED BY PREJUDICE IF IT IS PERCEIVED TO BE AGGRAVATED BY PREJUDICE BY THE VICTIM OR AND OTHER PERSON.”**

**-LORD ADVOCATE**

Due to the complexity of the legislation, many people do not recognise that incidents can be reported as a potential disability hate crime.

For example, a person being called disability names could report disability hate crime. This could be investigated under Section 38 of the Criminal Justice and Licensing (Scotland) Act 2010 (breach of the peace).

We have been working with communities, organisations, young people and disabled people to raise awareness of what disability hate crime is and the importance of reporting.

## Where we are now...

- Recognised a need for improved legislative protection for disabled people.
- Provided feedback for the Lord Braccadale hate crime review.
- Awaiting outcome of proposed Hate Crime Bill and potential changes to hate crime legislation as a result of Lord Braccadales review.



## Where we want to be...

Working with Police Scotland and the Crown Office to influence better recognition and recording of disability related harassment and abuse. This includes the recording of protected characteristics at point of reporting an incident. By doing so, it is hoped that disabled people who have been targeted because of the group they



identify with, will receive the support and justice deserved. We will also work with partners to help improve accessibility of reporting for disabled people, this includes making information available in accessible formats.

**WHEN INCIDENTS ARE REPORTED, THESE MUST BE RECOGNISED AS A POTENTIAL DISABILITY HATE CRIME AND RECORDED APPROPRIATELY**

## **The United Nations Convention on the Rights of the Child (Incorporation) (Scotland) Bill**

Scotland is set to become the first country in the UK to directly incorporate the UNCRC into domestic law. The United Nations Convention on the Rights of the Child (Incorporation) (Scotland) Bill was introduced to the Scottish Parliament on 1 September 2020.

**See page 54 for more information.**

# AIM 5

## GALVANISE COMMUNITIES TO RECOGNISE AND REPORT DISABILITY HATE CRIME



### CHANGE

#### **Aim: 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.

#### **What have we done?**

We have worked with Police Scotland to deliver joint workshops; information stands and training in the community and at third sector and organisation events.

These events focus on awareness raising, the importance of reporting incidents and various methods for reporting crimes and incidents to the Police.

We have also worked with Police Scotland to deliver Ambassador training to empower young and disabled people to report incidents safely.



#### **Where we are now...**

- We are third party reporters and can take hate crime reports on behalf of a witness or victim.
- We work in partnership with Police Scotland to deliver joint awareness training at events.
- Keep Safe premises staff are trained how to report incidents to the Police.
- Trained over 1000 Keep Safe Ambassadors across Scotland (including over 150 Police trainers).

#### **Where we want to be...**

Our vision is for everyone to have an understanding of what disability hate crime is and to know the importance of making reports and the various methods of reporting. When incidents are reported, these must be recognised as a potential disability hate crime and recorded appropriately. We also plan to explore opportunities for collaborative working with Keep Safe Ambassadors and the Police Scotland Youth Volunteer programme.

**See page 55 for more information.**



# AIM 6

## EDUCATE AND EMPOWER A GENERATION OF YOUNG PEOPLE TO CHALLENGE PREJUDICE BASED BEHAVIOUR



### CHANGE

#### **Aim: 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.

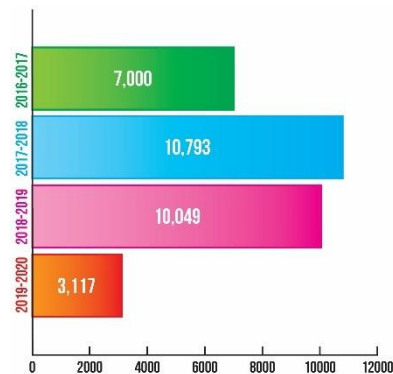
#### **What have we done?**

Disability hate crime is vastly under reported and many members of the community are unsure how to make reports.

Thanks to Stagecoach and the Keys to Life funding, we have converted an old bus into a mobile cinema and education unit. This has been recognised as an innovative and engaging way of working with children and young people to raise awareness of disability, bullying and hate crime.

We have worked with young people and disabled people to design an exciting, engaging and innovative educational programme - #MakeaDifference. The programme has been designed to be progressive, starting from primary 1 through to primary 7 and has an interactive lesson plan unique to each age group.

The programme has been running since 2016 and has had the following participants each year:



**THE CINEBUS HAS BEEN CONVERTED AND HAS TOURED RENFREWSHIRE PRIMARY SCHOOLS, WITH OVER 30,000 CHILDREN PARTICIPATING IN THE PROGRAMME**

Feedback is collected from all P4 – P7 children participating. This enables the team to continually improve the programme.



