

Date of issue: Friday, 16 November 2018

<b>MEETING</b>	<b>SLOUGH WELLBEING BOARD</b>
<b>DATE AND TIME:</b>	TUESDAY, 20TH NOVEMBER, 2018 AT 5.00 PM
<b>VENUE:</b>	BRITWELL HUB - BRITWELL HUB, WENTWORTH AVENUE, SLOUGH, SL2 2DS
<b>DEMOCRATIC SERVICES OFFICER: (for all enquiries)</b>	NICHOLAS PONTONE 01753 875120

### **SUPPLEMENTARY PAPERS**

The following Papers have been added to the agenda for the above meeting:-

\* Item 5 and 10 were not available for publication with the rest of the agenda.

### **PART 1**

<b><u>AGENDA ITEM</u></b>	<b><u>REPORT TITLE</u></b>	<b><u>PAGE</u></b>	<b><u>WARD</u></b>
5.	Annual Reports of the Slough Adult Safeguarding Board and Slough Local Safeguarding Children Board – Appendix C	1 - 4	All
10.	Slough Wellbeing Board Social Media Campaign Updates	5 - 14	All

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## Multi-Agency Safeguarding Partnership arrangements

### Proposal to LSCB meeting 1<sup>st</sup> November 2018

### and SAB meeting on 30<sup>th</sup> November 2018

#### Introduction

1 This document initiates LSCB and SAB board member discussion to develop and publish multi-agency partnership arrangements for safeguarding children and adults in Slough. The development will also be progressed in accordance with Working Together 2018 guidance in relation to children and the Care Act 2014 in relation to safeguarding vulnerable adults. (See references to links below).

2 This proposal has emerged in discussions in the Slough Safeguarding Executive Board and is put forward jointly by the Slough Borough Council Directors of Children, Learning and Skills and the Director of Adults and Communities.

3 From discussions to date there is consensus around the following;

<b>What needs to remain</b>
Maintain and strengthen the positive mature partnerships in Slough
Relevant partners attending meetings, engaging and challenging.
Improving business and forward planning
Developing QA arrangements
Case reviews
Improving communications
Strengthening governance through the Slough Strategic Safeguarding Executive Board.
<b>What needs to change</b>
Too many meetings
Duplication for partners attending both the LSCB and the SAB in a climate of decreasing resources.
Ensuring common issues such as domestic abuse and criminal exploitation have a focus on children and vulnerable adults while avoiding duplication across partnership boards and promotion of clear and strong governance.
Ensure core safeguarding priorities for 2019/21
Ensuring we do not duplicate/overlap with other partnerships e.g. around communications and training.
Getting best value from each partnerships event/meeting

4 Since the single Safeguarding Business Unit was developed in November 2017 there are increasingly common processes. It is clear that a number of individuals and agencies who attend both Slough boards often have similar discussions at both boards and it should be possible, with appropriate mechanisms and management, to ensure that a single discussion can progress issues across both areas.

5 There is a strong commitment to safeguarding by board members in Slough. Specifically in regard to the LSCB there is commitment to ensuring a sound understanding of “contextual safeguarding” as referred to in Working Together 2018 (Chapter 1 para 33) “As well as threats to the welfare of children from within their families, children may be vulnerable to abuse or exploitation from outside their families. These threats can take a variety of different forms and children can be vulnerable to multiple threats, including: exploitation by criminal gangs and organised crime groups such as county lines; trafficking,

*online abuse; sexual exploitation and the influences of extremism leading to radicalisation. Extremist groups make use of the internet to radicalise and recruit and to promote extremist materials. Any potential harmful effects to individuals identified as vulnerable to extremist ideologies or being drawn into terrorism should also be considered”.*

Although Working Together is specifically concerned with safeguarding children, the concerns set out here are just as applicable to vulnerable adults. This means that safeguarding priorities must be informed by understanding these threats to children, young people and vulnerable people in Slough in addition to understanding the local familial abuse issues and the needs of vulnerable parents.

