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**DANGERPOINT AND WELSH ASSEMBLY
GOVERNMENT**

**SUBSTANCE MISUSE AND FUTURE
DEVELOPMENT – A PROPOSAL**









1. INTRODUCTION

DangerPoint, launched in October 2005, is a purpose-built interactive education centre with the aim of educating young people and other communities across North Wales about how to avoid risks and stay safe.

Based in Talacre, Flintshire and serving all of North Wales, DangerPoint's initial target is to reach all Key Stage 2 children in North Wales via a structured 2 hour visit to the centre.

An independent charity, DangerPoint has been established via a unique partnership of public, private and voluntary sector stakeholders, including North Wales Police, BHP Billiton, NSPCC and many others. The £1.5 million capital development has been part-funded by the private sector.

DangerPoint covers key aspects of safety, at the heart of Welsh Assembly Government policy, including drugs and alcohol, road safety, anti-social behaviour, arson and fire safety.

We are now seeking a formal partnership with Welsh Assembly Government to allow the further development of DangerPoint as a centre of excellence for Wales, sharing resources and good practice among other Welsh Assembly Government -supported projects, and linking in formally with policies and strategies.

2. DANGERPOINT - IMPACT

DangerPoint - the North Wales Safety Education Centre helps children and other vulnerable members of society learn about safety in a permanent visitor centre based in Flintshire, with a reach to communities across North Wales and beyond.

Accidental injury is the leading cause of death among children aged 0–14 years. In addition, there are many millions of non-fatal accidents each year. Around 2.8 million of them occur in the home, many caused by falls, others by fires. Over 300,000 people are hurt in road traffic accidents, 15,000 of them children. In these ways accidental injury takes a heavy toll and cost to society, particularly children and older people, and it strikes hardest at the most disadvantaged. It is estimated that the cost of an accidental death is £1m equating to £10 billion each year. There are compelling reasons as to why it is important to reduce the burden of accidental injury by developing a safety culture.

Objectives include

- Making North Wales a safer place to live and work
- Improving the safety awareness of young people
- Reducing crime and antisocial behaviour
- Reducing accidents and injury
- Acting as an effective channel to promote community safety

Outcomes include:

- Reducing the cost to society of accidents, injuries, crime, antisocial behaviour and unhealthy lifestyles
- Improving the efficiency and effectiveness of public and voluntary agencies by working in partnership on issues of common interest

Beneficiaries include:

- Target total visitor numbers:
 - 2006/2007 – 7,000
 - 2007/2008 – 10,000
 - 2008/ 2009 – 11,500
- Target groups:
 - 2006/2007 – Year 5/6 children on organised school trips, open to public on school holidays/ weekends;
 - 2007/2009 – Years 9 and 10, disengaged and hard to reach young people
- Priority:
 - Schools and groups from Communities First areas in North Wales

3. INITIAL IMPACT

Since October 2005, DangerPoint has hosted over 3000 children from over 100 schools across North Wales. Schools have visited from as far as Dolgellau and Holyhead, and are representative of the geographic and social variety of the area.

An initial evaluation has shown overwhelming support from teachers for the quality of the experience, scoring 5.5 on a scale to 6. Qualitative feedback from the children and teachers has been extremely positive, specifically:

- 96% of schools said that they are very likely or definitely going to visit again.
- 94% of school teachers were "very impressed" with the Danger Ranger guides
- 98% of schools were "very impressed" by the home safety area

All available slots for the current school year have been booked in advance.

BHP Billiton has been awarded a 'Golden Flame' award for its work with DangerPoint (May 2006). Most recently, they have also won a Business in the Community 'Big Tick' Award for Rural Impact, at the Awards dinner in Cardiff on June 9th. DangerPoint has also received an award from the Wales Road Safety Council in December 2005.

4. SUBSTANCE MISUSE

The strength of DangerPoint is in the range and scope of its safety scenarios, which reference the environments that most people, and children and young people in particular, will encounter in their daily lives.

Nevertheless, substance misuse is clearly an area of concern for stakeholders. To this end, DangerPoint has developed a series of resources aimed specifically at the Key stage 2 level:

Alley/ Interactive film, in partnership with NSPCC

This resource, filmed with local children in Corwen (in separate Welsh and English language versions), offers a choice of 'what would you do' responses to a scenario of older children offering illegal drugs. This is presented in a realistic 'alleyway' with other learning resources about what 'illegal' or misused drugs might be, and their effect on the body. It is aimed at a 'don't touch, tell' message.

Shop/ 'legal' drugs

As a part of the "shop" environment DangerPoint addresses the issues of licensing, and the impact of 'legal' drugs (tobacco, alcohol) on the body. These are presented in a 'Co-op' shop with interactive exhibits.

Proposal for Future Development

DangerPoint would like to address the issues of substance misuse with key stage 3 and 4 children and young people, with a special focus on the disengaged. We would like to use the unique learning environment of DangerPoint to enhance the learning experience, and the concept of developing a set of DangerPoint 'alumni' to enter into a two-way partnership with the children and young people.

Specifically:

Create a 'resource room' at DangerPoint specifically for substance misuse. Have 3 computers with internet access and existing learning resources directly accessible.