## Where we are now...

- 194 primary school sessions delivered.
- 30,957 participants.
- 11,485 Surveys received from children.
- 1,298 Surveys received from teachers.
- 91% of children stated that the day had made them more aware of disabilities.
- 100% of teachers enjoyed the visit, with 99% stating they felt it was worthwhile.

## Where we want to be...

Our aim is to integrate the Primary School resource into the national curriculum for excellence, to ensure a structured programme of disability awareness is available for all primary school children across Scotland. This will ensure that children are confident in challenging prejudice based behaviour.

The #MakeaDifference programme has now been developed into an online suite of resources which can be used by schools across Scotland. A High school package is also being developed to promote early intervention and prevention.

**See page 56 for more information.**



**Cinebus Survey**

11,486 surveys returned

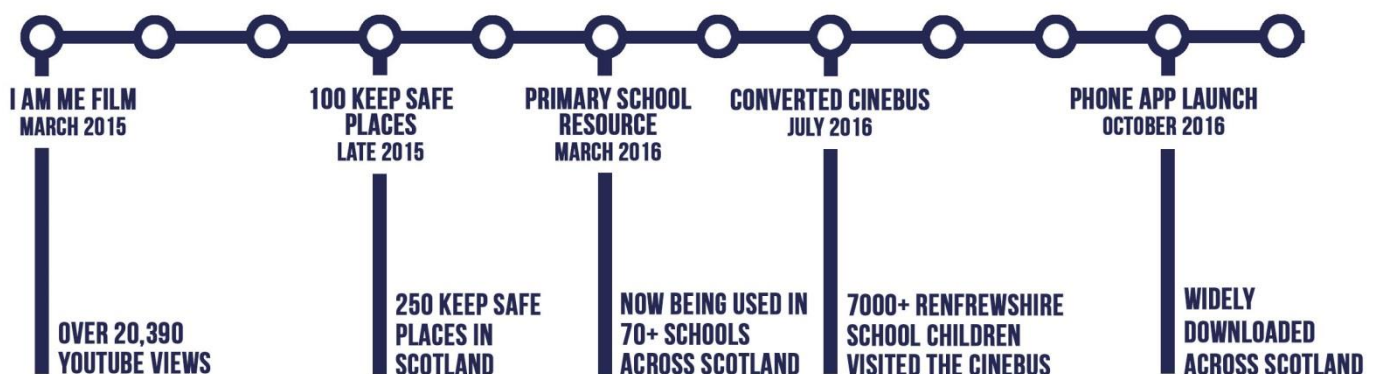
- 97% of children enjoyed the Cinebus visiting their school.
- 91% stated that the day made them more aware of disabilities.
- 99% know that bullying is wrong.
- 96% would tell if someone was being bullied because of their disability.

Thank You! 😊

## 8 KEY ACHIEVEMENTS 2015-2020

### 8.1 Key Achievements in 2015-2017

- **Developed and launched an award-winning film which raises awareness of disability hate crime.**
- **Worked with a multi-agency group to design a training pack which is being used across different agencies, including schools, disability organisations and Police.**
- Worked with partners, young people and disabled people to design, develop and launch a primary school resource with accompanying films which are being used to raise awareness of bullying, exclusion and hate crime.
- Raised awareness of disability hate crime and reporting by hosting information stands and delivering joint training and awareness sessions with Police Scotland.
- Developed and tested an Ambassador programme which is a joint training programme with Police Scotland and COPFS to train young people to recognise incidents and know how to report them safely.
- **Worked with 140 businesses to become volunteer Keep Safe premises in Renfrewshire and trained 500+ staff on Keep Safe.**
- Worked with other local authorities to expand Keep Safe Inverclyde, Dumfries and Galloway, Borders, Dundee and Edinburgh have all started to roll out Keep Safe and Ayrshire, Perth & Kinross and Stirling are preparing for roll out.
- Consulted with disabled people to design, develop and launch a new phone app which maps out all Keep Safe places across Scotland.
- **Converted a bus into a mobile cinema which is being used to deliver awareness sessions to schools, disability groups and the wider community.**
- Developed an awareness programme for the Cinebus which is delivered from Primary 1 to Primary 7.
- Won the Renfrewshire Provost Award, ROCCO Community Award and has been nominated for the Queen's Award for Voluntary Services.