6 Members of the LSCB, SAB and the Slough Strategic Safeguarding Executive Board are increasingly aware of the areas of common business and the need to find ways to align business discussions around these common threats while maintaining appropriate focus on specific issues relating to children and adults.

To achieve this, the following is proposed:

- i) While keeping the boards separate as statutory boards, ensure that they work in concert by scheduling them for a single event with mechanisms in place to ensure there is a specific focus on any particular children’s or adults issue but with the bulk of the meeting expected to be discussing issues relevant to effective safeguarding for all Slough Residents.
- ii) That a unified safeguarding business plan is developed for both boards focusing on priorities for both boards. Indicatively, this joint business plan would have as its main headings joint priorities such as
  - Neglect; (e.g., for adults\*, self neglect, MCA and for children\*, parental neglect)
  - Exploitation; (e.g. for adults; vulnerable individuals, radicalisation, cuckooing, sexual, financial, modern slavery and for children; CSE, gangs, county lines)
  - Risk identification and management: (e.g. for adults, changed circumstance after a significant life event, hospital discharge, mental health, MSP and for children, family stresses, missing from education, familial abuse and child protection)
  - Domestic abuse (e.g. for both children’s and adults, awareness, support, preventative pathways)
  - Board(s) effectiveness: for both, effectiveness of process, learning and development, specific training, SCRs and SARs, impact on service quality and partnership working, multi-agency understanding and working.

\* Note, where priorities are identified in relation to adults or children, this is not as indicating a risk to them exclusively, for example radicalisation of vulnerable children and adults or risk of sexual exploitation applies to both groups.

- iii) Building from what already exists the development of shared sub-groups, eg,
  - Communications
  - Domestic abuse
  - Learning and Development
  - Exploitation
  - Quality Assurance and performance

7 With aligned boards, future board meetings would mean one event each quarter to deliver both the statutory obligations of the new Childrens partnership arrangements and the Safeguarding Adult Board, ensuring the focus on both children and vulnerable adults remains distinct where required. This does not represent a merging of both boards as it is important that the focus of each board is respected as they carry out their statutory responsibilities. But it does mean the business will be more closely aligned and is likely to result in better use of partners' time, increased productivity and coherence in addressing priorities in Slough.

It will require clear and agreed consensus on board priorities for 2019/2020 and beyond building on the outline at 6ii.

**8 Risks and mitigators.**

It is important that both boards consider possible risks and ways of addressing them if this proposal is taken forward. See table below;

<b>Risks</b>	<b>Mitigators</b>
Focus: Ensuring compliance with statutory regulations of each board	Regular self assessments to ensure compliance and responsiveness to any external and regulatory requirements.
Focus: on children and on vulnerable adults:	External scrutiny by independent chair, away day events and peer review
Business overload	One event per quarter, held on the same morning with similar themes and clear focus on each group Excellent business and forward planning by consensus. Clear and focussed priorities and stick to them for at least one financial year. Clear Quality Assurance framework with a focus on each group and on priorities. One communications group. Partners attend one meeting per quarter and will need to prepare well for them and ensure dissemination and consultation in their organisations.

9 This proposal needs more detailed work to ensure it is implemented with clear processes, clarity of focus and effective connection with other partnerships in Slough. Board members are asked to support this development and to contribute to the development of the model outlined.

References:

Working together 2018:

<https://www.sloughsafeguardingboards.org.uk/lscb/lscb/membership-and-subgroups/membership-and-subgroups>

Care act 2014

<https://www.sloughsafeguardingboards.org.uk/sab/sab/about-us/about-the-board>

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**SLOUGH BOROUGH COUNCIL**

**REPORT TO:** Slough Wellbeing Board    **DATE:** 20 November 2018

**CONTACT OFFICER:** Amanda Renn, Strategy and Performance, Slough Borough Council  
**(For all Enquiries)** (01753) 875560

**WARD(S):** All

**PART I**  
**FOR INFORMATION**

**SLOUGH WELLBEING BOARD SOCIAL MEDIA CAMPAIGN UPDATES**

1. **Purpose of Report**

1.1 To provide the Slough Wellbeing Board with an update on recent activity under the following social media campaigns: #BeRealistic, #ReachOut and #Not Alone.

