



# Annual Communication & Engagement Report

2023 - 24

Our safeguarding arrangements will effectively prevent and respond to adult abuse

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# Communication and Engagement Highlights 2023-2024

Over **1000**  
Facebook  
followers

**145,991**  
Views

[www.tsab.org.uk](http://www.tsab.org.uk)

**Website**



**34,733**  
Reach

**21,300**  
Impressions

**Social Media**



**530** Responses

**367** Professionals

**163** General Public  
(87 Easy Read)

**Annual Survey**



**E-Learning**  
**3114** new learner registrations from **1444** organisations\*

**21,743** courses registered

**91%** courses completed (19% increase on previous year)

**Training courses**  
**956** delegates attended virtual and face to face webinars

**Workbooks**  
**113** completed

**Training**



**1050**  
Safeguarding Champion  
Bulletin Reads

**9767**  
Newsletter

**Newsletter & Bulletins**



**170,000** Local Magazine

**1** Radio Interview

**1** Radio Advert **81,019** reach

**383,660** Bus Stop impacts

**Local Press, News & Radio**



**89**  
Locations  
Teeswide

**Safe Place Scheme**



## 3 Key Awareness Raising Campaigns

### A Spotlight on Modern Slavery and Sexual Exploitation

- ✓ Social Media Campaign
- ✓ **380** professionals attended an online conference
- ✓ **109** professionals signed up to receive TSAB's Newsletter
- ✓ **55** professionals signed up to become a safeguarding champion

### National Safeguarding Adults Week

- ✓ TSAB hosted 3 workshops with a combined total of **132** professionals in attendance
- ✓ Radio advert on TFM with a reach of **81,019**
- ✓ Bus stop campaign with **383,660** impacts
- ✓ Poster co-developed with independent voices

### Sexual Abuse and Sexual Violence Awareness Week

- ✓ **76** professionals attended the Safeguarding Champions Event
- ✓ Attendance at an event at Teesside University
- ✓ **25** professionals signed up to become safeguarding champions



## 1. Introduction

The purpose of this report is to provide an overview of the Board's communication and engagement activity between 1 April 2023 and 31 March 2024 in raising awareness of adult abuse across Tees, in line with the Care Act 2014 requirements.

The Boards Communication and Engagement Strategy forms the basis of this report

### 1.1 Aim of the Communication Strategy

**“Actively engage people in raising awareness of adult abuse and neglect, inspiring people to take action to prevent this”**

The strategy aims to assist the Board in achieving its strategic Aims and Objectives as set out in the TSAB Strategic Business Plan and to provide a Communication and Engagement (CE) framework to:

- Raise general awareness of all forms of abuse and neglect
- Engage the principles of Safeguarding is Everyone's Business and the whole community approach by inspiring people to take action to prevent abuse and neglect
- Provide consultation mechanisms for engaging with stakeholders

### 1.2 TSAB Strategic Plan 2022-25

The following **objectives** from the Board's Strategic Plan 2022-25 also form the basis of this report;

- Engage and Collaborate with the Local Safeguarding Children Partnerships, Community Safety Partnerships, Domestic Abuse Steering Groups, Health and Well-being Boards and Strategic Vulnerable, Exploited, Missing and Trafficked Group (VEMT) to deliver joint priorities and objectives
- Further embed trauma informed practice, strengths based and person-centred approaches to all safeguarding adults' work.
- Strengthen professionals' understanding of the legislative framework and trauma informed practice to ensure the best outcomes for adults at risk
- Establish mechanisms that enable adults, their families, and their carers to better inform the future direction and priorities of Adult Safeguarding across Teesside
- Communicate with and seek feedback from adults, families, and carers to ensure safeguarding responses are the least intrusive possible and proportionate to the risk(s) presented.
- Further develop the Safeguarding Champions initiative to improve engagement with local communities, harder to reach groups, the seldom heard and to create stronger links with the community and voluntary sector.
- Ensure that adults at risk of neglect and/or abuse can access support services and schemes such as the Safe Place Scheme and Ask ANI.

The following **actions** from the Board's Strategic Plan 2022-25 link to the Communication & Engagement Sub-Groups work plan and also form the basis of this report;

- Developing tools and processes to assist with seeking feedback from adults and their carers.
- Delivering a Communication and Engagement plan, including awareness raising and ‘Spotlight On’ campaigns which focuses on prevention and engages with the general public, hard to reach groups, the seldom heard and professionals.
- Building on the Safeguarding Champions initiative to increase the number of champions across a range of services.
- Reminding professionals of information sharing arrangements through newsletters, bulletins and training.
- Reviewing the ‘Find Support in your Area’ page on the TSAB website to ensure all information is up to date and accurate.
- Developing a suite of tools and resources to embed trauma informed practice in adult safeguarding.

## 2. Communication and Engagement Activity

The Communication and Engagement (CE) Sub-Group leads the development, implementation and evaluation of the CE Strategy and is responsible for overseeing delivery of the strategy through the Sub-Group’s work plan and Communication and Engagement plan.

The Board has been involved in a number of key local and national awareness campaigns and events throughout the year which is detailed within the Communication and Engagement Plan 2022/23. The delivery of this workstream continues to follow a hybrid approach, including digital and in-person activities. The Board continues to seek opportunities to attend in-person activities, including visits to organisations, service user groups and community events, ensuring that the voice of the adult, families, and carers are used to inform the future direction and priorities for adult safeguarding across Teesside.

