

I AM ME
SCOTLAND

2025-2028 Strategic Plan



Developed by
Carol Burt-Wilson

2025

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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.

Our Charity Purpose (OSCR)

The organisations purposes are to promote equality and diversity by the following:

- Raise awareness of disability related harassment and abuse (hate crime)
- Encourage the reporting of incidents.
- Work with partners to create safer and stronger communities for people who are elderly, disabled and, or vulnerable.
- Work with young people, disabled people and partners to promote equality and diversity.

Our 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.



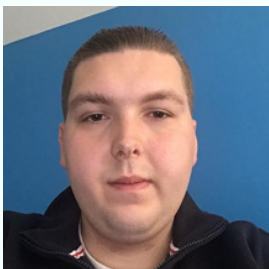
Mhairi O'Rourke
Project Development Coordinator

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
Project Development Officer

Aimee is the development officer for Disabilities within the Charity. She delivers training and manages the admin for Disability Friendly. 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.

Our Volunteers



Sarah



Megan



Molly

Our Board



Eileen MacLean Chair

Eileen has more than 30 years experience, completing her career within local authority housing as a senior member of the exec team.



Mark Shepherd

Mark brings a wealth of experience in management and strategic planning from his time as a senior leader within Police Scotland.



Ruth McQuaid Vice Chair

Ruth, now retired, was the Deputy Crown Agent, principal legal advisor to the Lord Advocate and the Chief Executive of COPFS.



Roddy Newbigging

Roddy brings strategic and management experience from his previous role within Police Scotland Exec team.



Anne McMillan Treasurer

Anne is a qualified accountant and has been on the Board for 8 years. She spent most of her career in roles related to audit and governance, and is involved with a number of local charities including Renfrewshire Foodbank.



Sam Curran Ph.D

Sam has works in the criminal justice sector, with a strong personal commitment to inclusion, community safety, and disability awareness. He brings expertise in strategy development and change management, with a focus on delivering meaningful and lasting change for communities.



Molly Shepherd Secretary

Molly graduated from Stirling university with an LLB in Law this June, and is now studying PG DPLP. She has volunteered with the charity and is looking forward to the role of Trustee.

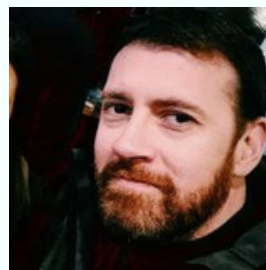


Mariya Javed

Mariya is an advocate for increased awareness, research and support for Arteriovenous Malformation (AVM) and other rare conditions. Mariya, is a new trustee with I Am Me Scotland and is dedicated to supporting young people to feel safe and secure within their communities.



PATRON Lord Mulholland



ADVISER Billy Burke

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 COPFS (Crown Office and Procurator Fiscal Service).

The operational team are strategically guided 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 Keep Safe (2014-2024), which was a partnership with Police Scotland and communities across Scotland, to create a network of safe places for people to go if they felt lost, scared or vulnerable in the community. Both initiatives have been recognised with multiple national awards. Keep Safe ended in 2024 and after consultation with disabled people and disability groups, a new initiative was developed by I Am Me Scotland, called Disability Friendly.

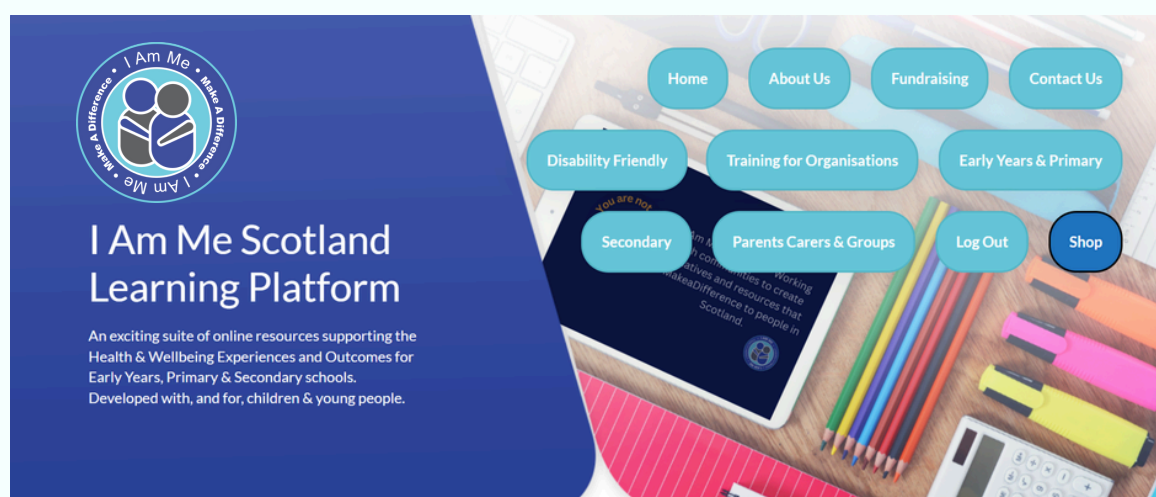
Disability Friendly aims to create a network across Scotland where disabled and vulnerable people are valued and included within their community. Any organisation can commit to staff and volunteer training and become part of the network. The initiative brings disability organisation across Scotland together to support a better understanding of disabilities and the barriers that people may face within the community.