Equipment to allow young people to create their own video, web and published material.

Development of specific on-line learning materials aimed at the KS3 and 4 curriculum level – a more sophisticated understanding of the peer pressure issues, physical impact and long term implications of substance misuse.

All this will utilise the existing 'Promethian' interactive smartboard technology, allowing small groups to interact with learning resources in an engaging way.

DangerPoint will then engage (with SMATs, YOTs, Schools and Youth Services) a programme of visits for targeted groups

Groups will be encouraged to develop their own learning materials with video and newsletters/ campaigns. They will then be able to add to a developing

database of materials which can be used to inform the consultation on strategy for agencies.

DangerPoint will also develop mentoring programmes in partnership with the schools/ referring bodies, with the 'alumni' of DangerPoint mentoring their peers.

Another part of this in –depth resource will be to allow young people through the DangerPoint website to ask, in a safe environment, their questions about legislation and to get an unbiased honest view on what drugs do.

We believe that such a resource, and the involvement of the stakeholders involved, would ensure a significant positive impact on the prevention agenda in North Wales.

5. PARTNERSHIP PROPOSAL

5.1 Introduction

DangerPoint is already a great success story. However it can only develop its fullest potential within the structure of a formal, structured partnership with Welsh Assembly Government.

DangerPoint can benefit from the security of core revenue funding for its development phase, and Welsh Assembly Government can benefit from the reach of DangerPoint to communities across North Wales, for education and consultation.

5.2 Partnership

Although DangerPoint has been established by the main safety stakeholders operating in North Wales, it is an independent charity and company limited by guarantee, with Trustees including the Chief Constable, Chief Fire Officer and key figures from the local business community.

DangerPoint's education agenda covers a wide range of Assembly areas within Social Justice and Regeneration:

Community Safety

Substance Misuse
Arson and Fire Safety Education
Domestic Abuse
All Wales Schools Project

Communities and Regeneration

Communities First
Financial Inclusion

Other, connected parts of the Assembly's objectives which are potentially enhanced by formal partnership with DangerPoint include:

Health, Social Care and Wellbeing

Health Challenge Wales
Protection of vulnerable adults
Strategy for Older people in Wales

Road Safety

Road Safety Strategy Wales

Children and Young People

Children First
Funky Dragon
Climbing Higher

Education

PSE Curriculum development
Healthy Schools Initiative

5.3 Proposal for partnership

DangerPoint is seeking a formal partnership agreement with Welsh Assembly Government, and specifically at this point in time with the Social Justice and Regeneration Department. We wish to establish protocols whereby DangerPoint can adopt and promote relevant Assembly safety – related programmes and activities, whilst at the same time ensuring that DangerPoint has the financial support in its first 3 years to allow it to become self-sustaining for the long term.

DangerPoint will also be able to offer support in terms of resources, branding, learning materials and expertise to the developing network of safety centres in Wales, to ensure a consistent approach and maximum efficiency.

We wish to develop DangerPoint's resources to focus on key Assembly areas of interest, including:

- 1) Prevention/ education re substance misuse; aimed at Key Stage 3 and 4 children and young people and in particular disengaged groups
- 2) Specific scenario and resources on sexual health, aimed at Key Stage 3 and 4 children and young people
- 3) Alignment of learning resources with the All-Wales School Liaison Programme
- 4) Linkage of learning resources to the Wales PSE curriculum

whilst ensuring DangerPoint's financial security.

Currently the project is in danger of having to adapt to the needs of a wide range of different potential funders from inside and outside Welsh Assembly Govt in order to operate, potentially leading to a loss of focus. Trustees would prefer a strategic partnership approach, allowing a shared development plan, as outlined above.

5.4 Benefits to Welsh Assembly Government

- Development of DangerPoint as a UK-wide centre of excellence
- Reach for Assembly projects to agreed target audiences in North Wales
- Integration of messages into a synergetic experience for visitors from all parts of the community
- Development and use of world-class interactive learning resources on a partnership basis
- Promotion of key Welsh Assembly messages to visitors
- Specifically, developing the substance misuse agenda and reaching disengaged groups
- Value for money; a small investment in prevention education leading to a significant saving in society costs

6. DEVELOPMENT AND CORE FUNDING

DangerPoint has been developed with a mixture of private and public sector capital funding, and is recognised by such agencies as Business in the Community as an example of excellence in the way it has worked in partnership with the business community.

This level of investment has been critical in developing DangerPoint as a leading edge design, from the provision of a purpose-built visitor centre to the use of interactive gaming technology in key areas.

DangerPoint Trustees acknowledge the critical investment that the Welsh Assembly has been able to make to date, with support from the Crime Director's Fund and the Arson Grants scheme.

Operating costs are low, but in order to provide a quality service to communities, there is a need to cover core running costs. A part of the business plan has always been to ensure a sustainable, independent future for DangerPoint, however this is currently difficult to reconcile with the need to offer the visits on a free – of – charge basis, in order to ensure that DangerPoint is able to attract schools from socially-excluded communities, where there is a direct correlation between deprivation indices and safety statistics.

