



Local Safeguarding
Children Board

Communication and Community Engagement Plan 2018/19

Version Control	
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Status	Final Version
Approved by	LSCB
Date approved	April 2018
Last updated	April 2018
Review date	March 2019

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1 INTRODUCTION

North Lincolnshire's Local Safeguarding Children Board (LSCB) is committed to effective communication and engagement with professionals working with children and young people, parents/carers, children and young people, the public and others interested in the welfare of children and young people. The LSCB understands that communication and information needs to be presented to individuals at appropriate stages and in an accessible format depending on the target audience. The LSCB Business Plan 2018/19 highlights communication and community engagement as a core function and the responsibility of the LSCB is to ensure effective implementation of this plan with evidence of impact.

Children and young people themselves and the wider community are very important in safeguarding and promoting the wellbeing of children and young people. Safeguarding children and young people relies upon children and young people themselves and the wider community being able to recognise and respond to vulnerable children and young people in order to build their resilience and enhance their safety. The work of the LSCB needs to focus upon how we can include children, young people and the wider community in shaping and influencing LSCB priorities and contributing to partnership action which will contribute to children and young people being safe and feeling safe.

A strong ethos which underpins the LSCB is that of partnership and the importance of empowerment and ownership. The LSCB works with children and young people to empower them to keep themselves and each other safe and locally our children and young people are leading and influencing change and progress in respect of safeguarding issues at a local and national level. We are proud of the work that they are doing across learning settings and within their local communities to raise awareness around key safeguarding issues.

This plan aims to build upon the communication and community engagement arrangements we have in place and seeks to move these forward through collaborative working and empowering children and young people and the wider community to safeguard themselves, where it is appropriate to do so.

The safeguarding priorities for 2018/19 are to:

Reduce the harm from:

- **Child Exploitation**
- **Domestic Abuse**
- **Neglect**

Other key topics where communication and community engagement activities are required have also been identified and are included in this year's LSCB Business Plan. As part of this, we will be looking to ensure our communication and community engagement arrangements are at the heart of our new multi-agency safeguarding arrangements.

2 AMBITION AND PRINCIPLES

The LSCB Business Plan helps us to understand what we need to do to contribute to our collective ambition for our children, young people and families to be:

- **Safe, Supported and Transformed**

The LSCB also supports the North Lincolnshire Council's ambition that North Lincolnshire is the best place to live, work invest and visit and that children, young people and families are:

- Safe
- Well
- Prosperous
- Connected

Across the LSCB, we champion all children in North Lincolnshire and particularly the most vulnerable so that they have equitable opportunities to be the best they can be, irrespective of their individual backgrounds or circumstances.

The LSCB works under the auspices of the Children's Engagement Principles which set out our commitment to engaging with children, young people and families at every level, as follows:

At an individual level:

- Every child and young person has a right to be heard
- Children and young people inform day to day decision making about them
- Children, young people, parents and carers have the opportunities for feedback about how things are going
- Every contact with children, young people and their families is used to gain views about the way we work with them
- Children, young people and their families contribute to their own plans
- A flexible approach is used for arranging meetings with children, young people and their families

At a service level:

- The collective views of children, young people and their families are routinely fed into service reviewing and planning regimes
- Links to stakeholder partnerships and engagement networks are routine
- Children, young people and their families have the opportunity to be involved in recruitment and commissioning processes
- Outcomes arising from involving children, young people and families are fed back to them

At a strategic level

- Outcomes of needs assessments and surveys are used in priority setting, planning and commissioning processes
- We use a variety of ways to influence and shape service development and delivery
- Children and young people are enabled to inspect, challenge and scrutinise services
- Children and young people are empowered to use their own power and influence
- Stakeholder groups and engagement networks are supported to develop their representation and involvement in partnerships
- Stakeholder groups set their own plans and priorities and are supported to undertake specific pieces of work
- Celebration and engagement events are held regularly
- There is evidence of engagement and consultation with children, young people and families

To enable engagement at every level:

- Ensure communications are fit for purpose and cover a range of mechanisms to meet different needs
- Ensure written communications use 'Plain English' and consider easy read approaches
- Make sure trusted sources of information is available and access so people can 'self-help'
- Engagement groups have representation from the wider population
- Staff are trained in the right skills to speak and listen to children and young people
- Promote the engagement principles with partners and other service providers

3 COMMUNICATION AND ENGAGEMENT FRAMEWORK

A core function of the LSCB as set out in regulation is:

(b) Communicating to persons and bodies in the area of the authority the need to safeguard and promote the welfare of children, raising their awareness of how this can best be done and encouraging them to do so.

