

Grant Policy Agreement: Yes, I have read the Ware Town Council Grants Policy

Name of Group/Organisation: Child Safety Media

Requesting Grant:

First Name: Dan

Brief Description of the Group/Organisation: Child Safety Media (CSM) is a leading provider of child safety events in the UK and delivers safety events to tens of thousands of children and young people covering topics such as personal safety, Internet safety, fire and home safety, gas and electricity safety, water safety, safety on the railways, healthy living, first aid, crime, drug and alcohol awareness, bullying and anti-social behaviour. CSM makes a significant contribution to the safety and wellbeing of children by providing schools with vital information on which communities and young people's lives depend. For more information, please visit: www.childsafetymedia.co.uk

Website of Group/Organisation (if applicable): www.childsafetymedia.co.uk

Address of Group/Organisation Requesting Grant (If not applicable please use applicant address): Mansion House, Wellington Road South, Stockport, SK1 3NA

Applicant Position within Organisation: Director, Partnerships

Applicant Email Address: dan@childsafetymedia.co.uk

Applicant Phone Number: +447711484934

Is your organisation a Registered Charity?: No

Brief Description of service/project: Crucial Crew is a multi-agency project that provides an interactive method of teaching children to become more aware of their personal safety, learn how to react to dangerous situations, practice safety skills within a controlled environment and gain knowledge that can be carried into the wider community and used in their everyday lives. Crucial Crew is specifically aimed at Year 6 children (10 -11-year olds) as Transition Year is deemed to be one of the most important years in the school life of a child. It is generally accepted that children start to become more independent at this age and are often expected to cope increasingly on their own, dealing with changes in their lives - such as a move to secondary school. They learn by experience to:

- React correctly to dangerous and threatening situations.
- Avoid becoming a victim of an accident or crime.
- Understand the role that the emergency and support services play, how and when to contact them.
- Gain life skills that may help them to keep themselves and others safe.
- Be aware of the consequences of their own actions on the safety of others.
- Develop skills and understanding in personal, social and health education, allowing them to lead confident, healthy lives.

As you may be aware, the whole purpose of Crucial Crew is to raise a child's awareness of threats and dangers in a fun, interactive and enjoyable way. The event will create closer links between young people and all participating agencies. We do hope that, following due consideration, Ware town Council will

assist us with this some funding for this academic year, via a Community Grant.

What is the catchment area of your organisation?:

Nationwide

Estimated Start Date of project/service (if applicable):

22nd April 2025

Please describe in detail what the grant funding will be used for:

It is the ambition of Child Safety Media, in partnership with Hertfordshire Constabulary to reinstate 'Crucial Crew' child safety events across the whole of the county.

There are currently 2 existing schemes in Bishop's Stortford and St Albans, and we have re-established events in both Stevenage and North Herts (with Watford to commence in June/July 2025), see:

<https://www.stevenagefc.com/news/2024/june/20/the-lamex-stadium-hosts-popular-primary-school-child-safety-event/>

and

<https://www.childsafetymedia.co.uk/vip-day-to-celebrate-the-newly-reinstated-north-herts-crucial-crew-child-safety-event/>

However, the planning to reinstate a scheme in a particular area cannot commence until a suitable/ appropriate venue can be secured. Our plan is to use the facilities offered to us at Fletcher's Lea, High St, Ware SG12 9AL - <https://warepriory.co.uk/fletchers-lea/>

A grant of £2,310 is sought to support this community-based project, at the above venue; I have attached a copy of the email received from Kerry Mavris at Ware Priory, following discussions with Rosalyn Montgomery, Events Manager at Ware Town Council – see 'File Upload for cost quotation or estimate' below.

We currently utilise several different types of venues to host our child safety events. The Ware 'Crucial Crew' team would require a room to greet/ brief approximately 60-90 local children in (plus teachers) when they arrive, and 5/6 additional break-out rooms/areas for the different activity providers to use.

How will the project/service benefit the community of Ware?:

Please include any information that you think may help the committee when considering your application including if or how your organisation has helped the town in the past.

Ware 'Crucial Crew' runs for 7 weekdays over a two-week period in April/May 2025. During this time approximately 1,000 school children from across the area will attend. The project is to be based at Fletcher's Lea, High St, Ware SG12 9AL.

The 'Crucial Crew' scheme, reinstated and coordinated by Child Safety Media, will teach children about important issues that are often overlooked by the curriculum, such as personal safety, Internet safety, cybercrime, water safety, fire safety, first aid (learning how to save a life; DRABC; basic life support - CPR; recovery position), safety on the railways and the dangers/ consequences of criminal damage, drug and alcohol awareness, money matters (developing good financial habits), encouraging an active lifestyle and being a good citizen, promoting

health and wellbeing, ensuring children are more informed about vaping/e-cigarettes and their potential harm (short/ long-term effects).

The workshops will be delivered by local safety agencies and will give pupils the unique opportunity to learn valuable skills from the professionals, through practical demonstrations and discussions in real-life situations.

The event will include sessions from agencies such as Hertfordshire Constabulary, Hertfordshire Fire & Rescue Service, East of England Ambulance Service, Network Rail/ British Transport Police: the RNLI/ Canal & River Trust; Hope UK; CGL (Spectrum families and young people's service), MyBnk and Hertfordshire School Nurse Service.

Attendees will be evaluated to assess risk awareness capability and message retention. The event has been organised to serve an educational and community need - to build safer communities.

Every effort will be made to highlight the good work being done both pre & post event and to highlight the successes of previous years. A VIP Day may be organised to maximise the PR opportunity with the local media – attendees to include the Mayor of Ware, local Councillors and senior Emergency Service personnel etc.

Teachers and pupils are invited to provide feedback on the event. Evaluation Reports are then circulated to all stakeholders.

Amount Requested:

£2,310

Amount of other funds available or anticipated available towards the cost of the project/service:

The total cost of the project, including event planning, preparation and delivery (including funding of all administration costs, coordinators post, insurances, risk assessment and evaluation); transportation and venue hire is ~£14,000 Schools are expected to provide funding of ~£8,000 (since CSM begun reinstating Crucial Crew schemes on behalf of local Police Services back in 2013, schools have confirmed in writing to us that they are happy to provide some degree of funding). Subsidy funding of £6,000 required to cover transportation / venue hire costs.

File Upload for cost quotation or estimate (if available):

[Email-re-venue-hire-for-potential-Ware-Crucial-Crew-child-safety-event.docx](#)

Please list any other organisations that are jointly funding the project/service for which you are applying for grant funding (if applicable):

Schools ~£8,000

Local business community?

Account Name:

Child Safety Media

Account Number:

04650104

Sort Code:

050005

Type full name to authorise application:

Dan Lowrie

File Upload of your latest published accounts (if available):

[Child-Safety-Media-Financial-Statements-for-the-Year-Ended-31-March-2024.pdf](#)

Grant Application Agreement:

Yes, I understand & accept the terms and conditions