

# ACHIEVEMENT AWARDS 2017

THE **MJ**

changing minds and saving lives:  
open water safety in county durham

excellence in  
community engagement



## Executive summary

- 1 Three years ago, seven people died in Durham's lakes and rivers. A further 10 people had near misses.
- 2 To tackle the issue, Durham County Council brought partners together to engage with local communities and the business community to prevent this unnecessary and tragic loss of life.
- 3 Engaging with local schools, organisations and businesses and working with local people personally affected by drowning, the council and its partners are helping to change people's behaviour and as a result, have dramatically reduced the number of incidents and saved people's lives.

## Background

- 4 Drowning is a leading cause of accidental death in the UK, with around 400 people drowning every year. This equates to one person dying every 20 hours. A further 200 people self-harm in our waters and many more are left with life-changing injuries. Drowning also has a huge impact on families, friends and local communities, placing a significant burden on society both in terms of direct costs and the years of life that are lost.
- 5 44% of drowning fatalities happen to people who did not intend to enter the water, highlighting that it is not traditional water users who get into danger. People taking part in everyday activities such as walking, running and cycling are known to be at risk. There are about 35,000 water-related rescue and flood events annually.
- 6 61% of fatalities occur at inland waters such as canals, rivers, lakes, quarries and reservoirs.
- 7 Males are most susceptible to drowning, accounting for eight in ten of all deaths. Last year, 232 males (adults and children) drowned, compared with 43 females.

## Durham's story

- 8 County Durham with its large expanse of open water in the form of lakes, rivers and reservoirs, faces a major challenge in promoting water safety.
- 9 This is particularly the case in Durham City, with a population which includes over 17,000 students and a vibrant night-time economy centred on the River Wear, which weaves its way around the city.

- 10 Tragically, over a 16-month period, three students drowned in the river, following nights out in the city. There were a further 10 city centre river related incidents, some of which were also life threatening.
- 11 To tackle the issue and keep people safe, we recognised that we needed to engage with local people and communities and with partner organisations. Our aim - to encourage young people to change their behaviour, in order to achieve long term outcomes and reduce the burden and costs on society and the years of life lost through drowning-related incidents.
- 12 In order to facilitate engagement and partnership working, we established two multi-agency water safety groups. First, the City Safety Group (CSG) comprised the council, Durham Constabulary, Durham University, Durham Students' Union, Durham Cathedral and County Durham and Darlington Fire and Rescue Service with a remit of focusing on river safety in the heart of Durham City.
- 13 Secondly, the Open Water Safety Group (OWSG) focused on open water safety around lakes, rivers and reservoirs in the remainder of the county and had a specific remit of reviewing the council's open water safety policy.

## Durham City initiatives

- 14 Following the three drownings and other incidents, the CSG was established to bring partners together to plan a response.
- 15 The Royal Society for the Prevention of Accidents (RoSPA) was brought on board and commissioned to undertake an independent river safety review.
- 16 Physical safety control measures were improved along the city's riverbanks and an extensive education and awareness campaign undertaken with the student community and licensed traders.
- 17 The university developed a student alcohol awareness and use policy which focused on making students aware of the potential effects of alcohol, particularly as it related to health, behaviour, safety and academic performance and to establish guidelines for its proper use.
- 18 The policy was further supported by an alcohol impact project which involved work with the Students' Union and the University to establish and fund an alcohol impact project run under the auspices of the National Union of Students. The project aims to tackle social norms in relation to alcohol and promote responsible drinking at the university, changing attitudes towards drink, and building a healthier, safer and more productive student community.
- 19 Each year, new students to the university are now provided with personal safety information as part of student induction week. The Students' Union runs and refreshes an annual '*Never have I ever*' alcohol awareness

campaign and has developed a social media campaign to embed the key safety messages into students' daily lives.

- 20 Most recently, a joint water safety '*Don't drink and drown*' campaign was launched for the 2016 festive period in the city, focusing on the risks of drinking too much and walking home alone along the river. Aimed at the general public as well as students, the campaign was supported by licensed premises who distributed campaign materials in the run-up to Christmas 2016 and for the first time, the local further education college and sixth form centre were involved, undertaking specific work with their students. The initiative attracted significant media coverage and was shared partner organisations on their respective social media accounts.
- 21 In 2016, a new 'student life app' was developed with the university and local students, promoting key safety messages including personal security and safety and alcohol/night time economy risks. The app also provides practical advice and information for students living in the city centre.
- 22 Through the 'Best Bar None' initiative (a licenced premises accreditation and awards scheme), work has been undertaken with all Durham city licensees to improve guardianship arrangements in the city, with the aim of preventing people who are vulnerable due to too much alcohol from being left to walk home alone. Funding has also been secured to undertake further alcohol retail training to all new staff working in student union bars.
- 23 The Durham University night bus continues to operate and a '*Get home stay safe*' scheme has been introduced with local taxi firms to help vulnerable students in an emergency situation get home safely if they have no funds to pay for a taxi fare.
- 24 Managers and staff from licenced premises in the city have all received voluntary training on guardianship and how to handle customers who are too worse for wear.
- 25 Licensed premises in high risk areas next to the river have been supported to undertake risk assessments of their outdoor spaces. This has resulted in physical safety improvements such as physical barriers, improved lighting, public rescue equipment and water safety signage, to four licensed premises in a high risk river front locations.