A requirement of the LSCB is to build on existing good practice to:

- make sure that our current engagement activities are used effectively
- develop more opportunities for involving and engaging children and young people and parents/carers so that they can actively contribute to service improvement and delivery
- work with partners to make the most of engagement opportunities and share activities
- make good use of the findings of consultation and engagement to inform the way we shape the delivery of services
- monitor progress against the LSCB priorities and actions and evaluate effectiveness of our engagement activities, to make sure that we are achieving our objectives

The communication and community engagement framework that the LSCB works to is as follows:

Our ambition	Safe	Supported	Transformed	
Our outcomes	Reduce the harm from CHILD EXPLOITATION	Reduce the harm from DOMESTIC ABUSE	Reduce the harm from NEGLECT	
We want to	Engender confidence in local agencies and services	Engender confidence, pride and aspiration in local children, young people and families	Have meaningful engagement with children, young people and families	Influence behaviours to support the organisational model
Our communication and engagement priorities	Enhance transparency	Creative positive and authentic interactions	Enable vulnerable children, young people and families to have influence	Help children, young people and families to help themselves
We will achieve this by	Creating a new relationship with children, young people and families	Learning through feedback and dialogue	Fostering positive behaviours	
	Workforce development			
Our method	Inform	Consult	Involve	Collaborate
How we will do this	Face to Face	Electronic	Print	Media

THE METHOD OF ENGAGEMENT CAN BE FURTHER EXPLAINED AS FOLLOWS:



We recognise that there is a significant difference between communicating, consulting, involving and collaborating and the method of engagement should be selected to ensure our communication and community engagement priorities can be met effectively.

The LSCB recognises that there is not one definition of community, there can be:

- **Communities of place** where the community is defined by its geographical area with physical boundaries such as a housing estate, neighbourhood, parish or village.
- **Communities of interest** where there is an identification of common interest to the people within the community, other than where they live although it may refer to their background. Examples of this include groups such as single parents, young people, people with disabilities, business leaders, people who identify as gay/lesbian/bisexual/transgender/questioning (LGBTQ), people from black and ethnic minority (BME) communities, older people and people from particular faith groups.

People often belong to more than one community. The 'communities' whom the LSCB engage with are:

- Schools and colleges and other learning settings
- Services that support children, young people and their families
- Children, young people, parents and carers including grandparents
- People who use services designed to support them and those that might require services in the future
- Local businesses that employ or target children and young people
- Faith groups

- Community groups
- Services and agencies who work with children and young people within the voluntary and community sector
- Services within the council and other statutory agencies

THE WAY WE WILL COMMUNICATE AND ENGAGE CAN BE FURTHER EXPLAINED AS FOLLOWS:

Face to Face	Electronic	Print	Media
<ul style="list-style-type: none"> • Examples include - consultation events, information events for professionals, events for children and young people, information community events, training and delivery of messages through direct work with children and families 	<ul style="list-style-type: none"> • Examples include - website information, email, electronic communication, social media 	<ul style="list-style-type: none"> • Examples include - posters, leafets, newsletters, letters and other correspondence 	<ul style="list-style-type: none"> • Examples include: press releases, local and national papers, trade publications, local magazines including parish publications, staff articles, partnership publications, local radio and TV

All information should be accessible for the intended audience i.e. large print, easy read, simple language, translated, audio, visual.

4 PARTNERSHIP AND COLLABORATION INFRASTRUCTURE

The LSCB has developed a network of arrangements that support the LSCB in raising awareness about safeguarding issues.