2. **Recommendation**

2.1 The Slough Wellbeing Board is recommended to note this report.

3. **Campaign details**



**Background**

- Slough Wellbeing Board launched this campaign in January 2018.
- It is a public information campaign designed to improve the health and wellbeing of Slough residents by encouraging small positive changes in lifestyle.
- Communication is via email and social media, with local lifestyle activities linked to the campaign.

**Key messages**

- #BeRealistic – make small changes to improve your health right away
- #BeRealistic – make small changes for a healthier future
- Act now - Get active – just 10 minutes of walking a day to start with

- Act now - Make small changes to diet – swap foods that are high in fat, sugar and salt for healthier alternatives
- We want to make being more physically active and eating healthily part of everyday life in Slough

### **Delivering the message**

- A range of materials were developed, including a dedicated webpage, images and captions that partner organisations can use in their promotional activity. These are available at [www.slough.gov.uk/berealistic](http://www.slough.gov.uk/berealistic)
- Social media – twitter, Facebook
- Partners using the #BeRealistic hashtag in all correspondence
- Link the campaign to all planned activities promoting healthy lifestyles
- Leading by example – promoting changes key people from partner organisations are making to their lifestyles – posting photos and campaign straplines on social media
- Engage with residents and help them to develop their own solutions to a healthier lifestyle
- Share local information on activities that help residents to get active and eat well

### **Recent activity**

- The council continues to use the #BeRealistic hashtag on any related media and social media work, including the Public Health team’s Active Movement work.
- The Public Health team have continued to put out twitter and Facebook posts which are linked to the #BeRealistic campaign.
- They have linked the Integrated Care System (ICS) #MovingCan campaign to the #BeRealistic campaign and reflected this on the campaign landing page at [www.slough.gov.uk/berealistic](http://www.slough.gov.uk/berealistic). This additional element of the campaign covered 31 ways that moving more can benefit you, one for each day in August. This was run across the entire ICS Frimley footprint and reached nearly 800,000 people on social media.
- The Public Health Team have also expanded the “Active Movement” holistic behaviour change programme to include all 10 of the borough’s Children Centres (in addition to the 21 primary schools). This service is due to start in January 2019 and the ethos behind the programme is #BeRealistic. It will be promoted through a press release which will be sent to all Wellbeing Board members.
- Representatives from the council’s Public Health and Communications teams have also met with the Slough Youth Parliament to ask for their ideas around how the campaign and imagery could be adapted to meet the needs of a much younger audience. Their support in helping to circulate campaign messages has also been sought.
- Following the success of the Slough half marathon on Sunday 14 October, Active Slough are planning to expand their recreational and beginner running group programmes. These groups have been branded #BeRealistic, as they provided a great way for beginners to get into running.

### **Next steps**

- In order to maintain and continue to develop the #BeRealistic campaign it is important that partners and organisations continue to get behind the campaign.
- This could simply be by re-tweeting or sharing messages with employees as well as sending out messages externally to client groups and service users, via



- Communication teams, or creating your own messages using the original templates and images to shout about the key messages within #BeRealistic.
- Also, if partners or their organisations are doing any diet/health/activity based promotional work in the months ahead that could usefully be linked to the campaign by using the hashtag and imagery, we'd very much like to encourage you to do so.

#### **For further information about the campaign**

- Please contact the campaign's communications lead, Gemma Morgan, at [gemma.morgan@slough.gov.uk](mailto:gemma.morgan@slough.gov.uk) or on 01753 875026 for further details.



#### **Background**

- This campaign was given a soft launch at the Unsung Heroes event for over 100 carers and volunteers on 11 June 2018. The event provided an ideal opportunity to talk to carers and representatives from Slough's voluntary and public sector and the local press about the campaign.
- The aim of this campaign is to improve the health and wellbeing of Slough residents by encouraging people to 'reach out' and seek help and support if they are feeling lonely or socially isolated; as well as offer advice to people wanting to help those who are lonely or isolated. Loneliness is a bigger problem than simply an emotional experience. It is seen by many as one of the largest health concerns we face and affects all local services.
- Communication is being managed via social media with local activities and related campaigns linked to its #Reach Out hashtag.