### 2.1 Social Media Activity

The Board’s social media platforms continue to be utilised to support with campaigns, sharing resources and highlighting key safeguarding messages. The Board’s Facebook page has 1048 followers, this is a 15% increase in followers compared to the previous year.

Twitter, now referred to as “X” following a rebrand in August 2023 has seen a very slight increase of 2 followers this year, despite targeted activity on X and Facebook to increase the number of followers. Interestingly, reports online<sup>1</sup> suggest that there appears to be a decrease in daily active users of X following its recent rebrand.

The Board’s YouTube platform continues to be utilised to host video’s concerning a variety of subject areas and events recorded by The Board. The videos feature as part of focused campaign work and are promoted via The Board’s other social media platforms. There are currently 73 subscribers to the YouTube Channel.

Social Media continues to be a key method of communication across all campaigns. The Board recognises that harder-to-reach communities require a different approach to communication and therefore other methods of communication and engagement activity has taken place across the year to

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<sup>1</sup> <https://www.bigtechnology.com/p/exclusive-data-twitter-is-shrinking>

ensure our messaging is accessible and shared as widely as possible including a radio interview and advert, resident newsletters and bus stop posters for example.

## 2.2 Focused Awareness Campaigns

The Board carried out a range of campaigns, including “spotlight on” campaigns raising awareness of Modern Slavery and Sexual Exploitation and Sexual Abuse. Campaigns involved collaborative work with partners to raise awareness and share key consistent messaging related to the specific forms of abuse. A comprehensive evaluation was produced following each campaign to provide in-depth detail of the activity that took place.

### 2.2.1 A Spotlight on Modern Slavery and Sexual Exploitation

Following results from the Board’s Annual Consultation Survey 2022/23 whereby Modern Slavery was ranked as being the second least well understood form of abuse and following learning from the Molly Safeguarding Adult Review which highlighted Sexual Exploitation as a key theme, a focused “Spotlight On” campaign was agreed by members of the Communication and Engagement Sub-Group. A task and finish group was set-up to organise a weeklong campaign which would feature a social media campaign and an online conference. Key materials were shared, and a comprehensive resource pack was made available online. The online conference was targeted at all professionals from across Tees from both adults and children’s services, with 380 in attendance on the day. It featured presentations from professionals in the field, including case studies and a guest speaker with lived experience. The conference generated a 32% increase in Safeguarding Champions and 109 professionals signing up to receive the TSAB quarterly Newsletter.

### 2.2.2 Sexual Abuse and Sexual Violence Awareness Week

Sexual Abuse and Sexual Violence Awareness Week is the UK’s annual event to raise awareness of Sexual Abuse and Sexual Violence. A Communication and Engagement Plan was developed and was distributed to members of the Communication and Engagement sub-group to share messaging and resources for the week. The week included collaboration with local specialist Sexual Violence charity – Arch Teesside who drafted an article to be included in the Board’s Safeguarding Champions E-Bulletin and quarterly Newsletter as well as delivering an awareness raising presentation during the TSAB’s Safeguarding Champions Event. A learning from SARs briefing on Adult Sexual Exploitation was also launched during the week and the Board had representation at an in-person event aimed at Teesside University students.

### 2.2.3 National Safeguarding Adults Week

The Board continues to lead and co-ordinate communication and engagement activity across National Safeguarding Adults Week (NSAW) for Tees. The week is led by Ann Craft Trust who sets the themes for the week. The overarching theme was “prioritising the welfare and wellbeing of yourself and others”, with more focused themes on each day:

- Monday: **What’s My Role in Safeguarding Adults?**
- Tuesday: **Taking The Lead on Safeguarding in Your Organisation**
- Wednesday: **Who Cares For The Carers? Secondary and Vicarious Trauma**
- Thursday: **Adopting a Trauma Informed approach to Safeguarding Adults**
- Friday: **Listen, Learn, Lead – Co-Production With Experts by Experience**

NSAW also coincided with Carers Rights Day and therefore activity and messaging also incorporated this important awareness raising day.

A focused social media campaign took place across the week as well as other key awareness raising activities:

- ⇒ Partners displaying TSAB literature across venues in Tees, including leaflets, posters, digital screens and resident magazines to raise awareness with marginalised, harder to reach, and digitally excluded individuals
- ⇒ Easy read poster developed with the support of Independent Advocacy group, Independent Voices. They then supported with the delivery of the posters to Safe Place Venues in Redcar and Cleveland
- ⇒ The Board hosted 3 workshops for professionals: An Introduction to the Disclosure and Barring Service, Teesside Mind: Vicarious Trauma and Selfcare and An Introduction to Trauma Informed Practice. Partners also held their own workshops
- ⇒ TFM produced and broadcasted a radio advert
- ⇒ CVFM Radio interviewed TSAB's Independent Chair, Darren Best
- ⇒ A digital media Bus Stop Campaign in 10 locations across Tees
- ⇒ TSAB attendance at public facing events including The James Cook University Hospital, Stockton's Wellbeing Event for Over 50s and a Coffee Morning at We Are With You.
- ⇒ Workshop held by the North East SAR Champions on "Diabetes and the Links to Safeguarding Adult Reviews"
- ⇒ Promotion of the Safeguarding Champion Scheme
- ⇒ Sharing of learning briefings following recent SAR recommendations
- ⇒ Formal launch of the Adult Sexual Exploitation Guidance Toolkit

A comprehensive evaluation, documenting the engagement activity across National Safeguarding Adults Week has been produced.