Engagement Groups

There are a range of established engagement groups for children and young people, for example:

- **North Lincolnshire Youth Council (NLYC)** – The NLYC is a well-established forum for young people and 11 to 20 (or 25 with specific needs or issues) who live, work or go to school or college in the area - there is an opportunity for young people to have a voice, discuss relevant issues, engage with, challenge and support decision makers and contribute to improving the lives of young people in the area.
- **Cool Kidz Club** - This group represents the views of children and young people who are, or have been, the subject of a child in need or child protection plan. The group meets for a mixture of social activity and consultation work.
- **The Feeling Safe Group** - This group represents children and young people in learning settings who have the opportunity to meet on a termly basis to discuss issues relating to their safety – in and out of their learning setting.
- **Student Voice** – North Lincolnshire has a strong reputation for listening to student voice. There are established student voice networks and peer mentor systems in schools and colleges for young people to have their say and contribute to their own learning and their wider learning environment as well as providing support and information to their peers.
- **Children in Care Council** –The role of the CICC is to represent the views of children and young people in care and leaving care, to provide views on life in care, service delivery, strategy, plans and other specific issues to inform service planning and policy making, to be involved in decision making processes and to help deliver training.
- **Young Carers** – This is a forum for young carers to come together for mutual support and assistance. Young carers meet for peer support, activities and consultation work.

There are routine reports to each LSCB regarding young voice and engagement which outline activities, impact and outcomes. Young people themselves attend LSCB meetings and events to represent their views and experiences and to challenge and support decision makers. The strength of young voice and engagement activity at all levels ensures that children and young people are able to shape and influence LSCB priorities and partnership action, leading to better outcomes.

Lay Representative

The LSCB has a lay representative who is a full member of the Board and their role is to make links between the LSCB and community groups, support stronger public engagement in local child safety issues and an improved public understanding of the LSCB's child protection work.

The Voluntary and Community Sector in North Lincolnshire

The LSCB runs training for individuals working in voluntary and community sector organisations and LSCB information is disseminated through their website and newsletters. The LSCB also has a relationship with voluntary sector agencies that provide local services i.e. Barnardo's.

Faith and Community Groups

The LSCB has worked with local Churches, Mosques and Temples to deliver safeguarding training. There are established links with a range of faith and community groups through community engagement functions.

Community Safety and Cohesion

There is strong partnership between the LSCB and Community Safety Partnership along with the safer neighbourhood's team and community cohesion. The LSCB consults with individuals in diverse communities in North Lincolnshire and considers how we disseminate messages and enhance our partnership working with the community. Under the auspices of the developing multi agency safeguarding arrangements, there are further opportunities to enhance relationships with the Community Safety Partnership and their communication and community engagement framework.

Other services within the Council and wider partners

The LSCB delivers training to all sections within the council and wider partners, including schools and colleges, in respect of safeguarding and promoting the welfare of children. One purpose of this has been to inform staff working with the community as to what abuse and neglect of children is, how to recognise it and how to report it. We have developed a workbook on safeguarding awareness, child sexual exploitation and female genital mutilation for diverse groups such as taxi drivers, catering staff etc. and other professionals working with children and young people in North Lincolnshire.

5 KEY AREAS FOR ACTION AND DEVELOPMENT

	Action	Type	Method	Audience	Lead
1	Develop and implement the 2018/19 Communication and Community Engagement Calendar (outlined below)	Inform Consult Involve Collaborative	Face to Face Electronic Print Media	All	Various
2	Further develop reporting mechanisms to ensure activity and impact relating to communications and community engagement is shared across relevant partnership and governance arrangements (in preparedness for the new MASA)	Inform	Electronic Print Face to Face	Professionals	LSCB business support team
3	Further develop opportunities for voice representation across relevant partnership and governance arrangements (in preparedness for the new MASA)	Inform	Face to Face	Young People	LSCB business support team
4	This action plan has been established as a minimum expectation of LSCB communications and community engagement activity. Other opportunities for communications and community engagement will be identified and action taken in year as appropriate. Other opportunities could include: <ul style="list-style-type: none"> • Specific marketing campaigns linked to topical issues • Additional information sessions to respond to changes in practice or local/national drivers • Commissioned work through established engagement groups • Other community events 	Inform Consult Involve Collaborative	Face to Face Electronic Print Media	All	Various

2018/19 COMMUNICATION AND COMMUNITY ENGAGEMENT CALENDAR

Month	Type	Communication / Community Engagement Activity	Method	Audience	Lead
March 2018	Consult	What Works Well for Adolescents engagement activity	Face to Face	Young People Professionals	Service Managers LSCB Business Team
April 2018	Inform Consult Involve Collaborate	LSCB including new MASA	Face to Face	Professionals	LSCB Business Team
	Inform	LSCB newsletter	Electronic	Professionals Public	LSCB Business Team
	Inform	Young Voice activities and impacts report distributed to LSCB	Electronic	Professionals	LSCB Business Team
	Inform	Establish LSCB Twitter account and commence ongoing communications	Electronic	Professionals and public	LSCB Business Team
	Inform	Safeguarding Operational Managers Group	Face to Face	Professionals	LSCB Service Manager LSCB Business Team
May 2018	Inform	Distribution of Communication and Community Engagement Plan and Framework	Electronic	Professionals Public (Children and young people)	LSCB Business Team
June 2018	Inform Consult	Volunteering Week – Market Place event	Face to Face	Professionals Volunteers	LSCB Business Team

