

Committee	Dated:
Safeguarding Sub Committee	25 September 2015
Subject: Notice the Signs safeguarding evaluation report	Public
Report of: Director of Community and Children's Services	For Information

Summary

This report seeks to inform members as to the progress and impact of the Notice the Signs Safeguarding campaign.

It sets out the City Corporation's priorities for awareness raising regarding Safeguarding Children and Adults with staff groups and with residents.

The campaign was developed to raise the understanding of our residents and our staff of noticing the signs of children and adults at risk of abuse and how they can report those concerns.

The campaign was devised at the same time as a significant legislative change within Adult Social Care; The Care Act 2014, which puts safeguarding adults on the same statutory footing as that of safeguarding children.

Additionally Safeguarding was added for the first time to the City of London's Corporate Risk Register.

A key aim of the campaign was to look at raising the number of safeguarding alerts made by residents. This report aims to evaluate the impact of the campaign.

Recommendation

Members are asked to: Note the report.

Main Report

Background

1. In January 2014 DCCS developed a Corporate Safeguarding policy which aimed to ensure that all areas of the organisation had a clear understanding of the legislative duties around safeguarding children and adults at risk. Safeguarding was added to the Corporate Strategic risk register and a campaign to raise awareness was developed at the same time.
2. It was noted that as part of the corporate responsibility to safeguard, it was the responsibility of all members of staff to have a professional awareness of safeguarding in relation to the public with whom they came into professional

contact with. The City of London, as a responsible employer, saw that awareness raising should therefore be disseminated throughout the work force.

3. Additionally, it had been noted within Children's services especially, that referrals from residents regarding possible safeguarding concerns were very low, and therefore a need was recognised to raise awareness amongst the resident population also, to instil the importance of being vigilant within the community and to report concerns of potential children or adults at risk.
4. The Notice the Signs Safeguarding Campaign was therefore devised to incorporate the learning needs of both staff and residents. The key messages of the campaign were;
 - Safeguarding is everybody's business
 - Understanding some of the hidden signs of harm and abuse
 - Don't ignore the signs: Report your concerns
 - Working together to keep children and adults safe
5. Chief Officers identified Safeguarding Champions across 7 key corporate directorates, those with a more public facing role. Convened and chaired by the service manager's from Children and Adults services, safeguarding champion group meetings have been held quarterly to discuss ongoing safeguarding related matters. In addition to this group the Children's Service manager has taken the lead on working with those Champions identified within the city's educational and early year's settings.
6. Throughout August - October 2014 briefing sessions were set up with key staff teams that were identified and facilitated via the corporate champions. A PowerPoint presentation, with a Case Study format, which followed thematically the posters and visual art work of the campaign were developed and taken in a roadshow format throughout the corporation network to key sites such as Open Spaces, Trading Standards and Libraries. In addition to the roadshow briefings format, staff were asked to complete extension learning via the COL Core Zone e-learning safeguarding modules for both Children and Adults.
7. The Campaign to residents commenced in October 2014, with an initial introductory event held at the Artizan Street library and facilitated by Healthwatch. There were numerous community events held as part of the campaign to residents as well as specific events held at educational settings in the City

Current Position

8. As part of the Safeguarding Adults Annual report the data for this year's activity has been compiled, and in relation to the referral source there is clear evidence that the number of alerts raised by residents and groups within the City of London has increased. There has been an overall increase in the number of referrals to the service this year.
9. The number of adult safeguarding alerts received from

April 2014 to March 2015 was 29 with **22** within the city.

In 2013/14 there were 28 with **16** within the city.

In 2012/13 there were 20 with **14** within the city

The data illustrates the impact of the campaign and the increase in the number of enquiries made to Adult Social Care regarding a potential adult at risk.

10. Since April 2015 with the introduction of the Care Act, adult safeguarding incorporates self-neglect and hoarding into its thresholds. There have been 4 cases worked with within this framework referred by neighbours, commissioned community providers and housing estate staff.
11. The written feedback from 5 public consultations within the City, following Notice the Signs briefings has additionally illustrated the significant impact on public awareness of adult safeguarding.
12. Meetings will continue to be held with corporate safeguarding champions. Adult Social Care has received 3 safeguarding adults enquiries this year from Libraries, Trading Standards and Environmental Health. Additional support and advice has been offered to Open Spaces and Trading Standards on a number of safeguarding matters.
13. With the resources of Notice the Signs, there will be ongoing options for annual reviews of safeguarding with key groups and residents forums in order to refresh residents understanding and keep safeguarding matters high on the agenda at all community events.
14. The referral and contact data for the Children and Families team shows that there was an increase of three referrals for Early Help for quarter three, between October 2014 to December 2014. This may be an anomaly; however it does appear to have peaked during the campaign. However, a more longitudinal look at the data on the number of referrals would be required if any effective analysis is to be obtained.
15. Data also demonstrates that referrals are being made by a much wider remit of professionals. An example is that the Children's Centre made five referrals in one month, some of which related to vulnerable children with disabilities. Furthermore, referrals have now been received from residents when they have had concerns about a child where they suspect domestic abuse is occurring between the adults in the household.
16. A member of staff from the Children and Families has been holding quarterly 'raising awareness' sessions in the East part of the City in an attempt to engage more meaningfully with the Bangladeshi community. This initiative overlapped with the City wide safeguarding campaign and still remains as on-going. The topics that have been covered have sometimes been requested by the residents, such as the prevent and radicalisation.

Corporate & Strategic Implications

17. Safeguarding is priority 1 within the Department of Community and Children's Services Business Plan.

Conclusion

18. Safeguarding is the key statutory role of Children and Adults services. The Notice the Signs campaign has sort to show through a thought provoking and conversation led awareness raising campaign that safeguarding is also everyone's business as a city resident and as a member of staff. The campaign has also shown how to report these concerns. The campaigns impact has been significant, and will continue to go on raising knowledge and understanding.

Appendices

- Appendix 1 – Notice the Signs Evaluation Report 2014-15

Marion Willicome-Lang Service Manager Adult Social Care

Pat Dixon Service Manager for Safeguarding and Quality Assurance

T: 020 7332 1216/1215

E: marion.willicomelang@cityoflondon.gov.uk

pat.dixon@cityoflondon.gov.uk