## 8.2 Key Achievements in **2017-2020**

- 🌐 Worked with Police Scotland to develop a structured process for Keep Safe to extend to a national portfolio.
- 🌐 **Worked with a total of 856 businesses to become Keep Safe places.**
- 🌐 Trained a total of 1,700+ staff within Keep Safe places on Disability Hate Crime awareness.
- 🌐 Trained a total of 879 Keep Safe Ambassadors.
- 🌐 **Trained 151 Keep Safe Ambassador trainers to roll out the training across Scotland.**
- 🌐 Worked with young people and disabled people to develop the #MakeaDifference programme.
- 🌐 Worked with Autism Scotland and young people to design and produce a children's book about autism.
- 🌐 **Delivered the #MakeaDifference programme to 30,957 over 194 sessions.**
- 🌐 Secured a part time Project Assistant post for the team.
- 🌐 Secured funding for a Project Initiatives Officer for the team until 2021.
- 🌐 Won the Charity Champions – Disability Charity of the year award (2017)
- 🌐 Won the Herald Diversity Award – Best Community Project (2017)
- 🌐 Won the Renfrewshire Council – Community Project (2017)
- 🌐 **Received the Queen's Award for Voluntary Service (2018)**
- 🌐 Secured funding to enable the coproduction of an anti-bullying app for young people – Keep Safe Kids.







## 9 FINANCIAL FRAMEWORK

9.1 The work to expand the scope and reach of the activities being taken forward by I Am Me Scotland is financially supported in two ways:

### In Kind Support

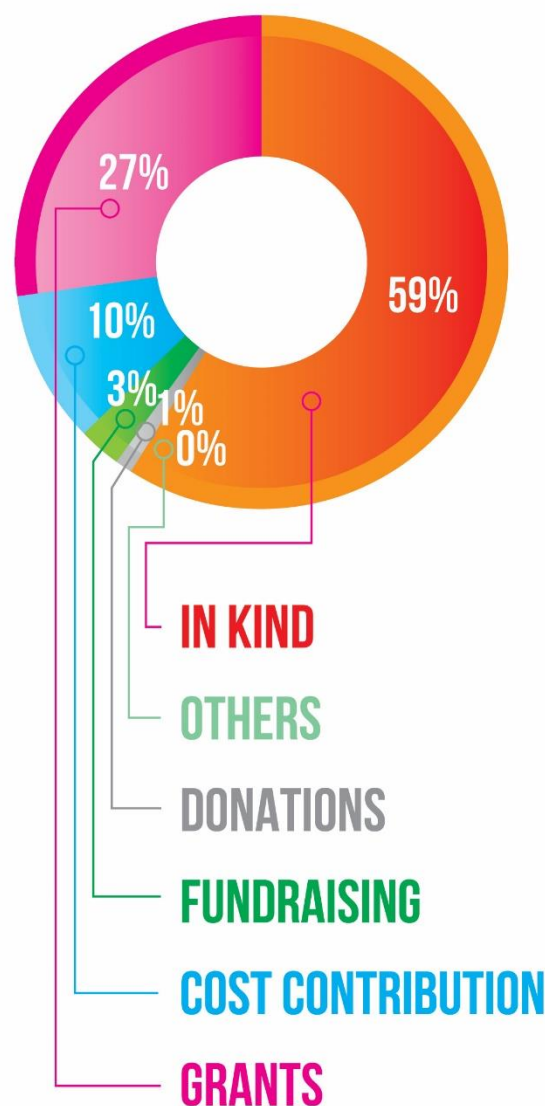
Renfrewshire Council funds the secondment of two full time members of staff – the Project Manager and Project Development Officer– to lead and manage the work of the charity.

Police Scotland funds dedicated staff time for 13 SPOC’s (Single Point of Contact’s) to support the national roll out of Keep Safe. Additionally, a national coordinator provides a portion of time to support the partnership with the charity.

In addition to the substantial in-kind support from Police Scotland and Renfrewshire Council, the Charity also receives staff support from the Crown Office and Procurator Fiscal Service.

-  The charity has been successful in **securing funding** awards from a wide range of bodies, both public and private, local and national, including Renfrewshire Council, The Robertson Trust, The Scottish Children’s Lottery, Glasgow Airport Flight Fund, St James Place, Co-Op Community Fund, Foundation Scotland, Merchant House & Awards for All.