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 developed with people who have direct experience of the subject matter, helping to 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, Children's Rights 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.



Disability Friendly

In 2025, the Charity team began working with a range of disability partners from across Scotland, to create a new multi agency training package, enabling volunteer 'Disability Friendly' places to better understand the diverse disabilities and conditions which can impact on an individuals daily life. The training will also raise awareness of hate crime and the various reporting methods available, including links to Victim Support Scotland utilising and improving on some of the resources that disabled people identified as most used with Keep Safe.

The team are excited to build a new network of partners, to help raise awareness of the range of disabilities, and the small adjustments that can help to make daily community living more accessible for everyone.



I Am Me Scotland & Partners

Supported by:



Funded by:



What is Disability Hate Crime?

10

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

Disability Hate Crime can be 'any crime motivated wholly or partly by malice and ill-will (hostility and prejudice) based on an actual or perceived disability'

Police Scotland 2024



Our Priorities



Create a new disability initiative that helps people to feel connected with their communities.



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



Advance society's awareness of Disability Hate Crime



Network with individuals and groups who have lived and living experience.



Galvanise communities to work collaboratively to aim for a Scotland where everyone can feel safe.



Educate and empower a generation of young people to challenge behaviour that may put a person at risk.

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

Create a new disability initiative that helps people to feel connected with their communities.

Aim: We will work with a range of partners to design and develop a brand new Disability Friendly network across Scotland, helping people to feel supported in their communities.

Outcome: I Am Me has an established and robust network across all 32 local authority areas in Scotland.

What we aim to do:

- Work with a range of partners to create a new network of Disability Friendly places, across Scotland.
- Monitor and review the Disability Friendly framework, ensuring synergy with other initiatives, such as Autism Friendly.
- Develop Disability Friendly training programmes for staff, volunteers and partners.
- Evaluate the Disability Friendly initiative bi-annually.
- Maintain and further develop partnership relations, including Disability Champions across Scotland.
- Develop resources in accessible formats, including easy read and languages other than English.



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

Aim: We will work with public, private and third sector organisations to share knowledge and information, supporting good collaborative working practice.

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 Disability Friendly initiative.
- Develop working relations with Police Scotland, British Transport Police, Fire Scotland and other emergency service providers.
- 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 the 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.
- Link with campus and community police officers to deliver training and awareness sessions.
- Work with young people to design and launch a new Hate Crime Ambassadors programme.
- Seek representation at targeted national groups.



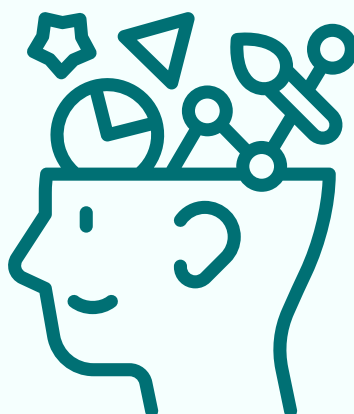
Network with individuals and groups who have lived and living experience.

Aim: To work with people who have direct experience, to develop new, engaging and relevant resources that will help to make a difference.

Outcome: Disabled and vulnerable people can live a life free from fear and harassment from abuse and exploitation.

What we aim to do:

- Work with partners, children, young people and people with lived and living experience to identify, and tackle areas of risk.
- Work with partners to collectively share knowledge and resources to help support disabled and vulnerable people.
- Ensure children, young people and people who have lived and living experience get the opportunity to participate in the development of new resources and they are supported to ensure their voices are heard throughout.