### 2.3 Safeguarding Champions Event

Held as part of Sexual Abuse and Sexual Violence Awareness Week, the Safeguarding Champions event featured presentations from:

- Arch Teesside on Sexual Violence
- Safer Communities on Fraud
- Members of Independent Voices on their advocacy group, their work with TSAB and the Safe Place Scheme.
- TSAB Business Unit on Learning from Safeguarding Adults Reviews

The event was promoted to existing Safeguarding Champions as well as those who were interested in finding out more about the initiative. Following recent SAR recommendations, targeted promotion was conducted with Care Providers, Autism Services, Advocacy Services and Faith Groups as well as the Voluntary Infrastructure Partnerships in Tees to support with strengthening TSAB's reach across the voluntary sector. 76 professionals attended the event.

A detailed evaluation was produced following the event and included as part of the Sexual Abuse and Sexual Violence Awareness Week Evaluation.

## 3. Website

The TSAB website continues to be a popular resource for professionals and the public with 145,991 views across the year. The website was reviewed across the year in line with the requirements as set out in the Web Content Accessibility Guidelines (WCAG). In November 2023 the "Find Support in Your Area" page reached the highest views during one month (154 views) since the page was first published in December 2015. Successful promotion of the scheme during National Safeguarding Adults Week contributed to this achievement.

### 3.1 Find Support in Your Area

The Find Support in Your Area webpage<sup>2</sup> provides an overview of support services across Tees, signposting users for advice and support. The results can be filtered by type of abuse as well as local authority area. A full review of the webpage was undertaken in November 2023 to ensure that all of the services' contact details were up to date and that any newly established support services across Tees were included. The links to the webpage feature in TSAB posters, leaflets and public-facing resources. The webpage has been promoted across social media, newsletters, and Safeguarding Champions bulletins. There were 670 views on the page across the year, a slight increase in views when compared 2022-23.

## 4. Training

The 'Teeswide Safeguarding All' suite of e-learning is commissioned jointly with the Local Safeguarding Children Partnerships, in conjunction with Me-Learning. The training continues to be popular and is utilised by a wide range of professionals operating across Tees.

A new Webinar and Workbook on Trauma Informed Practice was introduced this year. A session on Legal Updates for Board Members was also held in February 2024.

In total 5570 learners (3112 of which were new learners in 2023-24) working across 1,444 organisations registered for 21,743 courses, of which 91% of courses were completed. This is a 19% increase in completion when compared to 2022-23. 956 delegates also attended virtual training webinars and face to face training sessions, and an additional 113 workbooks were completed.

## 5. Newsletters and Bulletins

The Board has continued to publish quarterly Newsletters<sup>3</sup> and Safeguarding Champions Bulletins<sup>4</sup>. The Newsletter includes good news stories and has recently included a "Spotlight on" section for specialist services to provide an input on the work they do and how their service can be accessed. Where possible, Newsletters are released around key campaigns to include focused information to support the campaign. February's Newsletter was published during Sexual Abuse and Sexual Violence Awareness Week and included an input from Arch Teesside and information on Sexual Abuse and Sexual Violence. February's edition also featured a good news story from Thirteen who won an Innovation Champions Award at the National Safeguarding Adult Board Excellence Awards.

Both the Newsletter and Bulletin have undergone recent changes in their appearance and format. The Newsletter has recently been updated to include "quick links" to support navigation of the document and the Safeguarding Champions Bulletin was published via a new online format on the TSAB website in January 2024.

## 6. Posters and Leaflets

The Board continues to develop leaflets, posters, and a range of other resources aimed at the public, carers, service users, and advocates<sup>5</sup>. During National Safeguarding Adults Week, a poster on "Looking After Yourself and Looking Out For Others"<sup>6</sup> was co-developed with Independent Voices, the group also supported with ensuring the poster was easy read.

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<sup>2</sup> <https://www.tsab.org.uk/campaigns-and-initiatives/find-support-in-your-area/>

<sup>3</sup> <https://www.tsab.org.uk/key-information/newsletters/>

<sup>4</sup> <https://www.tsab.org.uk/campaigns-and-initiatives/safeguardingchampionsarea/>

<sup>5</sup> <https://www.tsab.org.uk/key-information/posters/>

<sup>6</sup> <https://www.tsab.org.uk/wp-content/uploads/2023/11/A3-Bob-poster-FINAL.pdf>

## 7. Safe Place Scheme

The Safe Place Scheme continues to be overseen by a Steering Group operating under the governance of the Board. The TSAB website hosts an interactive map of Safe Place Locations, location lists and information packs for venues<sup>7</sup>.

A review of the website and location lists was undertaken this year to ensure that the information remains up to date. There are currently 89 locations across Tees. Some venues have closed this year, but equally there has been some new additions to the scheme.

The Steering Group meets twice a year. The number of venues signed up to the scheme continues to be monitored through the Steering Group and Safe Place Scheme lead professionals. Work will be ongoing in 2023/24 in relation to reviewing the information pack and updating the training video on the website.



