



**Macclesfield Town Council
Community grant feedback form
End of project report**

It is a condition of Macclesfield Town Council community grants that a report of how the grant was used is given to the council on request.

Therefore, when requested, you are asked to complete the below form and return to the Assistant Town Clerk. If you have not yet spent the entire grant, we are asking you to return this form with a progress report and an explanation of when the money will be spent.

The form will be shared with the Finance Committee, in committee papers and on our website.

Name of organisation	Child Safety Media
Contact name	Dan Lowrie
Date grant awarded	28/02/2024
Amount awarded	£2,000

Please describe how your grant was used:

Contribution for the 2024 Macclesfield 'Crucial Crew' project, specifically towards the costs of coach hire and venue hire.

How many people benefited from your project/activity or attended if it was an event?

The child safety event that ran from Tuesday, 16th April to Thursday, 25th April 2024 (inclusive). During this period, over 700 children from 24 local schools attended.

What was the outcome of your grant?

Children, attending primary schools across the borough of Macclesfield, were equipped with the knowledge and skills they may need to stay safe and well.

What have you learned from this project?

That this is an invaluable piece of work

Please insert at least one photograph of your project/event here:



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What have you learned from this project?

That this is an invaluable piece of work

Please insert at least one photograph of your project/event here:



Please also attach evidence of the promotion you have carried out for this project (press articles/screenshots of social media posts etc).

Please see attached Evaluation Report.

Also, see:

<https://www.childsafetymedia.co.uk/macclesfield-crucial-crew-event-2024/>

and

<https://www.childsafetymedia.co.uk/macclesfield-crucial-crew-2024-picture-competition-winner/>

Please tick this box if you consent to the photographs you have provided being shared with the Finance Committee, on publicly available finance committee documents and on the Macclesfield Town Council website ☒

Please return this form to helena.gowler@macclesfield-tc.gov.uk



Macclesfield Crucial Crew Evaluation Report

April 2024

Macclesfield RUFC, Priory Park, Priory Lane, Macclesfield, SK10 4AE



ROY McCARTHY



Children from disadvantaged backgrounds are:

- 13 times more likely to die in accidents overall.
- 21 times more likely to die as pedestrians on the roads.
- 38 times as likely to die in a house fire.

In A&E visits and emergency admissions, childhood accidents cost the NHS over £275m per year. Subsequent treatment, which can last a lifetime costs £millions more.

Introduction

Dear Reader,

Crucial Crew is a multi-agency safety event aimed at Year 6 primary school children (10 to 11 year olds). It has been designed to provide children with life skills that will, in the future, help to keep themselves and others safe.

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.

The aim of the Crucial Crew event is to raise each participant's awareness of potential threats and dangers, in a fun and interactive way.



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 will help them, and others, to be safe.
- Be aware of the consequences of their own actions and how they may impact on others.

This evaluation report relates to the Macclesfield Crucial Crew child safety event that ran from Tuesday, 16th April to Thursday, 25th April 2024 (inclusive). During this period, over 700 children from 24 local schools attended.

The event was co-ordinated by Child Safety Media, in partnership with Cheshire Constabulary and all primary schools in the Macclesfield area were invited to attend.

Macclesfield RUFC hosted the event and provided a safe learning environment. The presentations took place in areas that were clearly segregated, allowing the children to concentrate and absorb the instructions and advice that is given to them.

We know that children learn by 'doing' rather than being 'told', so all agencies were encouraged to make their presentations as interactive as possible. Change, Grow, Live (Cheshire East) provided a hands-on session where children were given important information regarding 'drugs, alcohol and wellbeing', and Everybody Health & Leisure (a new agency to Crucial Crew) delivered a lively session around water safety.



Many schools embrace Crucial Crew and see it as an integral part of PSHE. In some instances, they create safety posters and collages for their corridors, re-enact what they have learned in school assemblies and teach their families about safety and accident prevention at home.

We would like to thank all participating agencies for working so hard on our behalf to keep Macclesfield children safe. Special thanks go to Andy Appleyard and his staff at Macclesfield RUFC who made us very welcome.

Visiting teachers and guests agree that Crucial Crew is essential and none of them would want the children in their schools to miss it, which is testament in itself to its value.

We look forward to seeing you all again in April 2025.