## Cold water shock campaign

- 26 With partners and members of the local community, the OWSG devised and delivered the 'Dying to be Cool' water safety campaign which is aimed at 10-16 year olds.
- 27 The initiative was devised by the council and promoted by Safe Durham Partnership, which brought on board partner organisations such as police, fire

and rescue, local children's safeguarding board and the police and crime commissioner.

- 28 The initial concept was for a simple poster-led campaign using a hard-hitting image of a lifeless man suffering the effects of cold-water shock.
- 29 The poster was intended to increase public understanding and awareness of potentially fatal cold-water shock, specifically the target audience of secondary school age pupils, ahead of the summer period which is the peak time for people going swimming in lakes and rivers.
- 30 A key point in the planning process was engagement with Fiona Gosling, the mother of a 14-year-old boy, Cameron Gosling, who had died as a result of cold water shock in one of the county's rivers the summer before. Through Mrs Gosling, we engaged with Cameron's friends, relatives and his local community. Work was undertaken with local teenagers to shape the final version of the proposed poster and to adapt it for use on social media.
- 31 Cameron was used as a case study for the campaign with his story used to educate the public and young people in particular, on the dangers of cold-water shock.
- 32 The campaign was launched in early in June 2016, ahead of the school summer holidays, when more young people are likely to consider going swimming in rivers and lakes.
- 33 The information and community engagement campaign included:
  - a campaign video posted on YouTube, pushed on social media and sent to media on request;
  - press release with photos, and video, launching the campaign and featuring Fiona and Cameron's friends telling his story;
  - a social media campaign, which included facebook and Instagram to reach a wide audience and teenagers in particular;
  - information pages and videos on the council website (which attracts around one million page views a month) and intranet (which reaches 8,000 staff);
  - local schools displayed the poster and Fiona attended specially organised assemblies to over 3,500 pupils to spread message;
  - interviews with Fiona and the council's occupational health and safety manager with a number of regional media organisations, including TV, radio and newspapers;
  - the campaign promoted on the schools extranet, reaching all 278 schools and academies;
  - work with councillors to become advocates and promoters of the campaign in their constituencies;
  - attendance at local residents' association meetings.

- 34 We also engaged with the Royal Society for Prevention of Accidents to help publicise the campaign. A communications strategy was produced to keep campaign messages in public eye over the summer holiday period including a press call featuring Fiona at outdoor water safety sessions for schoolchildren, which attracted 160 young people.
- 35 In terms of media coverage, the campaign was picked up by the Sunday Sun, Northern Echo, the Newcastle Evening Chronicle and Sunderland Echo and carried on their websites. Television coverage was provided by ITV Tyne Tees, BBC Look North and Made in Tyne & Wear (regional TV). BBC Radio Tees; Metro FM; Capital, Smooth, Heart and Star Radio also covered the campaign on air and via their websites.
- 36 In terms of social media, a post on the council's Facebook page reached more than 1 million people. More than 183,000 watched the video through Facebook and it was the council's top Instagram post in 2017. The council's website information page has been viewed more than 2,500 times.
- 37 The Royal Society for the Prevention of Accidents also publicised the campaign on its social media accounts, as did Durham Constabulary, County Durham and Darlington Fire and Rescue Service, the RNLI and the Chief Fire Officers Association, all of which endorsed the campaign.
- 38 School assemblies featuring the video and Fiona alongside the children's support team officers were organised in seven schools around Bishop Auckland, close to where Cameron died.
- 39 We also engaged with the National Citizen Service, which worked with students at a local college to produce information leaflets and a website on cold water shock.
- 40 Through local contacts we approached Rio 2016 Olympic rowing silver medallist, Jess Eddie, who hails from County Durham, to endorse the campaign, which generated further media coverage.
- 41 The council Cabinet portfolio holder for safer communities, Councillor Joy Allen, raised Dying to be Cool with the Local Government Association's Safer and Stronger Communities Board. This led to the board agreeing to add water safety to its priorities for 2016/17 and the campaign being featured by the LGA, resulting in national coverage via Sky News and The Daily Express.
- 42 Residents throughout the county were asked to report any water safety related concerns, incidents or anti-social behaviour where young people may be at risk. This resulted in a more proactive approach to water safety, with agencies addressing risks and tackling anti-social behaviour factors such use of alcohol and drugs via local neighbourhood policing teams and schools.

- 43 Project costs were minimal with all design, video and social media work being undertaken in-house within existing resources. In all, £300 was spent on external photography and ‘boosting’ the campaign on facebook.
- 44 In terms of longevity, the initiative will run again this year in the remaining 250 primary and secondary schools in the county and on social media.