Galvanise communities to work collaboratively to aim for a Scotland where everyone can feel safe.

Aim: We will continue to work with a range of individuals and organisations to co-develop accessible resources.

Outcome: People in Scotland are aware of the importance of community collaboration.

What we aim to do:

- Work with disability groups, communities, young people and organisations to develop accessible resources.
- Host community events, raising awareness of disability and vulnerability.
- Share information on social media and via the newsletter.
- Develop training programmes which encourage community cohesion.
- Host a tri-annual disability and hate crime conference, in partnership with key organisations.



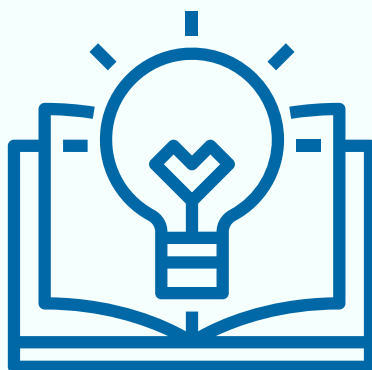
Educate and empower a generation of young people to challenge behaviour that may put a person at risk.

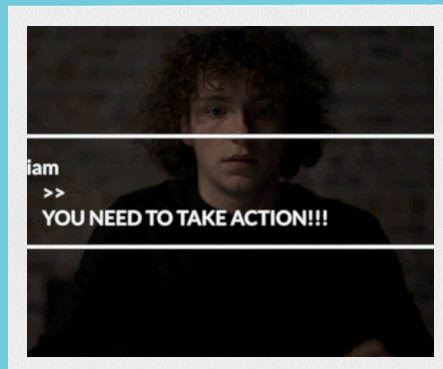
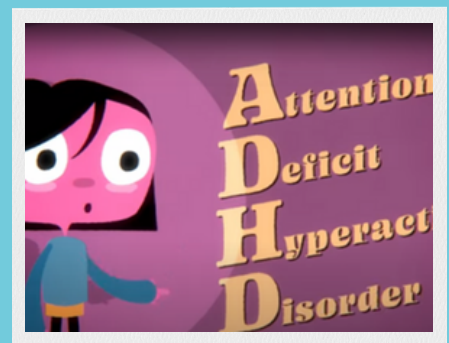
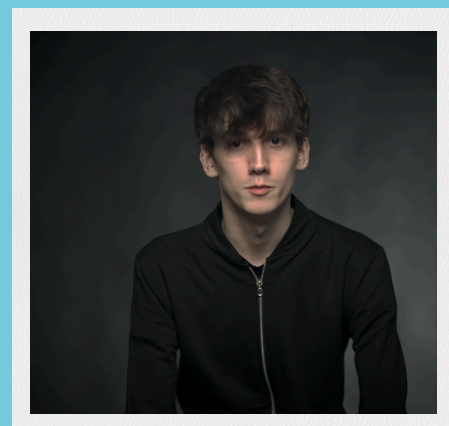
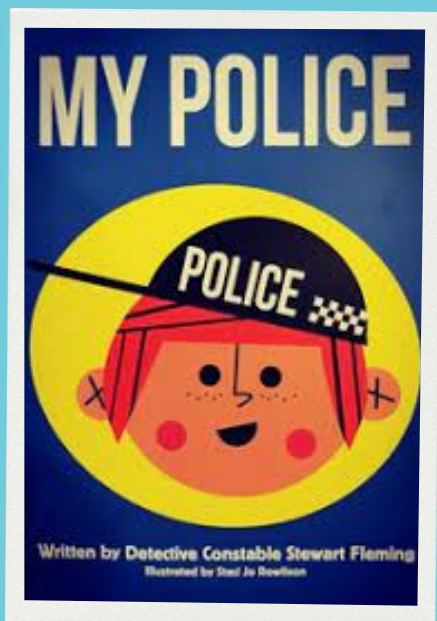
Aim: Through education, we will work with young people to raise awareness of disability, bullying, hate crime and exploitation and encourage young people to report incidents safely.

Outcome: Young 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.
- 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).



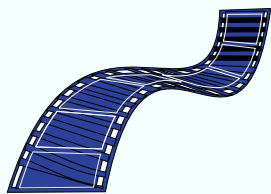


2025-2028 Workstreams



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 2024, 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. The team will also be working on a Child Sexual Exploitation Awareness Campaign for Renfrewshire and seek to develop exploitation resources specifically for disabled children and adults.