#### **Key messages**

- Establishing the difference between loneliness and social isolation and explaining that it can affect people of a variety of backgrounds, ages and situations
- Highlighting the signs to spot that might indicate that someone is lonely or isolated
- Offering tips and advice on how to help someone who is lonely or isolated and direct them to organisations in the community that could help.
- A range of materials were developed, including a three dedicated webpages, images and captions that partner organisations can use in their promotional activity. These are available [www.slough.gov.uk/health-and-social-care/reach-out-campaign.aspx](http://www.slough.gov.uk/health-and-social-care/reach-out-campaign.aspx)

#### **Recent activity**

- The official #Reach Out launch took place on 1 August at the Salt Hill Park Playday. The event was an ideal opportunity to incorporate the ideas of reducing social isolation and loneliness in the borough with a social event for the whole family.

- It was very well attended, with numerous stallholders from the voluntary and statutory sector including Thames Valley Police, RBFRS, The Curve, Healthwatch Slough and groups including Aik Saath and Home-Start Slough, who have received Red Cross funding to reduce loneliness amongst new mothers.

**Stats for the #Reach Out pages from 22/06/18 to 04/11/18**

Page name	Link	Page views	Unique Page views
Reach Out campaign	<a href="http://www.slough.gov.uk/health-and-social-care/reach-out-campaign.aspx">http://www.slough.gov.uk/health-and-social-care/reach-out-campaign.aspx</a>	296	242
Reach Out – for residents	<a href="http://www.slough.gov.uk/health-and-social-care/reach-out-for-residents.aspx">http://www.slough.gov.uk/health-and-social-care/reach-out-for-residents.aspx</a>	104	66
Reach Out – for organisations and charities	<a href="http://www.slough.gov.uk/health-and-social-care/reach-out-for-organisations-and-charities.aspx">http://www.slough.gov.uk/health-and-social-care/reach-out-for-organisations-and-charities.aspx</a>	66	49
Reach Out links for young people <b>Please note:</b> this page went live on 8 October	<a href="http://www.slough.gov.uk/health-and-social-care/reach-out-links-for-young-people.aspx">http://www.slough.gov.uk/health-and-social-care/reach-out-links-for-young-people.aspx</a>	11	8

Page views = total number of times the page was viewed

Unique page views = the number of sessions that page was viewed one or more times

**Press Coverage**

**Slough Express**

July 2018 — SWARMI article featuring #Reach Out campaign

August 2018 — Playday article featuring #Reach Out campaign

August 2018 Slough CVS holds funding application workshop

**Slough Observer** (Readership 102,401)

August 2018 Article from Playday

**Citizen newspaper** (Readership: 85,407)

August 2018 edition

October 2018 edition

**Public Health E-newsletters**

June 2018

August 2018

**Slough CVS E-newsletter to the voluntary sector**

Weekly from 1 August - 21 August 2018

**Social media campaign**

- The Twitter campaign began on 11 June 2018.

- Twitter campaign statistics during the period 18 June to 28<sup>th</sup> September 2018 are as follows:

Twitter messages sent	125
Impressions	107,308
Engagements	1,199
Retweets	119
Likes	278
Number of groups promoted	23
Number of events promoted	24

### **Other activity**

#### **7SCVS Funding Workshop: Building Connections Fund - to help tackle loneliness**

- A SCVS Funding Workshop was arranged in August to cover the criteria of a new Big Lottery/government fund: Building Connections Fund - to help tackle loneliness. There was much interest from the voluntary sector and representatives from 20 groups attended.
- Four groups sought additional support from our Funding Advisor, along with another who intends to do a joint bid with three smaller groups to run extra social activity groups and information sessions.
- Groups will be informed by the end of December 2018.