## 8. Safeguarding Champions

The Safeguarding Champions initiative was introduced as part of the Board's Strategic Business Plan to improve public awareness of safeguarding within the community. The CE Sub-Group Operational Work Plan 2023-24 has an action that requires a review of the Safeguarding Champions' Scheme to ensure there is representation from the Community, Voluntary and Social Enterprise sector; provide tools, resources and opportunities for Champions to further develop their skills and knowledge of safeguarding adults.



Focused work has taken place throughout the year to broaden the reach of Safeguarding Champions across Tees. Events such as the Spotlight on Modern Slavery and Sexual Exploitation conference were utilised as an opportunity to engage a captive audience in joining the initiative. This event alone generated 55 professionals signing up to the scheme. A GP Safeguarding Awareness Training session was also used to promote the initiative, and this generated a further 14 GP's signing up to become a champion.

Further work has also taken place this year following local and national SARs to engage Autism Services, Care Providers, Advocacy Services, Faith Groups and the wider Voluntary, Community and Social Enterprise sector to sign up to the Safeguarding Champions Scheme. Organisations within these sectors were targeted to attend the Safeguarding Champions Event as an opportunity to sign up to the scheme. The campaign generated 25 professionals joining the scheme.

A Safeguarding Champions Event was hosted by the Board to provide resources and opportunities for Champions to further develop their skills and knowledge of Safeguarding Adults. Further information regarding this event can be found earlier in this report and within the Sexual Abuse and Sexual Violence Awareness Week Evaluation.

There are currently 363 Safeguarding Champions across Tees, an increase of 66% compared to the previous year.

## 9. Involving Adults with Lived Experience

Creating opportunities for members of the public and those with lived experience to directly influence the work and priorities of the Board remains a key focus of the CE Sub-Group this year. Whilst work in this area remains challenging and ongoing, it is positive to note progress being made in this area.

<sup>7</sup> <https://www.tsab.org.uk/campaigns-and-initiatives/find-support-in-your-area/safe-place-scheme/>

Similar to previous years, the Board continues to consult the public via its Annual Consultation Survey. This is shared far and wide to capture as many views as possible. The results from this year's Annual Consultation Survey can be found below in section 10.

During the Spotlight on Modern Slavery and Sexual Exploitation conference, a guest speaker with lived experience provided a presentation on their experiences. The evaluations from the conference highlighted the impact of lived experience presentations on professionals and the positive impact this would have on their practice moving forward.

During National Safeguarding Adults Week, self-advocacy group Independent Voices supported the Board in the production of an easy read poster that highlighted the importance of looking after yourself and looking after others. The group also reviewed the Board's safeguarding poster to ensure that it was easy read. Members of Independent Voices delivered an impactful presentation at the Safeguarding Champions event, showcasing their work with TSAB and their support with the Safe Place Scheme.

Other opportunities to include the voice of those with lived experience has included the review of the Carer's webpage which was shared with those working with carers and carers themselves for feedback, including a member of the TSAB Business Unit attending a Carers meeting. Similarly, a newly produced 'Working with Autistic Adults' page was shared with specialists in this area, including TEWV Autism Service and Daisy Chain who provided valuable feedback and contributions to the page. Both pages will be published in the next financial year and promoted during key campaigns.

TSAB continue to seek new opportunities to engage with members of the public. TSAB attended Stockton's Interfaith Forum and held a stall to raise awareness of Safeguarding by providing leaflets in different languages and raising awareness of the Safeguarding Champions initiative.

## 10. Annual Consultation Survey 2023-24

As part of the Teeswide Safeguarding Adults Board (TSAB) annual consultation process, two surveys were distributed to seek people's views on the effectiveness of the Board and to assist in determining the priorities for the following business year. There were two surveys; one for professionals and one for the public (including an easy-read version) which were open between October 2023 and January 2024. The surveys are made up of a series of specific questions relevant to the respondent as well as additional questions in relation to the Board's priorities for the next 12 months. The surveys were available online as well as in a printable format and were made up of tick-box answers. Respondents were not asked to provide their personal details to protect anonymity.

### 10.1 Survey Distribution

The survey was distributed by the following methods:

- Accessible via the TSAB website
- TSAB Newsletters and Safeguarding Champions E-Bulletins
- Promoted across TSAB social media platforms
- Shared with delegates who attended training courses and events
- Board members (including voluntary sector representatives), Operational Leads and Communication and Engagement Sub-Group members were asked to distribute amongst their networks, intranets, and social media platforms
- Business Unit colleagues included the link to the survey on email signatures
- Face-to-face during sessions and events throughout National Safeguarding Adults Week
- Promoted via partner agencies such as Harbour, Stockton Carer's, Healthwatch, Starfish and Independent Voices

An initial analysis was conducted on 11<sup>th</sup> December 2023 to identify gaps in submissions and target areas. This was reviewed again on 9<sup>th</sup> January 2024 to support with a final push in

promoting the survey by TSAB and partners to encourage colleagues and members of the public to share their views.