## Outcomes

- 45 The work we have taken in Durham has attracted national recognition and praise:
- The local coroner and RoSPA have praised us for our work and proactive approach.
  - We have been cited as an example of good practice in the UK Drowning Prevention Strategy.
  - Dying to be Cool was a finalist in the 2016 Chartered Institute of Public Relations regional PRIDE Awards for campaign of the year.
  - Our Best Bar None scheme and joint work with the licensed trade won the 2016 National Best Bar None overall scheme.
- 46 Most importantly, our campaigns, shaped by and delivered through community and partner engagement, are making a significant difference in terms of reducing the number of water related incidents and loss of life in Durham City and across the wider county:

Year	Near Misses	Non-fatal injury	Fatal Injury
2014/15	10	3	7
2015/16	9	5	2
2016/17	3	2	1

# ACHIEVEMENT AWARDS 2017

THE MJ

changing minds and saving lives:  
open water safety in county durham

*supporting evidence*

excellence in  
community engagement

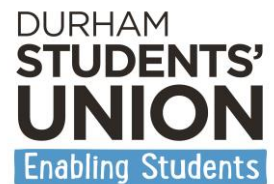




# Durham City Safety Group



*Altogether Better Policing*





Police at a cordon by the Wear in Durham as police searching for missing student Sean Coulthard found a body yesterday

# Drinking culture must be addressed, say police

**WILL METCALFE**  
Reporter  
willmetcalfe@jrn.co.uk

**A**LCOHOL and late night drinking in Durham must be addressed along with improved river safety, a leading police officer has said.

Superintendent Andy Huddleston, of Durham police, said the issue of

improving safety reached wider than placing barriers along the banks of the River Wear after officers recovered what is believed to be the body of 19-year-old Durham University student Sean Coulthard yesterday.

Sean went missing following a night out in Durham with friends on January 14 prompting a major search which saw police joined by fire and rescue and mountain rescue teams

along with hundreds of students. The circumstances surrounding the young person to be found dead have not yet been made clear.

But Supt Huddleston said: "One of the areas we will be looking at, with the support of the Students' Union, is the welfare of people affected by alcohol and late night drinking."

"In the days and months ahead there will be several partnership meetings to discuss these issues."

"It's broader than simply putting barriers at the riverside."

Supt Huddleston said along with Durham County Council and Durham University police would be working with bar and club owners to address what he described as 'grave concerns' about the deaths of three students in the River Wear in the past 14 months.

Sean Peavey died after falling into the River Wear on October 29 2013 and Luke Pearce was found in the River Wear after disappearing on May 11, 2014.

Nine days after Sean's disappearance a diver discovered the body at around 8.15am on Friday under Frankwellgate Bridge. Formal Identification is expected on Monday.

Police said bad weather hampered the search and it was only after a professional diver with great knowledge of the River Wear checked under the bridge that Sean's body was discovered.

He added: "Every time we have a

loss of life is tragic. It is a concern I have in the last 14 months been involved in searches for three students who have died in the river. Looking at past records there were virtually 30 years with no deaths in the river. The fact we have had three in 14 months is of grave concern."

Durham County Council pledged a review of river safety and students have called for gaps at access points to the river. Prime Minister David Cameron even backed calls to review riverside safety in Durham.

But Supt Huddleston added: "In the past two years we have been working hard to improve the safety of students in the city. It is not just about river safety but about young people's safety across the board."

"While CCTV barriers and lights is something I welcome this is a far greater issue."

After the discovery, Charles Capel, a second-year Durham University student, said: "Given what we have just seen I think there will be in some ways a sense of relief and then it will turn to how this has happened."

"Why are people going down to the river, the frequency and how it's happened before - once is a tragic accident, twice is worrying and three times it makes you a bit suspicious."

A fellow law student, who did not wish to be named, said: "It's all a bit melancholy. It feels like it happens too often. He was quite well known, seemed like such a nice bloke."



Sean Coulthard, left, had been missing for nine days. Sean Peavey, top right, and Luke Pearce died in the river





RIVER DEATH: An officer stands near the location where the body was found

Picture: DAVID WOOD

## Discussions to take place on river safety measures

CC UNIC staff and police chiefs have agreed to explore river safety measures in the Wear following a series of tragedies.

Police believe the body found in the River Wear yesterday is that of Durham University law student Euan Coulthard.

The 18-year-old law student disappeared after a night out in the city centre - CCTV caught him going down steps to the riverside - late on Wednesday, January 14.

He would be the third Durham University student to die in the river after enjoying a night out in the city centre.

Three young people have also died in similar tragedies in York.

The deaths of Sophie Peters, 20, in October 2013 and Luke Peters, 20, in May last year have caused concern about the safety of youngsters heading home from the city's nightspots.

A petition calling for riverside CCTV, lighting and fencing has attracted more than 14,700 signatures in a week.

By Tony Kearney

Staff Reporter

tony.kearney@nec.co.uk

A similar petition calling for railings and cameras on York's River Ouse has also attracted thousands of supporters.

Similar campaigns are also underway in Bath, Leeds and Shrewsbury.

Although it may be impossible to erect railings around the full length of the Wear in Durham, it may be possible to use CCTV cameras or secure areas of high risk. Durham City already has a CCTV system and the camera helped police track Euan's movements as the night he disappeared.

The city's MP Roberta Blackman-Woods hopes all agencies in the city will consider the issue.

She said: "What I had started to do before this tragic news was to work with County Durham's Police and Crime Commissioners, Ron Hogg, to get all the various agencies to look at the whole



STUDENT:  
Euan  
Coulthard

issue of safety and riverbank safety to look at all the different aspects.

"I hope that will happen next week or the week after because I think given what has happened over the last 18 months we need to really check that students are being given the right information to keep them safe."

Professor Graham Toft, Pro-Vice-Chancellor and Deputy Warden, Durham University earlier this week described Mr Coulthard as popular and "very able and diligent".

Professor Simon Hoobell, Principal of St Mary's College, Durham University said: "Euan fully understood University life and was a valued member of St Mary's community."