NSPCC



Disability Friendly

Training & Information

The team will work with disability organisations across Scotland to create a 'Disability Friendly' network, helping to create a Scotland where everyone can feel included.

Education Resources

The team will continue to develop disability and hate crime awareness resources and initiatives, including Disability Champions and Hate Crime Ambassadors.

Our Numbers



20

3.089 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

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

40 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

3 Books

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



Keep Safe Numbers 2014-2024

Initiative no longer in operation

21

Over 1000 Keep Safe Places

There were 971 Keep Safe places across Scotland when the initiative was handed over to Police Scotland. These were places for people to go if they feel lost, scared or vulnerable when out in the community. In 2025, Police Scotland made the decision not to continue with the initiative.

4,448 Keep Safe Staff Trained

Each keep Safe place had a minimum number of 2 people. All Keep Safe places received free staff training. Throughout the initiative, there were 4,448 staff members 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 was supported by COPFS and delivered in partnership with Police Scotland. The training was available for young people and for people who have a disability (easy read version).

588 Police Officers Trained

588 Police officers, in total, received Keep Safe training. Many of these officers went on to deliver Keep Safe sessions and Ambassador days.

971 Keep Safe
Places

4,448 Staff
Keep Safe
Trained

1,353 Keep
Safe
Ambassadors
Trained

588 Police
Officers
Trained

COMPLETED

Launched June 2025

34 Disability Friendly Places

There are currently 34 Disability Friendly places across Scotland. There are a further 12 registered and awaiting training. Training is offered in person (if local), online via TEAMS or on line access per individual. A Disability Friendly pack, certificate and window sticker is sent to each participating business.

152 Staff Trained

From June until August 2025 there have been 152 staff trained.

34 Disability Champions

Each Disability Friendly organisation will identify a Disability Friendly Champion who will become the Single Point of Contact between I Am Me and the organisation, ensuring all support and resources can be offered.

Disability Supporters/Ambassadors

Some organisations have requested Disability Supporters or Ambassadors, who will undertake a supportive role. The training packages will be developed early 2026.



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.

Sponsorship

Arnold Clark have supported the education platform from 2022-2024. This support enabled the Charity to offer all resources FREE to every school, police officer and professional that works with children, young people or vulnerable groups. **We are now seeking a new sponsor for the platform.**

Other (Reo Stakis, Robertson Trust and Awards for All)

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



Our Journey

23

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 & Carol, 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

The community group achieved charity status in 2015. The charity was set up as a partnership, with main workstreams, 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 (PC Stephanie Rose) 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.

2024 - 2025

Keep Safe ends and I Am Me begin development of new Disability Friendly initiative. I Am Me develop new exploitation campaign with NSPCC and work on an accessibility programme with St Mirren football Club.

I Am Me Chair

Eileen Maclean



I Am Me Scotland will celebrate 10 years of Charity achievement in October 2025. The past 10 years has seen the team bring a wealth of innovative, interactive and engaging new resources, covering disability, hate crime, alcohol and substance, mental health, anti social behaviour and exploitation.

The Keep Safe partnership, which operated from 2014-2024 reached 1000 partner organisations who volunteered to become a safe place for people who may feel lost, scared or vulnerable within the community, and over 40,000 Keep Safe cards were distributed across Scotland.

The Charity raised £850,000 in fund raising, grants and donations, which have been used for staff costs and the development of the resources.

The Charity team and volunteers have achieved an incredible amount over the past 10 years, though the post covid years have probably been the most challenging, with the team having to shift from in-person to online education deliveries and the learning challenges that this brought.

However, never ones to shy from a challenge, the team embraced the opportunity to learn new skills and the opportunity to extend the educational reach from local to national.

The new education platform is currently used by around 2600 professionals across Scotland, reaching every local authority area.

Changes in Policing brought the end of Keep Safe in 2024 leaving a legacy which can be further utilised with the creation of Disability friendly, helping to continue to support disabled and vulnerable people in Scotland to feel safe in their communities.

The work of the Charity continues to be recognised with both local and national awards, the most recent being a Cosla Award, Campbell Christie Public Sector Award and a ROCCO community award.

We look forward to the next three years and hope to continue to Make a Difference!



**I AM ME
SCOTLAND**

iammescotlandeducation.org.uk

iammescotland.co.uk