### Income



Below is an overview of the level of funding received and spent since 2017:

Year	Opening Balance	Income	Spend	Balance
2017-2018	£38,533	£128,878	£79,300	£88,111
2018-2019	£88,111	£28,931	£51,244	£65,798
2019-2020	£65,798	£59,273	£18,832	£106,239

9.2 The funding available for 2020-2023 will be used to in line with our priorities set out in our strategy, for example

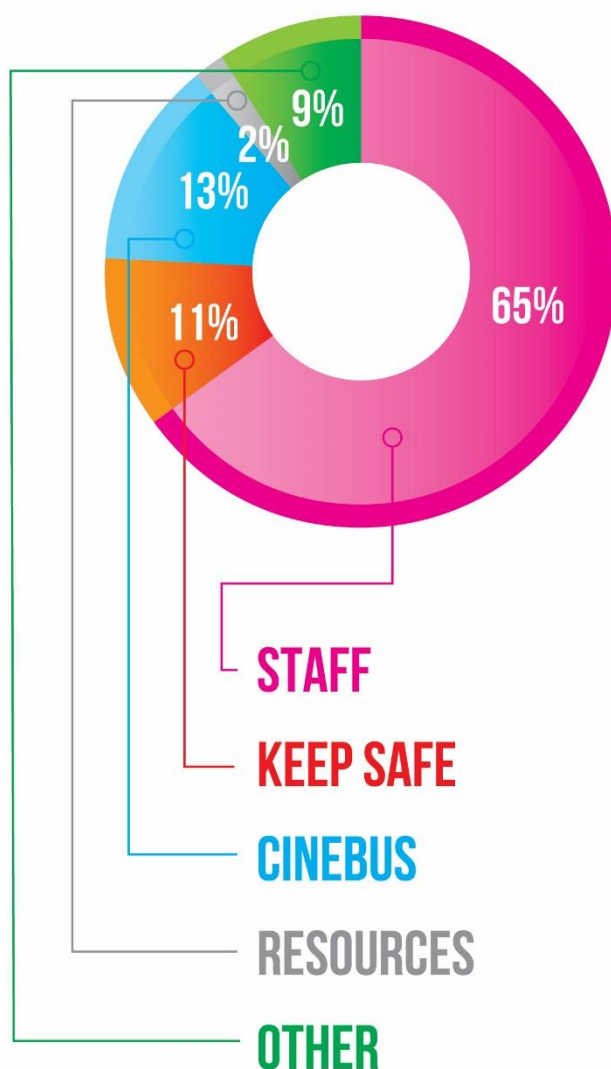
- Development of additional resources to complement the I Am Me primary school pack.
- Annual upgrades for Keep Safe phone app.
- Cinebus operations, driver costs and maintenance.
- Salary costs for the Charity’s Project Initiatives Officer, and part-time support post.
- Provisions for Keep Safe (stickers, business packs and marketing materials).
- Development and delivery of the Keep Safe Ambassadors Programme.
- Development and release of the Keep Safe Kids App.
- Further development of the #MakeaDifference Programme.
- Testing and taking forward new innovative ways of raising awareness of disability hate crime.



9.3 The Strategy sets out a wide range of areas for further development in terms of “where we want to be”. A key focus is to continue to seek to secure funding to support the achievement of these priorities, whilst not underestimating the challenges in doing so.

9.4 We will continue over the course of the period covered by the strategy to ensure a responsive, flexible approach to the planning of activities in order to maintain financial stability.

### Spend



\*Grant funding received in 2017-18 was for a 2 year period. This was due to financial planning for the period the Project manager was on maternity leave.

# 10 HOW THE CHARITY WORKS

10.1 I Am Me Scotland is a community led Charity which works with partners to raise awareness of disability, and to tackle bullying and Disability Hate Crime. The Charity was established in 2015 and is run by a Board of Trustees. The Board of Trustees bring a tremendous wealth of knowledge and experience from previous posts and partner organisations and have strategic responsibility for the Charity.