BODY FOUND:  
Rescue crews in the city

"We will be working with Euan's friends to consider how to bring the whole College community together at this time to mark our loss. The University is offering support to any students who have been personally affected by Euan's death."

The Dean of Durham, The Very Reverend Michael Sedgrave, said: "We are very sorry to hear that a body has been recovered."

"Our thoughts and prayers are with the family of Euan Coulthard during this difficult time."

## Drowned student's mum in call for measures



FATAL ACCIDENT:  
Megan Roberts

THE mother of a university student who drowned after falling into the river during a night out has spoken on the first anniversary of her death - to call for more to be done to protect young people.

Megan Roberts, an arts student at York St John University drowned in the River Ouse after drinking with friends on January 25.

The 16-year-old was the first of three young people to die in the city's rivers in just four months.

Speaking on the anniversary of her

death, as police drivers were searching for the body of missing Durham student Euan Coulthard, her heartbroken mother called for more to be done to stem tragedies in the region's rivers.

Jackie Roberts said: "It's heartbreaking that so many young people have lost their lives in rivers in the past 12 months while enjoying a night out with friends."

"I can't believe that another family is in the same place as I was this time last year. It is every parent's worst nightmare and like being in a horror story."

"It's vital we make sure we do everything we can to make sure OUR YOUNG ARE as safe as possible."

Just days after Megan's death, 20-year-old guitar salesman Ben Clarkson drowned after falling into the River Poo and 18-year-old soldier Tyler Pearson's body was pulled from the River Ouse after a night out in the city on April 2.

The Royal Life Saving Society UK runs a 'Don't Drink and Drown' campaign to warn drinkers to be aware of the dangers of consuming alcohol near water.

# Action plan on the way after third river tragedy

WED Metcalfe

Reporter  
will@metcalfejournal.co.uk

**A**RISK safety plan and a review of cheap drinks offers will take place following the third student drowning in Durham in 14 months.

Durham County Council, Durham University, Durham Cathedral and Durham police have written an action plan which the partnership hopes to put in place quickly following the death of Euan Coulthard, a second year Durham student, who was found in the river on January 23.

The 19-year-old had disappeared following a night out with friends on January 14.

Following his disappearance more than 15,000 people signed a petition calling for an urgent review of safety along the River Wear in the city, which was backed by David Cameron.

On Tuesday the partnership held a meeting to tackle what has become a pressing issue.

The Royal Society for the Prevention of Accidents will carry out an independent review of safety around the river on February 2.

Terry Collins, chairman of the group and director of neighbourhood services at Durham County Council,

said the review will provide a detailed list of actions.

He said: "There was a steady determination to move forward and take action with a series of short, medium and long term plans."

"There are wider issues than just riverside safety, and it's wider than late night drinking."

Durham University and Students' Union will continue an education programme around welfare and personal safety, and bars in Durham will be encouraged to be more responsible with alcohol, with a 'guardianship' scheme for late drinkers put in place.

Durham Students' Union will create a voluntary drivers scheme to help students get home and will reintroduce a night bus, while the university is looking to set up a partnership with taxi firms to ensure at risk students get home safely.

The partnership will set up a 'safe haven' where people can get support on a night out. Mr Collins said this would begin life as a vehicle before a permanent base is found.

Along with the safe haven the partnership has pledged to provide new kit and radios to help link support patrols from community volunteers as well as creating a student run scheme working in partnership with Durham Street Lights.

In a final step the partnership pledged to review cheap drinks offers.

Financing for the scheme has not been arranged and Mr Collins said the partnership would not rule out the introduction of late night levy on similar lines



The search of the River Wear ended in heartbreak after Euan Coulthard's body was found. Now a package of new measures have been launched

to the one in operation in Newcastle. He also refused to rule out a review of late night licensing in the city.

Rubyn Travers, a Durham resident who launched a petition which was

signed by more than 15,000 people calling for improved safety, said: "It's a positive that people have signed the petition and are now being heard."



From left, Euan Coulthard, Sepe Peters and Luka Pearce have all died in the River Wear in the last 14 months



# Working with Licensed Premises

## Responsible Alcohol Retailing

- Training courses for bar staff on responsible sale of alcohol
- Bespoke owner/manager training on the law/guardianship arrangements/responsible alcohol retailing
- Ensures a consistent approach across the city to serving alcohol safely and protecting people who may be at risk due to the amount of alcohol they have consumed
- Attended by more than 60 delegates representing 20 licensed premises



# Working with Volunteers

- Durham Street Lights – volunteer group patrolling city centre on Saturday evenings assisting vulnerable people
- Pilot scheme of student volunteer group working on Wednesday evenings



# Working with the University and Students' Union

## **Education and Awareness Raising Campaign**

- £50k public health grant to develop student peer-led educational awareness campaign focusing on social norms/ personal safety
- Will see development of 3 year social marketing campaign – to include a series of initiatives/activities to raise awareness and promote personal responsibility and wellbeing
- Campaigns to launch at key dates in student calendar

## **Getting Home Safely**

- Agreement between a number of taxi operators and the University to get vulnerable students who are unable to fund their journey home
- Student Union night bus