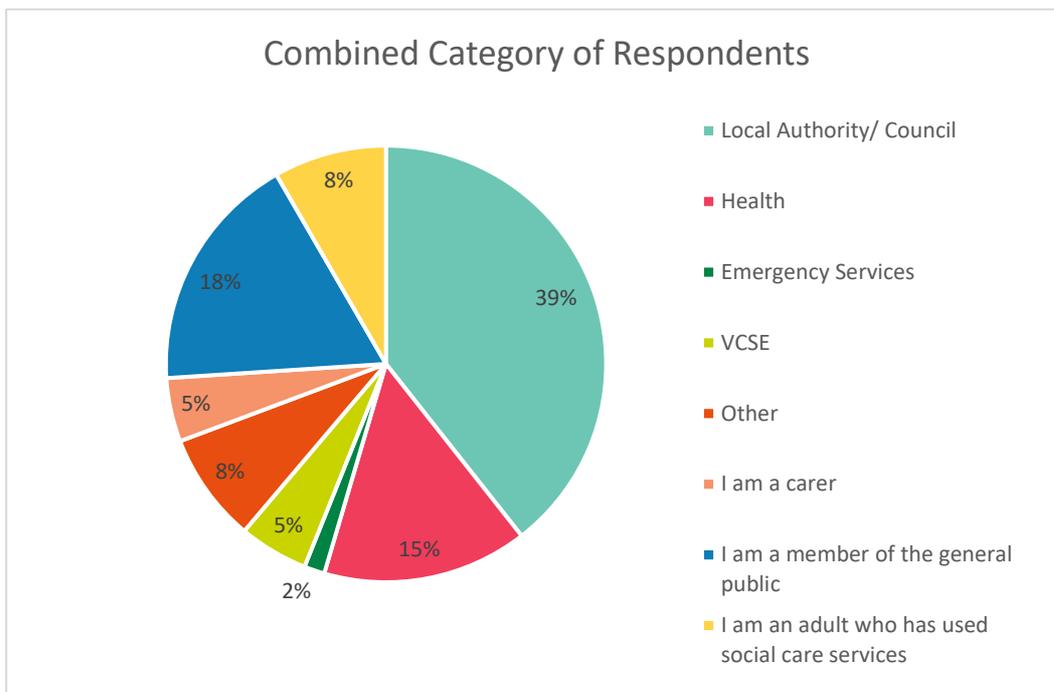
## 10.2 Survey Respondents

The Board developed two overlapping but separate surveys, receiving **530** responses in total; **367** of the responses were from professionals and **163** from members of the public, **87** of which were submitted via the easy read survey.

In comparison to last year there was a **55%** increase in the number of professionals completing surveys, contributing to an overall increase of **28%** in the total number of surveys completed in 23-24.

Respondents were asked to identify what sector they worked in (professionals) or if they were a member of the general public, a carer or had used social care services (public). The results can be seen below in Figure 1.

Figure 1 Combined Category of Respondents

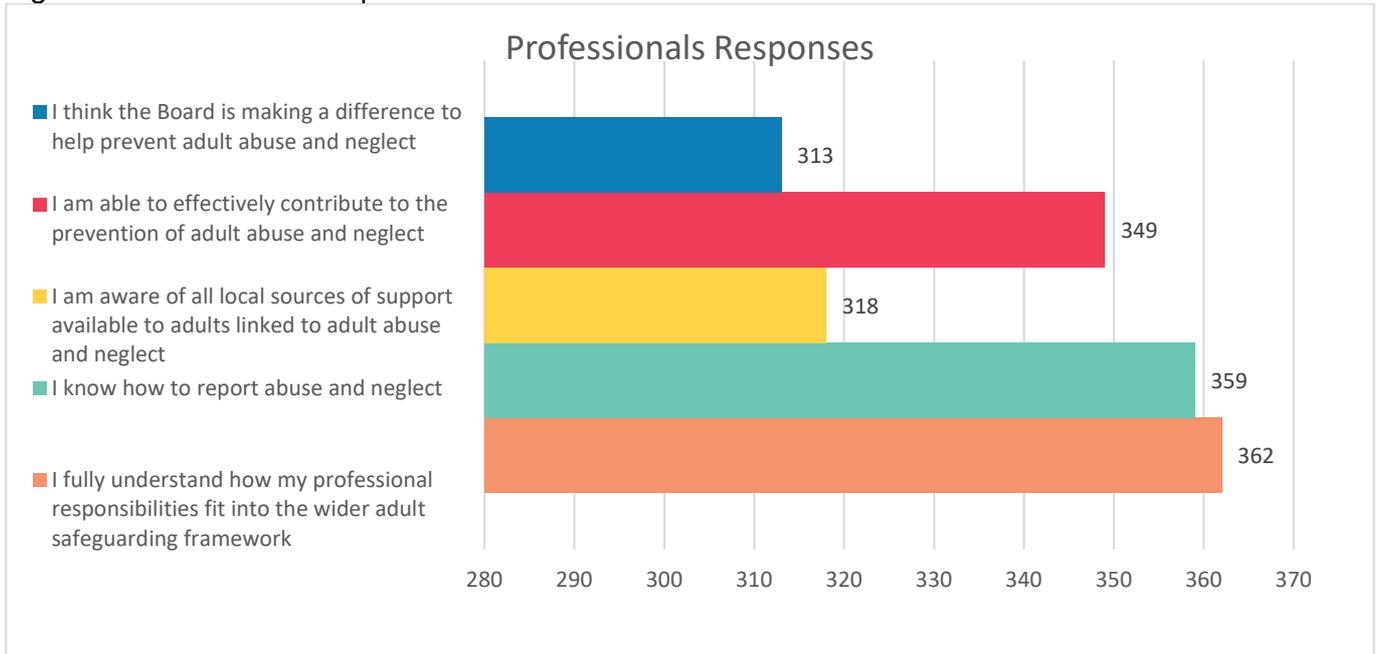


## 10.3 Responses from professionals

Professionals were asked five specific questions; Figure 2 represents the proportion of respondents who either strongly agreed or agreed with the statement.