Therefore DangerPoint Trustees propose the following:

1. Development Funding

Creation of a dedicated substance misuse education room, with dedicated learning resources : £60,000

2. Core Funding

An investment of the following will ensure the long term viability of the DangerPoint project (note- these figures are taken from the detailed forecast income and expenditure account):

2006/2007	£50,000
2007/2008	£130,000
2008/2009	£130,000

APPENDIX 1 – RATIONALE FOR DANGERPOINT

The ability to assess and manage the risks of everyday life has now been acknowledged as a life skill, and one that is necessary in order for people to live full and healthy lives. In order to develop this ability, young people need to be able to recognise hazards and understand what to do to reduce the risk of harm to themselves or others. Most of all, they need to be able to transfer the knowledge and skills to any situation, in or out of school, in the community, at home or when involved in leisure pursuits.

However, children do not always have the skills they need to be able to cope with the hazards they face, or to make informed decisions, about the risks they choose to take.

At DangerPoint children and young people will learn that life is full of risk, and understand that people must take responsibility for the consequences of their actions. Without this, young people, shielded from any challenges for fear of injury, may well be unable to cope with risk when they become adults. Also, some young people who may underestimate real dangers may consequently seek to gain their excitement by extremely hazardous pursuits.

The specific aspects of safety we wish to address are:

- personal safety/ accident prevention
- community safety/ crime prevention
- road safety/ accident prevention.

The main initial target audience is Key Stage 2 pupils, who are both particularly vulnerable and open to education and training in this area. This will be followed by specific routes with KS3 and 4 children and young people, as well as other parts of society including the elderly.

The overall outcomes will be a reduction in avoidable accidents, deaths, collisions and injuries, reduction of the cost (human and financial) of those incidents, and creation of safer communities in North Wales.

APPENDIX 2 - ACTIVITIES OF DANGERPOINT

DangerPoint allows visitors to experience risky situations first hand and learn how to deal with them in a controlled and supervised environment.

They are taught safety skills through demonstrations using real equipment based on lifelike scenarios, impossible to replicate in the classroom environment.

DangerPoint provides 2 hour visits to the centre, for classroom groups of children, accompanied and interpreted by trained volunteers. The learning outcomes relate to the various key aspects of safety including (with relevant stakeholder) -

- Home safety (fire safety, arson, electrical, falls etc.) in partnership with North Wales Fire and Rescue.
- Water safety (drowning/ tides/ sun) with Maritime and Coastguard Agency
- Internet and computer safety (chatrooms etc.) with NCH
- School safety (bullying etc.) in partnership with NSPCC
- Railway safety (electrocution, arson, vandalism, trespassing, safety on trains) with Network Rail and Arriva
- Bus safety (as above) with Arriva
- Farm safety (farm accidents) with HSE and Farmcare
- Rural safety (Falls/exposure, arson, etc.) with CCW
- Road safety (pedestrian, cycle, speed, safe routes to school, safety in the car) with WAG and North Wales Police
- Street safety (shops, money etc.)
- Building site safety (chemicals/ machinery etc.)
- Drugs and Alcohol (smoking, alcohol, substances, legal and illegal drugs)
- First Aid (basic first aid skills)
- Personal safety (risk-management) with Milly's Fund
- Young People and the Law (crime, anti-social behaviour and consequences)

DangerPoint also provides an internet-based safety education resource base, with downloadable teaching materials for pre and post visit support. These include safety related interactive games, PowerPoint presentations and quizzes.

APPENDIX 3 – STAKEHOLDERS

Key Partner Agencies

BHP Billiton
North Wales Fire and Rescue Service
North Wales Police

Safety Stakeholders

Flintshire County Council
Health and Safety Executive
Maritime and Coastguard Agency
North Wales Mountain Rescue Association
NSPCC
RoSPA

Corporate Stakeholders

Arriva North West and Wales
Arriva Trains Wales
Barclays
Co-op
Dedicated Micros
Farmcare
Redrow
Scottish Power
Toyota

APPENDIX 4 - DANGERPOINT TRUSTEES

Barry Harrison	Chairman	Chairman, Flintshire Local Health Board
Tom Barham	Company Secretary	Partnership Funding Manager, North Wales Police
Nicholas Bankes	Treasurer	Investment Banking Consultant
Tom Balshaw	Trustee	Operations Director, Arriva North West and Wales
Megan Lloyd Williams	Trustee	North Wales Police Authority
Richard Brunstrom	Trustee	Chief Constable, North Wales Police
Terry Stanton	Trustee	Operation Superintendent Roads Policing North Wales Police
Mike Kelly	Trustee	Vice President, Liverpool Bay Asset, BHP Billiton
Mark Nishapati	Trustee	HSEC Manager BHP Billiton
Simon Smith	Trustee	Chief Fire Officer, North Wales Fire and Rescue Service
Dr Julia O'Hara	Trustee	Manager, Health and Safety Executive
Merfyn Lloyd Jones	Trustee	Former Chief Education Officer, Wrexham County Council
Frances Waltham	Trustee	Former External Affairs Manager, BHP Billiton