# Don't drink and drown

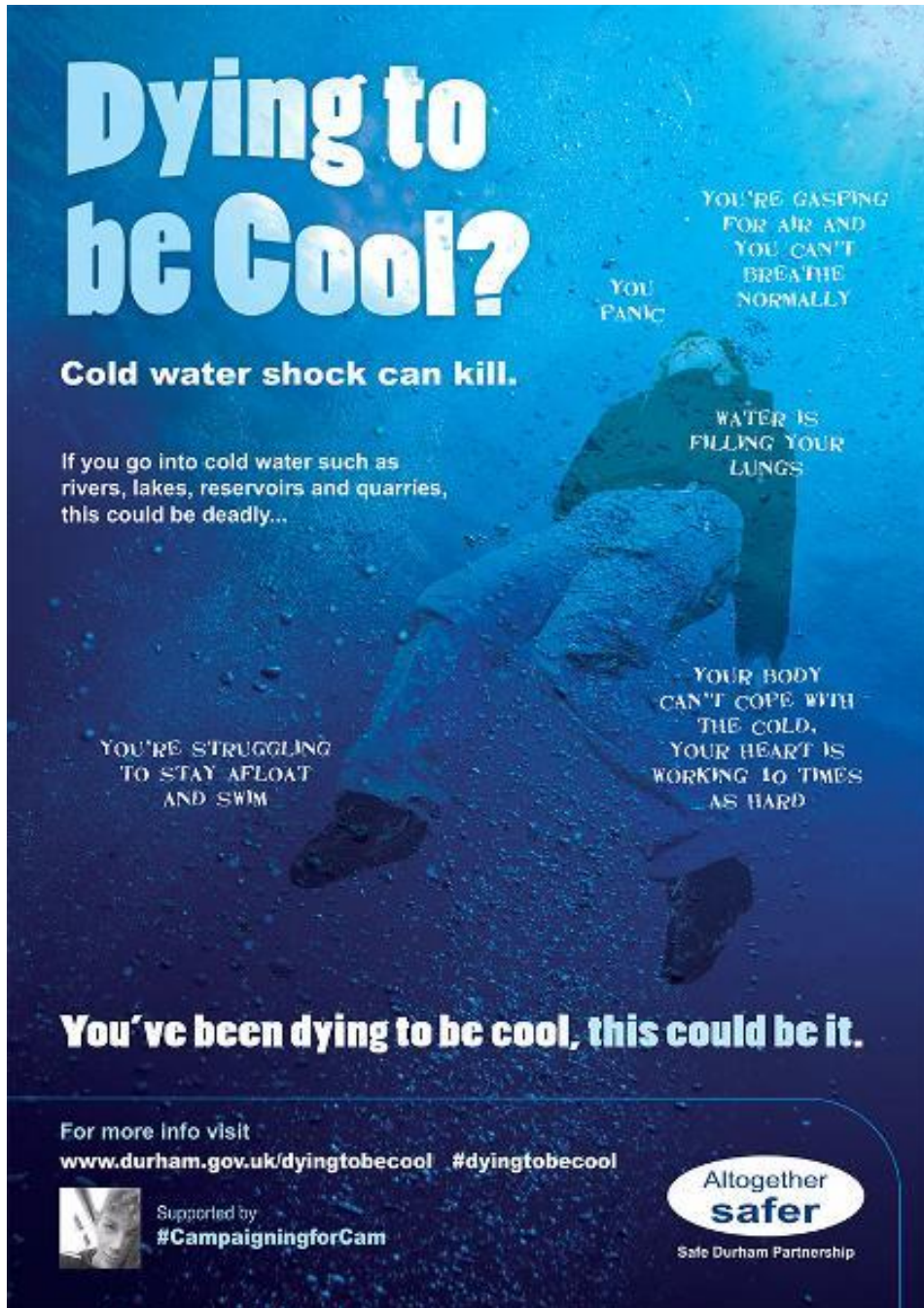
**Festive revellers told Don't Drink and Drown as it is revealed more than a third of adult accidental drowning victims in Count**



Don't Drink and Drown festive campaign is unveiled. With a Fire service rescue boat are Kevin Lough of the Safe Durham Partnership, Andrew Allison of Co Durham and Darlington Fire and Rescue Service, cllr Joy Allen, Ken Crass, the North-East



# Dying to be Cool



**Dying to be Cool?**

**Cold water shock can kill.**

If you go into cold water such as rivers, lakes, reservoirs and quarries, this could be deadly...

YOU'RE GASPING FOR AIR AND YOU CAN'T BREATHE NORMALLY

YOU PANIC

WATER IS FILLING YOUR LUNGS

YOUR BODY CAN'T COPE WITH THE COLD, YOUR HEART IS WORKING 10 TIMES AS HARD

YOU'RE STRUGGLING TO STAY AFLOAT AND SWIM

**You've been dying to be cool, this could be it.**

For more info visit  
[www.durham.gov.uk/dyingtobecool](http://www.durham.gov.uk/dyingtobecool) #dyingtobecool

Supported by  
**#CampaigningforCam**

Altogether  
**safer**  
Safe Durham Partnership

## Fiona Gosling helps produce Dying to be Cool video



*“Learning to live without one of your kids,  
it shouldn’t be this way.”*

## Cameron's friends also take part



*“You miss him loads, just want him to be there.”*



## Social media graphics for campaign:



# Dying to be Cool webpage:

## [www.durham.gov.uk/dyingtobecool](http://www.durham.gov.uk/dyingtobecool)

Jumping into cold water - x

www.durham.gov.uk/dyingtobecool

Do it online Have your say My Durham

Search website

Durham County Council

Residents News & Events Business Council

Home / Residents / Leisure & Culture / Enjoy the outdoors / Water safety / Jumping into cold water can kill you

## Jumping into cold water can kill you

If the weather's hot and you're thinking about swimming in the river, or any other water, please make sure you know what the dangers are.