- 95% of professionals felt able to effectively contribute to the prevention of adult abuse and neglect (2% increase when compared to 2022/23).
- 87% of professionals are aware of all local sources of support available to adults linked to adult abuse and neglect (1% increase when compared to 2022/23)
- 98% of professionals know how to report abuse and neglect (1% decrease when compared to 2022/23)
- 99% of professionals fully understand how their professional responsibilities fit into the wider adult safeguarding framework (1% increase when compared to 2022/23)

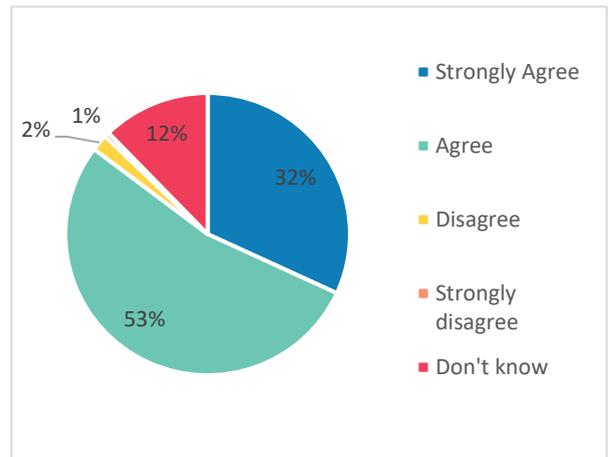
Figure 2 Professionals Responses



Professionals were asked whether they think the Board is making a difference to help prevent adult abuse and neglect, the responses can be seen in Figure 3.

Figure 3 The Board is making a difference?

- 85% of professionals strongly agreed or agreed (3% increase compared to 2022/23)
- 12% didn't know, suggesting they didn't know enough about the work of the board to comment
- 2% disagreed
- 1% strongly disagreed

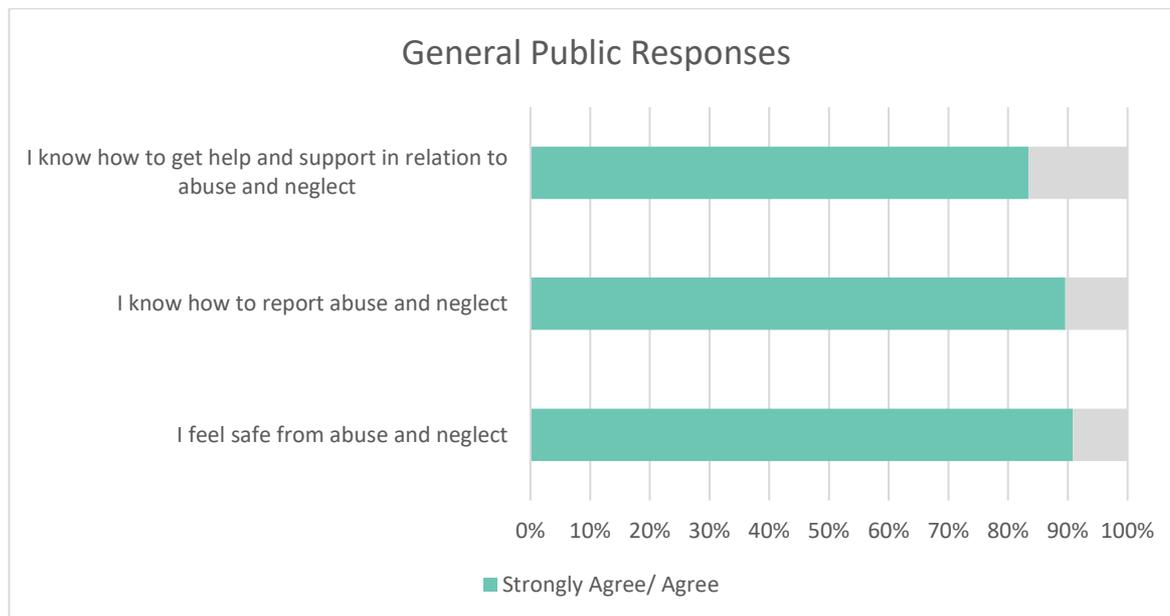


### 10.4 General Public Responses

Members of the general public were presented with three statements and were asked if they strongly agreed, agreed, strongly disagreed, disagreed, or did not know. Figure 4 shows the responses of those who agreed/ strongly agreed with the statement. When comparing the results to 2022/23, the percentage of respondents strongly agreeing/ agreeing increased on all statements.

- 91% of respondents from the general public felt safe from abuse and neglect, this is an increase of 3% when compared to 2022/23.
- 90% of respondents know how to report abuse and neglect, this is a 7% increase when compared to 2022/23.
- 83% of respondents from the public know how to get help and support in relation to abuse and neglect, this a 3% increase compared to 2022/23.