Best wishes,

Michelle Connaughton
Child Safety Media



"A brilliant insight to the seriousness of everyday hazards and dangers around us. The sessions were engaging, memorable and most importantly, have the potential to be life-saving. Thank you!" **Lindow Community Primary School**



Personal Safety

- Keeping safe whilst surfing the internet.
- Keeping passwords and information safe raising awareness of who can help when they are worried or concerned.



0 - 19 School Nursing Cheshire East

- The workshop promotes awareness of mental health, emotional wellbeing and self-care to children from an early age.
- The interactive session focus is on the 5 Ways to Wellbeing (Take notice, Connect, Give, Keep Learning, Be Active) and the importance of children and young people taking about their worries to a trusted adult.



Change Grow Live

- Why alcohol is not good for 10/11-year-olds.
- The danger of using drugs and the consequences.



Carbon Monoxide (CO) Awareness

- Educate and raise awareness of CO.
- Identify sources of CO and potential dangers of CO visually on fuel appliances.
- Understand signs and symptoms of CO poisoning.
- The actions to take in the event of an active CO alarm or if CO is suspected.



Everybody Health & Leisure (Water Safety)

- Dangers around water.
- Lifeguards.
- Flags and their meanings.
- Safety signs.
- Floating, and what to do in an emergency.

MACCLESFIELD CRUCIAL CREW - 16TH APRIL TO 25TH APRIL 2024

MACCLESFIELD RUFC, PRIORY PARK, PRIORY LANE, MACCLESFIELD, SK10 4AE.

Day	Date	Start Time	Headteacher	School Name	Address 1	Address 2	Postcode	Tel. No	Return Time	Pupils	Adults	Total
Week One												
Tuesday	16/04/2024	9.30am										
		12.30pm	Miss Lynne Le Marinel	Bollinbrook CE Primary School	Abbey Road	Macclesfield	SK10 3AT	01625 789089	2.45pm	28	3	31
		12.30pm	Mr Richard Craven	Nether Alderley Primary School	Bradford Lane	Nether Alderley	SK10 4TR	01625 912444	2.45pm	16	2	18
Wednesday	17/04/2024	9.30am	Mrs Nicola Smillie	Alderley Edge School for Girls	Wilmslow Road	Alderley Edge	SK9 7QE	01625 583028	11.45am	23	2	25
		9.30am	Mrs Judith Ceuppens	Ash Grove Academy	Belgrave Road	Macclesfield	SK11 7TF	01625 919610	11.45am	30	3	33
		12.30pm	Mrs Lindsey Walsh	Alderley Edge Community Primary School	Church Lane	Alderley Edge	SK9 7UZ	01625 704510	2.45pm	29	3	32
		12.30pm	Mrs Donna Lewis	Broken Cross Primary Academy & Nursery	Parkett Heyes Road	Macclesfield	SK11 8UD	01625 783820	2.45pm	30	4	34
Thursday	18/04/2024	9.30am	Miss Victoria Rippon	Bosley St Mary's CE Primary School	Leek Road	Bosley	SK11 0NX	01260 223280	11.45am	5	1	6
		9.30am	Mr David Goulbourn	Pownall Hall School	Carrwood Road	Wilmslow	SK9 5DW	01625 523141	11.45am	26	3	29
		12.30pm	Mr Richard Jervis	Hurdsfield Primary School and Nursery	Hulley Road	Bollington	SK10 2LW	01625 912415	2.45pm	23	2	25
		12.30pm	Mr Yenson Donbavand	Bollington Cross CE Primary School	Bollington Road	Gawsworth	SK10 5EG	01625 572138	2.45pm	27	3	30
Friday	19/04/2024	9.30am	Mrs Debby Morris - (Acting Headteacher)	Gawsworth Primary School	Longbutts Lane	Kettleshulme	SK11 9QU	01625 426547	11.45am	28	2	30
		9.30am	Mrs Alicia Bellshaw	Kettleshulme St James' CE Primary School	Macclesfield Road	Poynton	SK23 7QU	01663 738020	11.45am	13	2	15
		12.30pm	Mrs Amelia Lomas	Lower Park School	Hazelbadge Road	Stockport	SK12 1HE	01625 872560	2.45pm	40	4	44
		12.30pm	Mrs Charlotte Cartledge	Adelaide Heath Academy (formerly St John's Wood Academy)	Longridge	Knutsford	WA16 8PA	01565 746946	2.45pm	6	3	9