The shock of jumping into cold water can kill you - it's as simple as that. So please think twice.

### Cameron's story

Dying to be Cool: Cameron's Story

Contact us

#### Tweets

DurhamCountyCouncil @DurhamCouncil

'Rivers are dangerous, don't just jump in' Olympic silver medalist @jesseddie #dyingtobecool [ow.ly/3n8B304crGg](https://www.durham.gov.uk/dyingtobecool)

10:46 21/09/2016

# Dying to be Cool video posted on YouTube

[www.youtube.com/watch?v=nh4ATjAR4Yc](https://www.youtube.com/watch?v=nh4ATjAR4Yc)

## 7,396 views

The screenshot shows a web browser window displaying a YouTube video. The video player is the central focus, showing a young boy smiling in front of a Christmas tree. Below the video, the title "Dying to be Cool: Cameron's Story" is visible, along with the channel name "Durham County Council" and a "Subscribe" button with 229 subscribers. The view count "7,396 views" is displayed on the right. To the right of the video player is a "Up next" section with several video recommendations, including "Water Safety in County Durham", "DYING TO BE THIN : A Short Film", "'Someday' - Liam's Story", "Consett Leisure Centre and Academy fly through video", and "John Motson gets destroyed by Brian Clough - Interview". The browser's address bar shows the URL "https://www.youtube.com/watch?v=nh4ATjAR4Yc". The Windows taskbar at the bottom shows various application icons and the system clock indicating 10:49 on 21/09/2016.

Dying to be Cool: Cameron's Story

Durham County Council

7,396 views

Up next

Autoplay ☒

Water Safety in County Durham  
Durham County Council  
408 views  
3:50

DYING TO BE THIN : A Short Film  
JessaJay  
396,744 views  
5:39

'Someday' - Liam's Story  
ChoicesforLifeTV  
76,969 views  
15:17

Consett Leisure Centre and Academy fly through video  
Durham County Council  
Recommended for you  
9:01

John Motson gets destroyed by Brian Clough - Interview  
ZarkavasLover  
Recommended for you  
9:40

# Dying to be Cool video posted on Durham County Council Facebook

[www.facebook.com/durhamcouncil/videos/1077435005655041](https://www.facebook.com/durhamcouncil/videos/1077435005655041)

426,349 people reached  
160,000 views

The screenshot shows the Durham County Council Facebook page. The page header includes navigation links: Page, Messages (2), Notifications (18), Insights, Publishing Tools, Settings, and Help. The main content area features a post from Durham County Council, published by Dan Morris on June 3. The post text reads: "Last summer, 14-year-old Cameron Gosling lost his life to cold water shock - lets try and make sure it doesn't happen to anyone else. Please share the Dying to be Cool campaign video and help spread this important message. Find out more at www.durham.gov.uk/dyingtobecool". Below the text is a photo of a young boy, Cameron Gosling, smiling. The post has 426,349 people reached and 160K Views. The right sidebar shows a search bar with "Cameron's story" entered, and a list of statistics: 93% response rate, 1-hour response time, 20K likes (+62 this week), 4 follows, and 106,783 post reach this week. The bottom of the page shows a Windows taskbar with various application icons and a system clock indicating 11:08 on 21/09/2016.

https://business.facebook.com/durhamcouncil/?business\_id=1490311324593415 (93) Durham County Council

Pages Search business Durham County Council Help

Page Messages 2 Notifications 18 Insights Publishing Tools Settings Help

**Durham County Council**  
@durhamcouncil

Like More

**Durham County Council**  
Published by Dan Morris [?] · June 3 ·

Last summer, 14-year-old Cameron Gosling lost his life to cold water shock - lets try and make sure it doesn't happen to anyone else.

Please share the Dying to be Cool campaign video and help spread this important message.

Find out more at [www.durham.gov.uk/dyingtobecool](http://www.durham.gov.uk/dyingtobecool)

426,349 people reached  
160K Views

Learn More Message

Government Organization · Durham, Durham

Search Cameron's story

93% response rate, 1-hour response time  
Respond faster to turn on the badge

20K likes +62 this week

4 follows

See Pages Feed  
Posts from Pages you've liked as your Page

106,783 post reach this week

ABOUT

11:08 21/09/2016



[illegible]

**KILLER! Flee**  
Golfing and  
Cameron's  
friends returned  
to the River  
Wine - where  
the 14-year-old,  
paleontologist  
also - for a  
hard hitting  
union for the  
Dying in the  
Coal campaign



# Media coverage: Sunday Sun 05/06/16

**HEARTBROKEN MUM BACKS WATER SAFETY CAMPAIGN**

## 'Had he known of the dangers of cold water shock, we might not have lost a loving son and friend'



**THE mother of a teenager who died after jumping in the River Mersey has launched a water safety campaign.**

The 54-year-old Catherine Smith, 54, is warning teenagers about the dangers of cold water shock.

Catherine's 17-year-old son, James, died after jumping into the river on his way to school on Monday.

The National Academy of Diving is a charity that aims to raise awareness of the dangers of cold water shock.