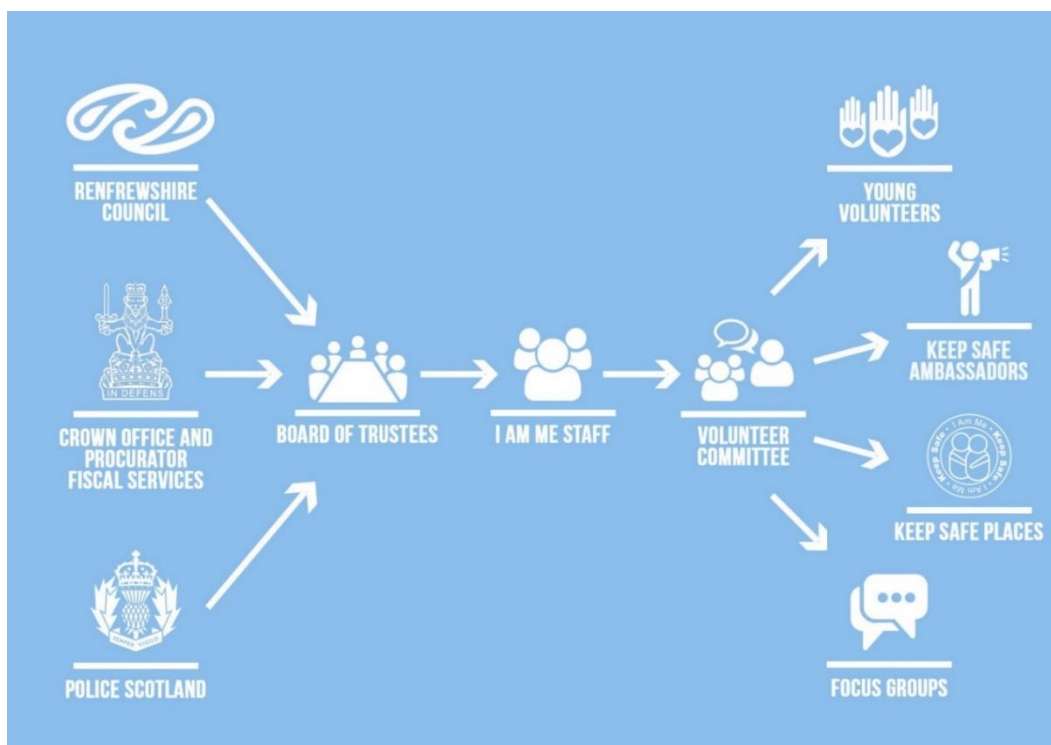
10.2 A representative from Renfrewshire Council Education/Schools, Police Scotland and COPFS sit on the Board alongside trustees from Respectme and RAMH (Recovery Across Mental Health).

10.3 Two full time staff members gifted by Renfrewshire Council and two posts funded from applications to a range of national and local grants are responsible for the operational delivery of the charity's activities.



10.4 The staff members meet with a volunteer management committee, every month, to help advise and guide all new developments. In addition, the staff regularly meet with young people and disability focus groups who help with the design and delivery of all the new activities.

10.5 The charity has a focus on facilitating change through a programme of early intervention and prevention, with an overarching aim to tackle Disability Hate Crime.



**Chair - Eileen Maclean**

Eileen has enjoyed a rewarding career in Housing for more than 33 years and has held a wide variety of roles in different authorities. Her most recent post was as Head of Housing Services with Renfrewshire Council for 15 years. She was also a member of Renfrewshire's Child Protection Committee for many years.

In recent years she was Chair of the Association of Local Authority Chief Housing Officers in Scotland and a member of the National Joint Housing Policy and Delivery Group alongside government and national housing stakeholder bodies.

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**Vice Chair – Stephen McLellan**

Stephen McLellan, Chief Executive has worked with RAMH since 1990. He is a Registered Mental Health Nurse and Registered General Nurse and has led and managed the development of RAMH from a small embryonic project to a vibrant Mental Health organisation with around 150 staff and 70 volunteers, in addition to a Diploma in Business Administration.

**Secretary – Lorraine Glass**

Senior Manager with an unusually broad skill set and diverse range of experience including economic development and regeneration, national and international marketing/communication, relationship management, anti-bullying and safeguarding. Her experience of disability rights issues has been personally magnified in recent times following her husband acquiring a disability in 2012.

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## **Treasurer - Ann McMillan**

Anne is a qualified accountant and has had a long and varied career in the public sector. She has spent much of her career in roles related to audit and governance and was for a number of years the chief internal auditor for Renfrewshire Council. In recent years she worked as Head of Resources for the Social Work Service, which she found very rewarding and through it developed a personal interest in the work of the service. She was Chair of the national Resources standing committee for Social Work Scotland, and work locally and nationally on the integration of Health and Social Care Services.



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## **Trustee – Billy Burke (BSc PGDE MSc)**

Billy Burke has been a senior manager in education for 13 years, the past 7 as head teacher of Renfrew High School. As Past President of School Leaders Scotland Billy contributes to educational development at a national level and he also assists Strathclyde University on leadership development courses. Billy is committed to the promotion of wellbeing, equality and inclusion in schools and beyond, and is passionate about the value of lifelong learning for all.



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## **Trustee – Ruth McQuaid**

Ruth McQuaid, LLB (hons) Dip LP is a solicitor and senior civil servant who has worked for 30 years as a prosecutor for the Crown Office and Procurator Fiscal Service. She is currently the Deputy Procurator Fiscal for Local Courts, Scotland with oversight of all sheriff and JP courts across Scotland. Ruth is also COPFS's national Equality and Victims champion and their lead for community engagement. She is a former chair of the Justice Board's Equality and Diversity sub-group which led a 4 year criminal justice disability project tackling access to justice for the disabled. She is currently a member of the Tackling Prejudice and Building Connected Communities action group .