Month	Type	Communication / Community Engagement Activity	Method	Audience	Lead
	Inform Consult Involve Collaborate	25 to 29 June - Safeguarding Week events and activities, for example: <ul style="list-style-type: none"> • What Works Well for Adolescents – you said, we did, what next session • Others TBC 	Face to Face Electronic Media Print	Professionals Public Children and young people	LSCB Business Team
	Inform Consult Involve Collaborate	Stay Safe Conference(s)	Face to Face	Professionals Children and Young People	Advisory Officer Emotional Health and Wellbeing
July 2018	Inform	Safeguarding Operational Managers Group	Face to Face	Professionals	LSCB Service Manager LSCB Business Team
	Inform Consult	North Lincolnshire Youth Council AGM	Face to Face	Professionals Children and Young People Parents	Participation Team
	Inform Consult	Healthwatch Event	Face to Face	Professionals Public	LSCB Business Team
August 2018	Inform Consult Involve Collaborate	Summer Community Bash	Face to Face	Children and Young People Parents Public Professionals	Participation Team
	Inform	Summer Twitter/Marketing Campaign	Electronic Media	Children and Young People Parents Public Professionals	LSCB Business Support Team
September 2018	Inform Consult Involve Collaborate	Information Session - What Works Well with Adolescents and other elements TBC	Face to Face	Professionals Young People	LSCB Business Team

Month	Type	Communication / Community Engagement Activity	Method	Audience	Lead
	Inform	Staying Safe Newsletters	Electronic Print	Professionals Children and Young People	Advisory Officer Emotional Health and Wellbeing
October 2018	Inform Consult Involve Collaborate	LSCB	Face to Face	Professionals	LSCB Business Team
	Inform	LSCB newsletter	Electronic	Professionals and public	LSCB Business Team
	Inform	Young Voice activities and impacts report distributed to LSCB	Electronic	Professionals	LSCB Business Team
	Inform	Distribution of LSCB Annual Report and Business Plan (consider summary/young people's version)	Electronic	Professionals Public (Children and young people)	LSCB Business Team
	Inform	Safeguarding Operational Managers Group	Face to Face	Professionals	LSCB Service Manager LSCB Business Team
	Inform Consult Involve Collaborate	Buddy Meetings	Face to Face	Children and Young People	Advisory Officer Emotional Health and Wellbeing
November 2018	Inform Collaborate	Anti-bullying week event(s)	Face to Face	Children and Young People	Advisory Officer Emotional Health and Wellbeing
	Inform Consult Involve Collaborate	Staying Safe Group	Face to Face	Children and Young People	Advisory Officer Emotional Health and Wellbeing

Month	Type	Communication / Community Engagement Activity	Method	Audience	Lead
December 2018	Inform	Winter Twitter/Marketing Campaign	Electronic Media	Children and Young People Parents Public Professionals	LSCB Business Support Team
January 2019	Inform Consult Involve Collaborate	LSCB	Face to Face	Professionals	LSCB Business Team
	Inform	LSCB newsletter	Electronic	Professionals and public	LSCB Business Team
	Inform	Safeguarding Operational Managers Group	Face to Face	Professionals	LSCB Service Manager LSCB Business Team
	Inform Consult Involve Collaborate	Buddy Meetings	Face to Face	Children and Young People	Advisory Officer Emotional Health and Wellbeing
February 2019	Collaborate	LSCB Annual Training and Communication Workshop	Face to Face	Professionals	LSCB Business Team
March 2019	Inform	World Social Work Day Event/Communications	Face to Face Electronic Media	Professionals	LSCB Business Team
	Inform	Information Session - New Multi-Agency Safeguarding Arrangements and other elements TBC	Face to Face	Professionals	LSCB Business Team
	Inform Consult Involve Collaborate	Staying Safe Group	Face to Face	Children and Young People	Advisory Officer Emotional Health and Wellbeing