The charity's website says: "Cold water shock is a real danger. It can happen to anyone who falls into cold water. It can be fatal."

Catherine said: "I am so sad that James has died. I wish I could turn back time and stop him from jumping in the river. I hope this campaign will help other people who are at risk of drowning."

James was a keen swimmer and had been taught to swim by his father. He was a member of the local swimming club and had been swimming for many years.

James was found by a passerby and taken to the hospital, but he died of cold water shock.

Catherine said: "I am so proud of James for his bravery. He was a loving son and a great friend. I hope this campaign will help other people who are at risk of drowning."

The charity is asking people to help by spreading the word about the dangers of cold water shock. It is also asking people to help by donating to the charity.

The charity's website is [www.nationalacademyofdiving.org.uk](http://www.nationalacademyofdiving.org.uk).

**James Smith, 17, was killed in the river Mersey.**



**Catherine Smith and James Smith at the river Mersey.**



**Catherine Smith and James Smith at the river Mersey.**

# Dying to be Cool water safety sessions held for 160 children



Media coverage:

[http://www.thenorthernecho.co.uk/news/14573830.Pool\\_scenarios\\_to\\_ach\\_pupils\\_water\\_safety/](http://www.thenorthernecho.co.uk/news/14573830.Pool_scenarios_to_ach_pupils_water_safety/)

## Dying to be Cool assemblies reach 3,350 children



Year 7 student: *"I didn't know about cold water shock, I have always jumped in rivers from heights. **I won't do that again.** It has made me realise how dangerous it is."*

## Further pupil feedback:

- *“It’s an eye-opener to think how scary just jumping in a river can change your whole life and have a massive impact on everyone else’s life.”*
- *“You can look at a river and think it’s calm but it’s not actually as calm as you think.  
“It’s quite an eye-opener to think what can happen in a river.”*

# Assembly feedback from staff:

- *“Mrs Gosling was amazingly brave and having her there **made the message real** for our students.”*
- *“It was a very good assembly, **pitched at just the right level.**”*
- *“It's vital that we continue to **get this message out to all students, especially to young teenagers,** at this time of year.*
- *“Huge thanks to all involved.”*

## Further staff feedback:

- ***"It got the point across really well."***
- ***"It was **emotional** and I got a lump in my throat."***
- ***"It **made me realise** the danger and I would stay out of water."***



## Media coverage:

[www.durhamadvertiser.co.uk/news/14597697.Mum\\_warns\\_schoolchildren\\_of\\_cold\\_water\\_shock\\_on\\_anniversary\\_of\\_her\\_son\\_Cameron\\_Gosling\\_s\\_tragic\\_river\\_death/](http://www.durhamadvertiser.co.uk/news/14597697.Mum_warns_schoolchildren_of_cold_water_shock_on_anniversary_of_her_son_Cameron_Gosling_s_tragic_river_death/)



# **County Durham and Darlington Fire and Rescue Service's Bishop Auckland fire station watch manager Simon Davison on why the service wanted to take part in the assemblies.**



**Click image to play**

# Campaign shortlisted for CIPR Award:



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## PRIDE AWARDS 2016 NORTH EAST



[PRide Awards](#) > [North East](#) >

### Shortlist

We can now reveal the PRide Awards shortlist for North East, split by award category.

### Public Sector Campaign

- Admiral PR  
Securing the future of the BRC at Guy's
- Admiral PR  
Supporting better healthcare for all
- Newcastle City Council  
Fostering and Adoption
- Safe Durham Partnership  
Dying to be Cool



## Local Government Association highlights work of Dying to be Cool

Press release: [http://www.local.gov.uk/media-releases/-/journal\\_content/56/10180/7937263/NEWS](http://www.local.gov.uk/media-releases/-/journal_content/56/10180/7937263/NEWS)

Online coverage of release by The Express:

- [www.express.co.uk/news/uk/704112/EXCLUSIVE-Mum-speaks-of-horror-tombstoning-tragedy-as-figures-reveal-shock-death-toll](http://www.express.co.uk/news/uk/704112/EXCLUSIVE-Mum-speaks-of-horror-tombstoning-tragedy-as-figures-reveal-shock-death-toll)

# Support from Olympic silver medal rower Jess Eddie



*“Good luck with the campaign!”*

[http://www.durham.gov.uk/article/  
8655/Olympian-Jess-backs-Dying-  
to-be-Cool](http://www.durham.gov.uk/article/8655/Olympian-Jess-backs-Dying-to-be-Cool)

**Media coverage:**

[http://www.thenorthernecho.co.uk  
/news/14742905.Olympic\\_medal\\_w  
inner\\_backs\\_cold\\_water\\_campaign/  
?ref=arc](http://www.thenorthernecho.co.uk/news/14742905.Olympic_medal_winner_backs_cold_water_campaign/?ref=arc)

## Testimonials

### **Mike Barton, chief constable, Durham Constabulary**



*“We have been more than happy to support the Dying to be Cool campaign.”*

*“It is absolutely vital that we raise awareness of cold water shock among young people and we hope it will save lives.”*

# Stuart Errington, chief fire officer, County Durham and Darlington Fire and Rescue Service



*“Water safety is a high priority for our service whether through our involvement in search and rescue or as part of our campaigns to remind people of the dangers posed by rivers, lakes and the sea. We were pleased to be part of this summer’s ‘Dying to be Cool’ campaign; working with Durham County Council, the assemblies in schools allowed us to reach hundreds of young people in a way that was interesting and memorable to explain how to stay safe when enjoying time outdoors.”*