Figure 4 General Public Responses



#### 10.4 “I feel well informed about these types of abuse”

Both professionals and members of the public were asked how well informed they felt about the 10 different types of abuse that are identified in the Care Act 2014. Figure 5 aims to identify how well-informed respondents feel about each type of abuse. The table represents the responses from both professionals, the general public as well as providing a combined ranking. The arrows and numbers in the table represent the changes in ranking when compared to 2022/23 results.

Physical abuse and Neglect remain in 1st and 2nd position; this has remained the same since 2018-19 when this question was introduced into the survey. Self-Neglect and Financial Abuse have switched places, with professionals feeling more informed re: Financial Abuse when compared to last year's results.

A key difference in this year's results for the general public is an increase of awareness of Sexual Exploitation and Modern Slavery, both of which have increased by 2 ranks. Focused campaign work, including social media campaigns and information in a local resident magazine has taken place this year raising awareness in this area, and this is reflected in the results.

Last year a newly developed training package on Adult Sexual Exploitation and Criminal Exploitation was commissioned. This year, TSAB also launched an Adult Sexual Exploitation toolkit and interestingly, how well professionals felt informed about Sexual Exploitation increased by 1 rank. However, despite the focused campaign, Modern Slavery remains in 10th position. Work in this area remains ongoing in relation to an Adult Exploitation strategy which aims to support with ensuring professionals across Tees feel well informed regarding Modern Slavery. It is worth highlighting that Modern Slavery remains to be a very complex and hidden form of abuse in our communities and this may be a possible reason as to why professionals continue to feel less informed about this type of abuse.

Discriminatory abuse has declined in ranks across both professionals, public and overall. This has been noted and will feature as a focused piece of work for the Communication and Engagement Sub-Group next year. Interestingly, psychological abuse has also decreased by 2 ranks to be in the bottom two for the public; this has also been noted.

Despite the focused campaign in 2023, Organisational abuse remains in bottom position. Awareness raising in relation to this form abuse will continue across 2024-25.

Figure 5 Type of abuse

| Rank | Professional           | Public                 | Combined               |
|------|------------------------|------------------------|------------------------|
| 1    | Physical               | Physical ↑1            | Physical               |
| 2    | Neglect                | Neglect ↓1             | Neglect                |
| 3    | Domestic               | Domestic               | Domestic               |
| 4    | Financial ↑1           | Sexual Abuse           | Financial ↑1           |
| 5    | Self-Neglect ↓1        | Self-Neglect ↑1        | Self-Neglect ↓1        |
| 6    | Sexual Abuse           | Financial ↓1           | Sexual Abuse           |
| 7    | Psychological          | Sexual Exploitation ↑2 | Psychological          |
| 8    | Sexual Exploitation ↑1 | Modern Slavery ↑2      | Sexual Exploitation ↑1 |
| 9    | Discriminatory ↓1      | Discriminatory ↓2      | Discriminatory ↓1      |
| 10   | Modern Slavery         | Psychological ↓2       | Modern Slavery         |
| 11   | Organisational         | Organisational         | Organisational         |

Arrows show increase/ decrease in rank when compared to 2022/23 Annual Survey Results

### 10.5 What should the Board's Priorities be for 2024/25?

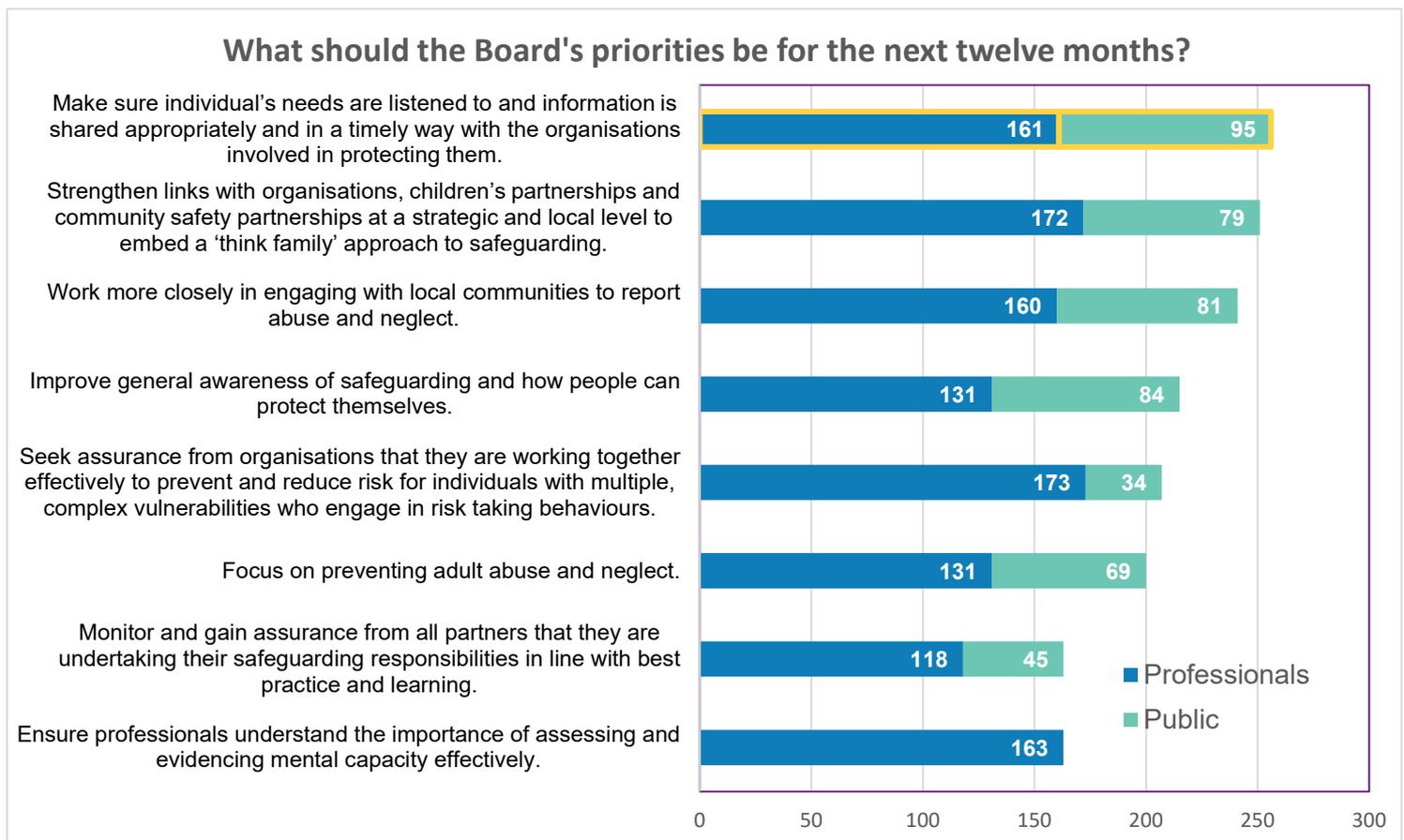
Both professionals and members of the public were asked to choose their top three priorities for the Board to focus on in 2024/25. The responses provided by members of the public and professionals are considered separately (Figure 6) before being collated (Figure 7) to identify the top three combined priorities. The collated responses are used to inform the top three Board priorities; however, it is also important to consider the individual and differing priorities between professionals and the public.