*“We are through to the next round for BCF. Thank you for your wonderful presentation as we would not have applied otherwise. We are awaiting the pack in the post for what we need to do next.” Jane Stanford-Beale, CEO, Autism Berkshire*

### **Increase in group membership**

#### **Cippenham Carers Group**

Cippenham Carers Group, informed us about an increase in their membership, improving both the new and existing members’ wellbeing. Zhora Jeffries said, *“We had a carers’ meeting today and it was fantastic, a brilliant turn out. Six new members that turned up, which I thought was brilliant. It’s going well. The last 2 months we had three. The new faces enjoyed the group and found it to be very relaxing and friendly and will come back and introduce more people to the group. It made the other carers happier to have new faces.”* The group featured in an article in the Citizen, after attending a trip to the Royal Opera House.

#### **Apna Virsa**

Seema Kamboj from Apna Virsa said, *“Apna Virsa’s current term has started from the 2nd week in September and we have been mega busy enrolling new people in all our classes. There is definitely an increase in the number of new people joining our activities and courses. Existing participants have been referring and bringing their friends, colleagues, family and neighbours. Our Health and Wellbeing classes for 50*

*plus have been giving us positive feedback, including less aches and pains, increased energy levels, improved flexibility, having someone to talk to and feeling happier and healthier. Our classes actively participated in the #Reach Out campaign and it has definitely created awareness in different age groups.”*

**Men’s Matters** — 3 new members

**50+ Forum** — 5 new members

**Slough Foodbank** — 6 new members

### ***Volunteer Recruitment***

Volunteer Passport Scheme — from March 2018 to October 2018  
100 attendees at the training so far, 45 have completed all four modules.

*“I feel very privileged to have had the opportunity to do this training, which I found extremely informative. I enjoyed every minute & have learnt so many wonderful things. I’ll use all that I’ve learnt, to share with others, then they can learn and share again, so that the cycle continues spreading its seed, with positivity, instead of negativity.”*

*Lynda Ansell, Volunteer Passport holder*

### **Next steps**

- The council is currently developing a press release that will outline the work of the neighbourhood service’s Wellbeing Service, encouraging residents to reach out and seek help and support if they are feeling lonely or isolated. The service is accessed through the council’s neighbourhood tenancy sustainment officers or its neighbourhood housing officers.
- Following the success of Osborne’s hosted a coffee morning in support of Macmillan Cancer Support, Osborne’s are exploring the idea of hosting regular coffee mornings for the elderly and vulnerable at Hawker House in Langley. Home Slough will be running more arts workshops and events in central Slough.
- Coffee Morning at Maidenhead Fire Station —this was a trial event for their service and if proven to be a success and beneficial, then they will look to complete similar events routinely throughout the year and at different locations, including Slough. Their aim, as a service from this event is to provide the community with a location where they can come and interact with other members of the public, fire service crew, other agencies, and guest speakers, partake in activities such as bingo, yoga, sing-a-longs and planting, or simply come and have a cup of tea!

### **Feedback**

- Everyone we have approached has acknowledged that #Reach Out is a worthwhile campaign and has wanted to get involved generating a lot of enthusiasm and good feeling among a diverse range of partners.
- Voluntary sector organisations and statutory teams have been keen to share their activities and ideas. Voluntary sector organisations not involved on social media platforms have also got involved, making pledges and passing on the messages to their members. There is anecdotal evidence of an increase in membership from social voluntary groups.

- Statutory partners, such as NHS CCG, made pledges and posted them on their social media pages.
- The most positive aspect of the campaign was relationship building with a wide range of partners including statutory, voluntary, business and the press across Slough that we can work with on future campaigns.
- We estimate the campaign's reach was 380,523 (via media coverage and hits to the website). This figure includes repeat viewers/readers.
- To improve future campaigns, one recommendation would be that campaign materials are distributed by Slough Borough Council to the Wellbeing Board's communications team at least one month ahead of the campaign launch, so that questions can be answered in advance, further materials produced by the individual organisations and social media messages can be scheduled to fit in with existing schedules. Knowledge of upcoming campaigns would also increase social media engagement from Wellbeing Board partners and increase the reach
- To keep the momentum on this campaign going, it would be helpful if partners could share details of their initiatives with the campaign's communications lead, Sandy Dhaliwal, so that we can publicise these via the council's communication channels and to the press.