**David Walker,  
leisure safety manager, Royal Society for the  
Prevention of Accidents**



*"ROSPA fully supports the Dying to be Cool campaign which has brought little known cold water shock into the spotlight.*

*"We very much commend Durham County Council for its work and hope it will help young people stay safe ."*

# Laura Cowan, friend of Cameron



*"I think it is a brilliant campaign, there has been so much work gone into it."*

*"Fiona's been round tons of schools and it is really starting to make a difference."*



## Fiona Gosling



*“Cameron and I knew nothing of cold water shock and for his family and friends, life will never be the same now he has gone.*

*“I began to campaign to raise awareness of cold water shock in Cameron’s memory and then the opportunity to work with the Safe Durham Partnership arose.*

*“Dying to be Cool has got the message about cold water shock to hundreds of thousands of people and hopefully the campaign will stop other families experiencing the pain with which we live.”*



RECOGNITION: Fiona Gosling with Cllr Eddie Bell. She has been honoured for her water safety campaign after her son died of cold water shock

# Grieving mum honoured for water safety campaign

THE mother of a teenage boy who died after jumping into the River Wear has received County Durham's highest honour in recognition of her water safety campaigning.

Fiona Gosling's 14-year-old son, Cameron Gosling, died during a day out with friends in July 2015, having jumped into the River Wear near Bishop Auckland without having acclimatised his body to the water temperature.

Mrs Gosling, of Crook, has since worked closely with the Safe Durham Partnership on its 'Dying to be Cool' campaign which seeks to raise awareness, particularly among ten to 16-year-olds, of cold water shock which claimed her son's life.

Cold water shock is the body's short term involuntary response to being suddenly immersed in cold water which can cause cardiac arrest and even death.

Mrs Gosling was nominated for outstanding service to the young people of County Durham in relation to water safety education and awareness.

She has now been awarded Durham County Council's Chairman's Medal in recog-

By Stacey-Lee Christon  
Staff Reporter

stacey-lee.christon@nec.co.uk

nition of her continued support for the Dying to be Cool campaign.

To date Mrs Gosling has told Cameron's story to more than 3,300 schoolchildren in campaign assemblies organised by the council's One Point Service.

She has also appeared in a Dying to be Cool video which

has reached a million people online and supported water safety sessions which were delivered to 180 schoolchildren by the council last summer.

Mrs Gosling said: "I do not want any family to have to endure what we have gone through and that has and always will be my motivation."

"I am humbled to receive the Chairman's medal and would like to thank everyone who has joined me in spreading the word about water safety and cold water

shock."

Council chairman Cllr Eddie Bell added: "Once Mrs Gosling was put forward, I had no hesitation in agreeing."

"She is without doubt one of the most worthy recipients in the history of the medal."

"Her tireless campaigning has ensured important safety messages have reached a massive audience, reducing the chances of further loss of life and injury and we should all be grateful to her for that."

for that."

Mrs Gosling, whose son, Cameron, attended Parkside Academy at Willington, has also campaigned with the Royal Life Saving Society and set up the Campaigning for Cam petition to get water safety added to the National Curriculum.

The Safe Durham Partnership includes representatives from Durham County Council, Durham Constabulary and County Durham and Darlington Fire and Rescue Service.



LOVED: Cameron Gosling, who died in July 2015, during a day out with friends



SAFETY: Fiona Gosling with friends of her teenage son Cameron, who died from cold water shock

## Charity plants hundreds of trees

VOLUNTEERS from the charity The Conservation Volunteers have been putting down roots in North Yorkshire - by planting hundreds of trees.

The planting was done on Studford Farm, by Sprocton, near Helmsley, a working farm where Studford Luxury Lodges is also based.

Ian Jakulis, the regional operations leader for the charity, said: "Our volunteers were there for three days doing the bulk of the hedgerow and tree planting programme - we planted 300 trees to make a small copse."

The planting work was organised between the farmer and the Yorkshire Farming and Wildlife Partnership group.

The charity that enables people of all ages and backgrounds to take part in a variety of practical conservation projects - and is always keen to hear from new volunteers.

Mr Jakulis said that not only was the work a good opportunity to spend more time outdoors, there was also a social side to it.

"You don't need to have any experience or relevant skills, just bags of enthusiasm," he said.

The charity provides tools and equipment, and offers free transport to/from the activity from its York office.

They run practical activities on three to four days, every week (not weekends) between 9am and 4.30pm. To get involved email [york@tcv.org.uk](mailto:york@tcv.org.uk) or call 01904-644300.

## Second arrest made over wounding

A SECOND suspect has been arrested after a woman was found with leg injuries in the back lane of a North-East village.

Police arrested a 27-year-old man on suspicion of wounding with intent on Friday night after a 24-year-old woman was found badly hurt by officers.

She was discovered just before 9pm on Tuesday night in the North View area of Bearpark, near Durham.

Immediately after the incident a 32-year-old woman was arrested on suspicion of attempted murder.

No charges have yet been brought against either suspect and both have been bailed pending further enquiries.

Investigations are ongoing and anyone information is asked to contact Durham Police on 101 quoting incident reference 894 of January 24.



# **RIP Cameron Gosling**

## **2000-2015**