There were some notable differences when looking at the priorities of professionals and the general public separately; Figure 6 highlights the differences in responses.

Figure 6 Separated Public and Professional's priorities

| Priority | Professional   | Public   |
|----------|--|--|
| 1        | Seek assurance from organisations that they are working together effectively to prevent and reduce risk for individuals with multiple, complex vulnerabilities who engage in risk taking behaviours. | Make sure individual's needs are listened to and information is shared appropriately and in a timely way with the organisations involved in protecting them. |
| 2        | Strengthen links with organisations, children's partnerships and community safety partnerships at a strategic and local level to embed a 'think family' approach to safeguarding.                    | Improve general awareness of safeguarding and how people can protect themselves.   |
| 3        | Ensure professionals understand the importance of assessing and evidencing mental capacity effectively.  | Work more closely in engaging with local communities to report abuse and neglect.  |

Figure 7 Collated Board Priorities



When considering the collated responses in Figure 7, there is a notable difference in the first priority in comparison to previous years results. This year, the number 1 priority is "make sure individual's needs are listened to and information is shared appropriately and in a timely way with the organisations

*involved in protecting them*". Interestingly this has moved from 5th position last year and was ranked as the number 1 priority amongst the general public.

In close 2<sup>nd</sup> place, reflecting last years results is *"Strengthen links with organisations, children's partnerships and community safety partnerships at a strategic and local level to embed a 'think family' approach to safeguarding"*. Third place also reflects last year's results to *"work more closely in engaging with local communities to report abuse and neglect"*. Interestingly, and very positively, the top three priorities reflect listening to and working with individuals, families and local communities.

The question on understanding the importance of assessing and evidencing mental capacity (at the bottom of the graph) was only included in the professional's survey. When comparing this to just the responses from professional's it was ranked in 3<sup>rd</sup> place, compared to 8th the previous year.

## 11. Conclusion

The annual survey results will assist in the development of the objectives and actions for the TSAB Strategic Business Plan 2024-25. It is recognised that there are some differing opinions between professionals and the general public, however these will be taken into account to ensure the Business Plan is responsive to all feedback provided by the Annual Survey.

### **The top three priorities identified from the survey will be included within the Strategic Plan 2024-25:**

1. Make sure individual's needs are listened to and information is shared appropriately and in a timely way with the organisations involved in protecting them.
2. Strengthen links with organisations, children's partnerships and community safety partnerships at a strategic and local level to embed a 'think family' approach to safeguarding.
3. Work more closely in engaging with local communities to report abuse and neglect.

The following points identified from the separate responses from the general public and professionals will also be considered:

- Seek assurance from organisations that they are working together effectively to prevent and reduce risk for individuals with multiple, complex vulnerabilities who engage in risk taking behaviours.
- Improve general awareness of safeguarding and how people can protect themselves.
- Ensure professionals understand the importance of assessing and evidencing mental capacity effectively.

The following points were not scored as highly amongst both professionals and the general public but are equally as important and will be considered:

- Focus on preventing adult abuse and neglect.
- Monitor and gain assurance from all partners that they are undertaking their safeguarding responsibilities in line with best practice and learning.

## 12. Appendix

### Appendix 1 – Professional Survey



Annual Survey  
23-24 Professionals.

### Appendix 2 – General Public Survey



Annual Survey  
23-24 Public.pdf

### Appendix 3 - General Public Survey Easy Read Version



Annual Survey  
23-24 Easy Read.pdf