#### **For further information about the campaign**

- Please contact the campaign's communications lead, Sandy Dhaliwal, at [Sandy.Dhaliwal@slough.gov.uk](mailto:Sandy.Dhaliwal@slough.gov.uk) or on 01753 875007 for further details.



#### **Background**

- This campaign launched on 10 October to coincide with World Mental Health Day 2018.
- The campaign is designed to raise awareness of mental health in Slough and the need for people of all ages and situations, to ensure they take time to look after their mental health. This is being communicated through promotion of Mind's Five Ways to Wellbeing: <https://www.mind.org.uk/workplace/mental-health-at-work/taking-care-of-yourself/five-ways-to-wellbeing/> . The launch included this landing page: <http://www.slough.gov.uk/health-and-social-care/not-alone-campaign.aspx>

#### **Key messages**

- The campaign seeks to remind the community they are 'not alone' and they can seek support and help if they need it; as well as signpost people to organisations and charities that can offer assistance or advice.
- Or if someone thinks they know someone who needs assistance, they can use this information to pass on.

## Campaign materials

- The campaign's landing page introduces Not Alone and outlines the aims of the campaign. It also provides details about the importance of looking after your mental health and how to spot potential signs of someone suffering with an issue.
- The materials aim to normalise mental health, that it shouldn't carry a stigma and people do not need to apologise for their situation, offer lots of organisations that people can get involved in, so they can feel a sense of belonging.
- This will also ensure that the materials offer proactive ideas and focus on what residents can do, rather than dwell on their situation and what they can't do.
- The web pages include details on the four most common types of mental illness, tips and advice to following the five ways to wellbeing (downloadable versions of this content are on this page too) and useful links to community organisations.
- As well as launching the website content, social media content and a plan has been created for a twelve week campaign.
- The social media content includes graphics linked to the five ways to wellbeing and also emotive imagery associated with feelings and mental health, such as a black cloud.

Ever feel like...?



#NotAlone

## Recent activity

- Two events were held to coincide with World Mental Day, organised by Geoff Dennis' team. These events helped to launch the campaign during that week and a press release to accompany these activities was distributed to the media: <https://www.slough.gov.uk/news/newsdetail.aspx?id=19785>.
- A story also appeared in Slough Express: <https://www.sloughexpress.co.uk/gallery/slough/136999/campaign-encouraging-people-to-talk-about-mental-health-launched-in-slough.html> and will appear in the next edition of Citizen, out next month.

## Next steps

- Additional content is being developed to support this campaign; this will include a webpage outlining advice, resources and information for employers and more links to local organisations. Infographics and case studies will also be added to the resources section.
- To keep the momentum on this campaign going, it would be helpful if partners could share details of their initiatives with the campaign's communications lead, Sandy Dhaliwal, so that we can publicise these via the council's communication channels and to the press.

## For further information about the campaign

- Please contact the campaign's communications lead, Sandy Dhaliwal, at [Sandy.Dhaliwal@slough.gov.uk](mailto:Sandy.Dhaliwal@slough.gov.uk) or on 01753 875007 for further details.

## **Appendices**

None.

## **Background papers**

1. Campaign Proposals for the Slough Wellbeing Board on the following wicked issues: Obesity, Poverty and Social Isolation (linked to mental health) - 15 November 2017  
<http://www.slough.gov.uk/moderngov/documents/s49332/SWB%20campaigns%20report%20diagrams%20FINAL.pdf>
2. #BeRealistic campaign update - 18 July 2018  
<http://www.slough.gov.uk/moderngov/documents/s52099/Report.pdf>
3. #ReachOut campaign update - 18 July 2018  
<http://www.slough.gov.uk/moderngov/documents/s52101/ReachOut%20Campaign%20Report%20-%20July%202018.pdf>
4. #NotAlone campaign update - 26 September 2018  
<http://www.slough.gov.uk/moderngov/documents/s52820/Report.pdf>

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