324 37 361

Day	Date	Start Time	Headteacher	School Name	Address 1	Address 2	Postcode	Tel. No	Return Time	Pupils	Adults	Total
Week Two												
Monday	22/04/2024	9.30am	Mr Jason Slack	The King's School in Macclesfield (1)	Alderley Road	Prestbury	SK10 4SP	01625 260000	11.45am	35	7	42
		12.30pm	Mr Bradley Lavagna-Slater	Wilmslow Preparatory School	Grove Avenue	Wilmslow	SK9 5EG	01625 524246	11.45am	17	2	19
		12.30pm	Mr Jason Slack	The King's School in Macclesfield	Alderley Road	Prestbury	SK10 4SP	01625 260000	2.45pm	36	7	43
			Mrs Sarah Smith	Wincle CE Primary School		Wincle	SK11 0QH	01260 212592	2.45pm	10	2	12
Tuesday	23/04/2024	9.30am	Mrs Teresa Cooke	St Alban's Catholic Primary School	Priory Lane	Macclesfield	SK10 3HJ	01625 425905	11.45am	46	4	50
		12.30pm	Ms Andrea Booth	Handforth Grange Primary School	Ullswater Road	Handforth	SK9 3NG	01625 526566	2.45pm	47	5	52
Wednesday	24/04/2024	9.30am	Mrs Jo Carvell	Vernon Primary School	Clumber Road	Poynton	SK12 1NW	01625 872556	11.45am	55	6	61
		12.30pm	Mr Graham Hamilton	Lostock Hall Primary	Mallard Crescent	Poynton	SK12 1XG	01625 467722	2.45pm	28	3	31
			Mrs S Giles - (Acting Headteacher)	Worth Primary School	Birch Road	Poynton	SK12 1QA	01625 875900	2.45pm	34	3	37
Thursday	25/04/2024	9.30am	Mr Thomas O'Keefe	Lindow Community Primary School	Upcast Lane	Macclesfield	SK9 6EH	01625 917269	11.45am	31	4	35
		12.30pm	Mrs Caroline Beaumont	Parkroyal Community School	Lyon Street	Macclesfield	SK11 6QX	01625 426083	2.45pm	61	6	67

400 49 449

TOTAL 724 86 810

"Great afternoon. Very informative and pitched just right for year 6 children. Liked how it was interactive. Many thanks."
Wincle CE Primary School

Crucial Crew Objectives

School Comments

Objectives of Crucial Crew

Please score how you consider the objectives were met.

Circle your score 1 = very poor to 10 = very well

-
- | | |
|---|----------------------|
| 1. React correctly to dangerous and threatening situations. | 1 2 3 4 5 6 7 8 9 10 |
|---|----------------------|

Comment:

-
- | | |
|---|----------------------|
| 2. Avoid becoming a victim of an accident or crime. | 1 2 3 4 5 6 7 8 9 10 |
|---|----------------------|

Comment:

-
- | | |
|--|----------------------|
| 3. Understand the role of the emergency and support services play, how and when to contact them. | 1 2 3 4 5 6 7 8 9 10 |
|--|----------------------|

Comment:

-
- | | |
|---|----------------------|
| 4. Gain life skills which may help them to keep themselves and others safe. | 1 2 3 4 5 6 7 8 9 10 |
|---|----------------------|

Comment:

-
- | | |
|---|----------------------|
| 5. Be aware of the consequences of their own actions on the safety of others. | 1 2 3 4 5 6 7 8 9 10 |
|---|----------------------|

Comment:

6 Evaluation

Logistical Aspects

School Comments

Key aspects of Crucial Crew

Please score how you consider the following:

Circle your score 1 = very poor to 10 = very good

6. What did you think of the transportation? 1 2 3 4 5 6 7 8 9 10

Comment:

7. What did you think of the venue? 1 2 3 4 5 6 7 8 9 10

Comment:

8. What did you think of the briefing? 1 2 3 4 5 6 7 8 9 10

Comment:

9. What did you think of the coordinator? 1 2 3 4 5 6 7 8 9 10

Comment:

10. What did you think of the event overall? 1 2 3 4 5 6 7 8 9 10

Comment:

Scenario Provision

School Comments

Objectives of Crucial Crew

Please score how you consider the following scenarios:

Circle your score 1 = very poor to 10 = very well

11. Cheshire Police?

1 2 3 4 5 6 7 8 9 10

Comment:

12. 0 - 19 School Nursing Cheshire East?