### **Trustee - Mark Shepherd**

Mark joined Strathclyde Police in 1986 and retired from Police Scotland in January 2016. He has been involved in a range of innovative and successful community and partnership projects. His last post before retiring was Support Superintendent in Renfrewshire and Inverclyde Division. The post carried a wide range of responsibilities that included Professional Standards, HR, Counter Terrorism, Criminal Justice, Events Planning and Partnerships. Mark has an MBA in Public Service Management from Stirling University.

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### **Trustee – Chief Superintendent Linda Jones**

Chief Superintendent Linda Jones has taken up post as the new Divisional Commander for Safer Communities, as of 1 February, 2021. CS Jones comes to Safer Communities from her role as Divisional Commander in V (Dumfries and Galloway) Division, where she's been in post since November 2018. Having joined Strathclyde Police in 1992, CS Jones has worked across the south-west of Scotland for much of her career, in Ayrshire and Dumfries and Galloway. She has also spent time focused on Crime Management, Domestic Abuse, and Corporate Communications, as well as overseeing ongoing transformational change within Contact, Command and Control.



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### **Trustee – Christine Laverty**

Christine has worked in the health and social care sector for almost 30 years in a range of roles spanning Youth Services, Addiction, Mental Health & Learning Disability. She took up her current post of Head of Mental Health, Addiction & Learning Disability Services for Renfrewshire Health & Social Care Partnership (HSCP) three years ago, having worked for Glasgow City Council for 26 years.



Christine has a range of qualifications in Counselling, Drug & Alcohol Studies and Management, as well as a Masters Degree in Business Administration from Glasgow Caledonian University.



Carol Burt  
Project Manager/  
Volunteer



Kieran Kelly  
Clerical Assistant/  
Volunteer



Mhairi O'Rourke  
Project Initiatives  
Officer/Volunteer



Molly Potter  
Project Development  
Officer/Volunteer



Laura Benns  
Chair



Andrew Macintyre  
Vice Chair



Myra Reid  
Treasurer



Debbie Campbell  
Volunteer



Stephanie Rose  
Police Scotland



Fiona Macintyre  
Volunteer



Megan Milligan  
Volunteer



Ava Raeside  
Volunteer



Laura Matheson  
Volunteer



Colin McKenzie  
Volunteer





# 11 FURTHER INFORMATION

Equality Act 2010 definition of disability:

A person has a disability if:

- They have a physical or mental impairment.
- The impairment has a substantial and long-term adverse effect on their ability to perform normal day to day activities.

**'A PERSON IS DISABLED IF THEY HAVE A PHYSICAL OR MENTAL IMPAIRMENT, THAT HAS A SUBSTANTIAL AND LONG TERM ADVERSE EFFECT ON THEIR ABILITY TO PERFORM NORMAL DAY TO DAY ACTIVITIES.'**

## USEFUL CONTACTS

I Am Me Scotland – <https://iammescotland.co.uk/>

Respectme (Scotland's Anti Bullying Service) - <http://respectme.org.uk/>

Recovery Across mental Health (RAMH) – <http://ramh.org/>

Crown Office and Procurator Fiscal Service – <http://www.crownoffice.gov.uk/>

Police Scotland – <http://www.scotland.police.uk/>

Epilepsy Scotland – <http://www.epilepsyscotland.org.uk/>

Renfrewshire Council – <http://www.renfrewshire.gov.uk/>

Dyslexia Scotland – <http://www.dyslexiascotland.org.uk/>

Scottish Autism – <http://www.scottishautism.org/>

Quarriers - <https://quarriers.org.uk/>

Downs Syndrome Scotland – <https://www.dssscotland.org.uk>

Education Scotland - <https://education.gov.scot/>

Victim Support Scotland - <http://www.victimsupportsco.org.uk/>



Keep Safe places are available to view on the Keep Safe Scotland phone app.



Third Party Centre's will display this logo. Any third-party center can take a hate crime report on your behalf.



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## 13 STRATEGIC DELIVERY PLAN 2020-2023

<b>Aim 1</b>	<b>Continue to develop and extend the national network of Keep Safe places</b>
<b>Plan</b>	We will continue to work with Police Scotland and local businesses to further develop and extend the network of 'Keep Safe' places where disabled and vulnerable people can seek assistance.
<b>Outcomes</b>	Keep Safe has an established and robust network of places across all 32 local authority areas in Scotland.
<b>Actions</b>	<ul style="list-style-type: none"> <li>• Work with Single Point of Contact (police) and Local authorities to extend the initiative.</li> <li>• Continue to develop the action plan for extending Keep Safe across all local authority areas, detailing the status and progress of each area.</li> <li>• Ensure a national co-ordinator is in place and a lead officer (SPOC) has been identified for each Police division, and they have the resources to progress the initiative.</li> <li>• Assist national partners with preparation and roll out.</li> <li>• Extend the night-time network for Keep Safe.</li> <li>• Link with disability organisations and community groups to distribute Keep Safe cards and awareness information.</li> <li>• Develop online resources for Keep Safe training and Ambassador training.</li> </ul>
<b>National/Local Context</b>	<ul style="list-style-type: none"> <li>• <b>SG</b> - We live in communities that are inclusive, empowered, resilient and safe.</li> <li>• <b>SG</b> - Support services that promote independent living, meet needs and work together to enable a life of choices, opportunities and participation.</li> <li>• <b>PS</b> - The needs of local communities are addressed through effective service delivery.</li> <li>• <b>PS</b> - Further enhance and invest in our approach to partnership prevention and community wellbeing.</li> <li>• <b>RC</b> - Enable people to live healthier for longer, by supporting our older population to stay active.</li> <li>• <b>RC</b> - Tackling isolation and loneliness, by connecting people to their communities and services.</li> </ul>

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<b>Aim 2</b>	<b>Harness strong partnership working to facilitate changes in attitudes and behaviours</b>
<b>Plan</b>	We will work with public, private and third sector organisations and communities to encourage safe and supportive environments for disabled and vulnerable people.
<b>Outcomes</b>	We have an extensive network of partners and organisations we work with collaboratively, who help progress the awareness of disability hate crime.
<b>Actions</b>	<ul style="list-style-type: none"> <li>🌐 Offer disability hate crime awareness training to public, private and third sector organisations.</li> <li>🌐 Continue to seek new partnership/collaborative working opportunities.</li> <li>🌐 Establish relationships with Education Scotland and Head Teachers.</li> <li>🌐 Establish contacts and relationships with colleges and further education establishments.</li> <li>🌐 Establish and develop a disability focus group.</li> </ul>
<b>National/ Local Context</b>	<ul style="list-style-type: none"> <li>🌐 <b>SG</b> - We respect, protect and fulfil human rights and live free from discrimination.</li> <li>🌐 <b>SG</b> – Active participation</li> <li>🌐 <b>EHRC</b> - Proactively work with disabled people and their representative organisations to identify where risks of disability-related harassment are higher and take appropriate action to address it.</li> <li>🌐 <b>PS</b> - Public, communities and partners are engaged, involved and have confidence in policing.</li> <li>🌐 <b>RC</b> – Tackling isolation and loneliness by connecting people to their communities and to services.</li> </ul>

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<b>Aim 3</b>	<b>Advance society's awareness of Disability Hate Crime</b>
<b>Plan</b>	We will continue to develop new and innovative ways to raise awareness of disability related harassment and abuse emphasising the affects that incidents can have on individuals and the wider community.
<b>Outcomes</b>	I Am Me have an established and innovative inventory of activities aimed at raising awareness of disability hate crime, the effects that incidents can have and the consequences of such acts.
<b>Actions</b>	<ul style="list-style-type: none"> <li>🌐 Develop new online resources to enhance the #MakeaDifference programme</li> <li>🌐 Increase social media presence.</li> <li>🌐 Market the activities, including the online resources, Cinebus and Keep Safe phone app.</li> <li>🌐 Participate in joint discussions/events with Police Scotland.</li> <li>🌐 Develop the educational programmes to include Online bullying and Mental Health.</li> </ul>
<b>National/Local Context</b>	<ul style="list-style-type: none"> <li>🌐 <b>SG</b> - We are well educated, skilled and able to contribute to society.</li> <li>🌐 <b>SG</b> - Places that are accessible for everyone.</li> <li>🌐 <b>RC</b> – Promoting a positive reputation for Renfrewshire</li> <li>🌐 <b>EHRC</b> - Encourage all individuals and organisations to recognise report and respond to any incidences of disability-related harassment they may encounter.</li> <li>🌐 <b>PS</b> – Design, develop and deliver prevention and early intervention approaches to reduce vulnerability with appropriate mechanisms for evaluation and review.</li> </ul>