1 2 3 4 5 6 7 8 9 10

Comment:

13. CGL - Cheshire East (YP's Substance Misuse Service)?

1 2 3 4 5 6 7 8 9 10

Comment:

14. Cadent Gas?

1 2 3 4 5 6 7 8 9 10

Comment:

15. Everybody Health & Leisure?

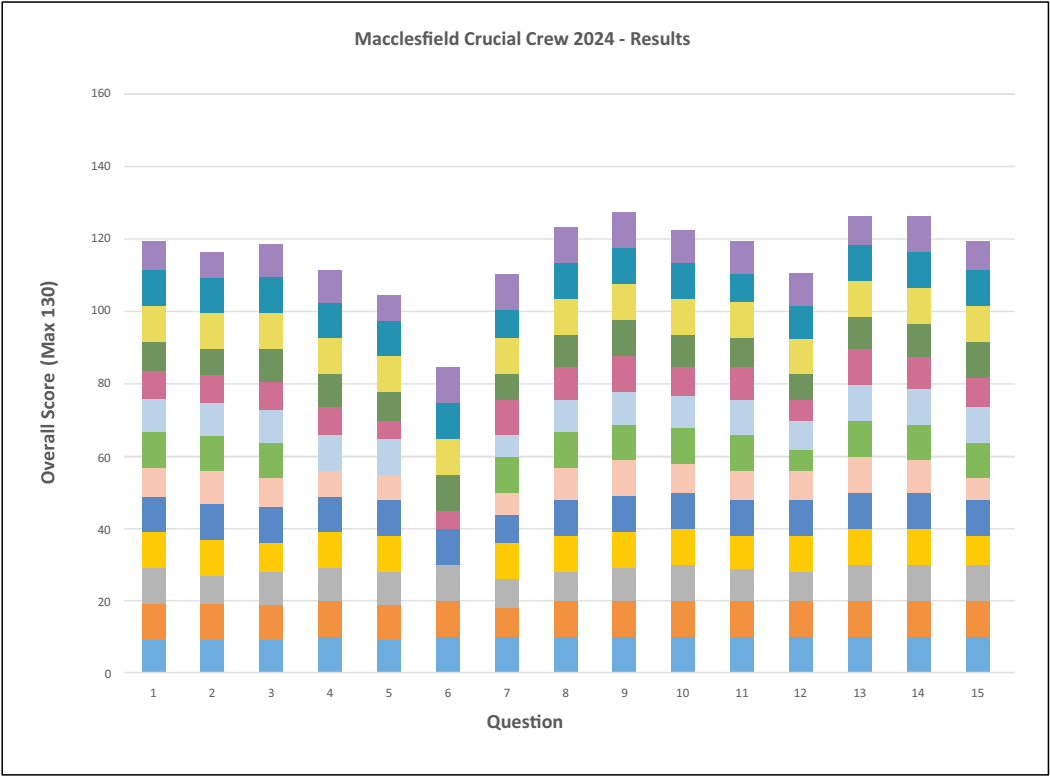
1 2 3 4 5 6 7 8 9 10

Comment:

8 Evaluation Results

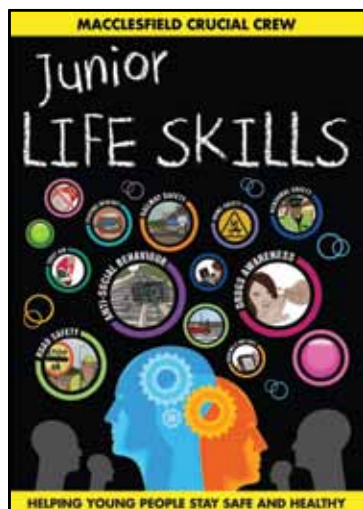
School representatives were asked to score the event on a scale of 1 to 10. 10 being very good and 1 being very poor. 13 out of 24 questionnaires were returned.

OBJECTIVES						LOGISTICAL ELEMENTS					SCENARIOS				
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15
A	9	9	9	10	9	10	10	10	10	10	10	10	10	10	10
B	10	10	10	10	10	10	8	10	10	10	10	10	10	10	10
C	10	8	9	9	9	10	8	8	9	10	9	8	10	10	10
D	10	10	8	10	10	N/A	10	10	10	10	9	10	10	10	8
E	10	10	10	10	10	10	8	10	10	10	10	10	10	10	10
F	8	9	8	7	7	N/A	6	9	10	8	8	8	10	9	6
G	10	10	10	-	-	N/A	10	10	10	10	10	6	10	10	10
H	9	9	9	10	10	N/A	6	9	9	9	10	8	10	10	10
I	8	8	8	8	5	5	10	9	10	8	9	6	10	9	8
J	8	7	9	9	8	10	7	9	10	9	8	7	9	9	10
K	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
L	10	10	10	10	10	10	8	10	10	10	8	9	10	10	10
M	8	7	9	9	7	10	10	10	10	9	9	9	8	10	8



"Fantastic workshops. Interactive delivery which kept the children interested. A great morning, thank you."
Bosley St Mary's CE Primary School

Macclesfield Junior Life Skills



CONTENTS		01
CHAPTER 1	Fit for life	2-10
CHAPTER 2	Personal Safety	10-15
CHAPTER 3	Drugs	16-20
CHAPTER 4	Anti-Social Behaviour	21-25
CHAPTER 5	Fire Safety	26-31
CHAPTER 6	First Aid	32-37
CHAPTER 7	Road Safety	38-43
CHAPTER 8	Dangers All Round	44-49
CHAPTER 9	Conflicts	50
CHAPTER 10	Answers	51-55
CHAPTER 11	Index	56-57



A 'Junior Life Skills' E-book was made available to all participating Primary Schools in the Macclesfield area. 'Junior Life Skills' addresses a number of key topics including Safety at Home; Electricity; Water; Beaches; Building Sites; Roads; Health and Fitness; First Aid; Bullying and Drugs.

The handbook is specially designed to involve parents, teachers and children in projects, activities and coursework, so it entertains whilst it educates. It also addresses key elements of personal and social education as well as meeting the requirements of Health Curriculum Guidance 5 concerning substance use and misuse.

Curriculum Coding

The broad National Curriculum focuses of each section are shown below

Contents	English	Science
1. Staying Healthy	✓	
2. Personal Safety	✓	✓
3. Drugs Awareness	✓	
4. Anti-social Behaviour	✓	
5. Making a 999 Call	✓	
6. Fire Safety	✓	✓
7. First Aid	✓	
8. Road Safety	✓	✓
9. Railway Safety	✓	
10. Home Safety	✓	
11. Water Safety	✓	

*The materials in this publication support teaching in the following National Curriculum Key Stage 2 Programmes of Study (DfEE Curriculum 2000) *Level B-C in Scotland*

10 Competition



The winner of this year's competition was Diti from The King's School, who received gift vouchers to the value of £50.

"Engaging speakers. Interactive games in each session. Relevant topics for our children. They thoroughly enjoyed it!"

Hurdsfield Primary School and Nursery



The winner of the April 2024 Macclesfield Crucial Crew 'Picture Competition' was Diti, from The King's School. Diti chose Amazon gift vouchers as her prize and is going to use these to buy art supplies

The above picture shows Diti being presented with the vouchers, along with a laminated copy of her artwork and a 'Crucial Crew' certificate, by local Youth Engagement Officer, PC Andy Cornall from Cheshire Constabulary.

Congratulations Diti, we hope you enjoy your prize.



“Absolutely brilliant. Essential information delivered in a lively, engaging and child-friendly way. Honest, direct and non-patronising. Dealt with the children extremely well. Key part of our PSHE/transition for Y6. Thank you!”

Pownall Hall School

“Another superb session. Engaging activities which suited all learners and the recap at the end consolidated everything. They are going back to school as safer, wiser children. Thank you.”

The King’s School in Macclesfield

“Absolutely brilliant! We have learnt so much. Such enthusiastic leaders & presenters. Thank you.”

Kettleshulme St James’ CE Primary School



Please also attach evidence of the promotion you have carried out for this project (press articles/screenshots of social media posts etc).

Please see attached Evaluation Report.

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