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<b>Aim 4</b>	<b>Network with partners to influence legislative change</b>
<b>Plan</b>	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.
<b>Outcomes</b>	Disabled people can live life free from the fear of harassment and abuse and have access to justice if they do become victim of harassment and abuse.
<b>Actions</b>	<ul style="list-style-type: none"> <li>🇬🇧 Work with disabled people to break down barriers to reporting</li> <li>🇬🇧 Work with Police Scotland and COPFS to review current disability hate crime legislation.</li> <li>🇬🇧 Work with Police Scotland to ensure accessible information is available.</li> <li>🇬🇧 Work with Police Scotland and Local Authorities to support Third Party Reporting.</li> <li>🇬🇧 Be represented at National working groups.</li> <li>🇬🇧 Support the United Nations Convention on Rights of the Child (Incorporation) (Scotland) Bill which was introduced to the Scottish parliament on 01/09/2020.</li> </ul>
<b>National/Local Context</b>	<ul style="list-style-type: none"> <li>🇬🇧 <b>SG</b> – We live in communities that are inclusive, empowered, resilient and safe.</li> <li>🇬🇧 <b>SG</b> - Protected rights.</li> <li>🇬🇧 <b>EHRC</b> - Authorities should remove barriers to all disabled people reporting crime, anti-social behaviour or bullying, including 'cyber bullying'. Authorities should also consider how they communicate with disabled people and use terminology that service users identify with.</li> <li>🇬🇧 <b>PS</b> – Police Scotland is sustainable, adaptable and prepared for future challenges.</li> <li>🇬🇧 <b>SG</b> – UNCRC (Scotland) Bill</li> </ul>

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
<b>Aim 5</b>	<b>Galvanise communities to recognise and report disability hate crime</b>
<b>Plan</b>	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.
<b>Outcomes</b>	Communities know how to recognise disability hate crime and know how report incidents to the Police. Police Scotland has accessible reporting methods and accurate and robust recording of disability related incidents and crimes.
<b>Actions</b>	<ul style="list-style-type: none"> <li>🇬🇧 Work with disability groups, communities, young people and organisations to increase awareness of disability hate crime and reporting methods</li> <li>🇬🇧 Work with Police Scotland to improve recording of disability hate incidents and crimes.</li> <li>🇬🇧 Work with key partners to develop a data gathering exercise which will enable a baseline to be established for measuring future data trends.</li> </ul>
<b>National/Local Context</b>	<ul style="list-style-type: none"> <li>🇬🇧 <b>SG</b> – We respect, protect and fulfil human rights and live free from discrimination.</li> <li>🇬🇧 <b>RC</b> – Protecting vulnerable adults and children, ensuring they can live safely and independently.</li> <li>🇬🇧 <b>EHRC</b> - Encourage all individuals and organisations to recognise report and respond to any incidences of disability-related harassment they may encounter.</li> <li>🇬🇧 <b>PS</b> – Protect people considered vulnerable and prevent all forms of abuse and neglect.</li> </ul>

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<b>Aim 6</b>	<b>Educate and empower a generation of young people to challenge prejudice-based behaviour</b>
<b>Plan</b>	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.
<b>Outcomes</b>	Young people, disabled people and their families understand disability and know how to safely tackle bullying and prejudice-based behaviour.
<b>Actions</b>	<ul style="list-style-type: none"> <li> Deliver the #MakeaDifference educational programme, promoting early intervention and prevention.</li> <li> Work with Education Scotland to integrate the resources into the Curriculum.</li> <li> Further develop and continue to deliver the Keep Safe Ambassador programme to young people and disabled people.</li> <li> Link the Ambassador programme with the Police Scotland Youth Volunteer Programme.</li> <li> Establish contact and relationship with the Education Inspectorate to publicise the programme.</li> <li> Extend the Keep Safe Kids App to make this available to other local authorities.</li> <li> Develop online resources for Keep Safe, I Am Me and #MakeaDifference</li> </ul>
<b>National/Local Context</b>	<ul style="list-style-type: none"> <li> <b>SG</b> – We grow up loved, safe and respected so that we can realise our full potential.</li> <li> <b>SG</b> - Active participation.</li> <li> <b>SG</b> – We are well educated, skilled and able to contribute to society.</li> <li> <b>RC</b> – Promoting wellbeing and good mental health, particularly in our young people.</li> <li> <b>RC</b> – Protecting vulnerable adults and children, ensuring they can live safely and independently.</li> <li> <b>EHRC</b> - Educational establishments share continuous developments and practice in tackling disability-related harassment.</li> <li> <b>PS</b> – Further enhance and invest in our approach to partnership, prevention and community wellbeing, working constructively with our partners across the public, private and third sectors to support Scotland’s public health approach.</li> </ul>

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