Nottingham City Safeguarding Adults Board

Communications and Engagement Strategy

2024-2027

V3 August 2025

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1. What is safeguarding and why does it matter?

1.1 Safeguarding means protecting an adult's right to live in safety, free from abuse and neglect. It is about people and organisations working together to prevent and stop both the risks and experience of abuse or neglect, while at the same time making sure that the adult's wellbeing is promoted including, where appropriate, having regard to their views, wishes, feelings and beliefs in deciding on any action.

1.2 All organisations but more especially members of the Safeguarding Adults Board will always promote the adult's wellbeing in their safeguarding arrangements. Professionals should work with the adult to establish what being safe means to them and how that can be best achieved. Professionals and other staff should not be advocating "safety" measures that do not take account of individual wellbeing, as defined in Section 1 of the Care Act 2014.

2.What is the Nottingham City Safeguarding Adults Board (NCSAB)?

2.1 The Safeguarding Adults Board is set up under the Care Act 2014, to help everyone to work together in the most effective way possible to keep adults at risk of harm safe. The Board does this by setting out procedures and plans based on an overall Strategy. Our three-year strategy sets out our aims and objectives and a framework within which to achieve them.

2.2 The NCSAB Strategic Priorities 2022 – 2025 are listed below:

Our operational priorities sit underneath these:

Prevention

- Increase public and professional awareness of adult safeguarding
- Reduce abuse of adults in specific risk areas
- Ensure learning from case reviews is embedded across the partnership to improve practice

Priorities include ensuring that lessons from Safeguarding Adult Reviews improve staff practice and that our adult safeguarding data reflects the latest local demographic information contained in the national census.

Assurance

- Receive assurance from all partner agencies on the effectiveness of their safeguarding adult arrangements
- Receive assurance that arrangements in specific areas promote effective adult safeguarding practice

Priorities include making sure that care home and home care provision remains safe, and that effective transitional safeguarding arrangements are developed.

Engagement

- Ensure there is a strong commitment to 'Making Safeguarding Personal' across the partnership and that the principles are embedded in local safeguarding practice

Priorities include seeking assurance that frontline staff work in accordance with 'Making Safeguarding Personal' best practice and that referrals to local advocacy services continue to be promoted

Whilst our strategic plan references MSP the Board has committed to strengthening its communication and engagement arrangements more broadly. This document is one of our steps in doing this.

2.3 The NCSAB Strategic Priorities with intended outcomes for 2025 – 2028 are listed below:

Our 2025-2028 Strategic Priorities

Organisational Activity of the Board These priorities relate to how Board agencies will work together to understand and improve the wider adult Safeguarding system			**Impact on Individuals** These priorities relate to areas where Board agencies will work together to reduce, remove and prevent the impact of abuse and neglect		
1. Assurance	**2. Communication, Engagement and Participation**	**3. Partnerships**	**4. Prevention and Early Intervention**	**5. Domestic and Sexual Violence and Abuse (DSVA)**	**6. Self-Neglect/ Hoarding**
Seeking assurance that effective adult safeguarding arrangements are in place. This will be demonstrated by sharing what's working well; by identifying improvements in practice; by seeing an increase in the risks associated with abuse and neglect being removed or reduced	By raising awareness, involving our stakeholders and citizens in the work of the Board, we will ensure people are equipped to identify and respond to safeguarding concerns, and ensure the voices of individuals and carers influence our work	By strengthening relationships with other multi-agency partnerships and forums, we will reduce duplication and ensure a joined-up approach to cross-cutting themes is prioritised	Supporting professionals to identify risks and provide the right support at an early stage. We will work together to evidence the impact of this	By working together, we will improve the safeguarding experience and outcomes for all adults with care and support needs experiencing Domestic and Sexual Violence and Abuse	Helping to create a more skilled and confident workforce that have the right tools to support individuals who self-neglect and/or hoard and provide appropriate support. We will evidence this through our training and development and quality assurance arrangements

Actions undertaken by the Board to achieve these strategic priorities and evidence the impact are detailed within our Annual Delivery plan.

3. What are the Key Principles of the Communication and Engagement Plan

Individuals and organisations are rallying round safeguarding, pledging their support to protect Nottingham's most vulnerable children and adults. Each one of us plays an important part in ensuring this happens.

This Communications and Engagement Strategy will act as catalyst to spark conversations about the impact safeguarding is having on the lives of Nottingham City citizens.

This is our opportunity to further develop the strong and positive safeguarding culture we are building together, to be supportive of our teams, partners and communities and to recognise the learning from those who are making safeguarding improvements possible. It is also the opportunity to strengthen the voice of citizens and people with lived experience in our work. It is our ambition to work as co-productively as possible and this Strategy will move us forward on that journey.

Key Principles - This strategy will enable the Safeguarding Adults Board to:

Connect	Highlight	Assure	Add value	Learn
•To reach a diverse range of audiences and establish effective mechanisms of engagement	•To promote and engage with audiences to get their views on the tools, resources and learning which will reduce risk	•To seek assurance that agencies are communicating and engaging effectively with audiences	•To support agencies to communicate and engage effectively through collaboration and shared learning	•To continuously review and learn from the best methods of communication and engagement

By ensuring we are always mindful of these Principles, we will be making step changes to co-production.

In this plan we have combined Communication and Engagement together in one place as the two are intrinsically linked.

There are three main aims to this plan which are as follows:

1. To set out how the NCSAB will communicate effectively and consistently with our partners, the public, service users and carers to provide a reciprocal, transparent, coherent and well delivered message, on how the Board and its partner agencies are working to keep adults at risk of harm safe.

2. To explore and develop the mechanisms by which the Board hears the voice of services users, carers and advocates highlighting concerns, views about safeguarding and people's experiences of safeguarding and how the Boards can act upon these and make changes to practice.

3. To identify meaningful ways in which the public, carers and adults with lived experience of safeguarding, their families and communities, can be involved in the work of the Board at

a more strategic level for example, help with deciding what areas we need to focus on that will make a difference to lives.

4. Why we have a Communication and Engagement Plan

4.1 Communicating and engaging with the community is consistent with the objectives and strategic action plan of the Board.

4.2 The 2022/2023 NCSAB Risk Register has noted that lack of citizen voice is a current risk, it is identified as a risk as we are missing out on critical understanding of the impact our approach has on people and only by hearing directly from people can we better understand what we need to change.

4.3 The Board is committed to engaging meaningfully with the community and to achieve this the following statements apply:

- The voices of adults at risk are heard and incorporated into our work, reinforced by the Making Safeguarding Personal (MSP) agenda.
- Promoting awareness of safeguarding issues amongst the wider community, both individuals and organisations, supports everyone to recognise a safeguarding concern and be confident what to do about it.
- Communicating messages clearly and straight forwardly that are based on learning and outcomes from safeguarding cases and enquiries both nationally and locally.
- Communicating messages in a timely manner that encourage two-way discussions promotes transparency and collaboration between the Board and the community which it serves.
- Ensuring people with lived experience share their views and contribute to our priorities; this will help shape the work of the Board in a way that is inclusive and user driven enabling it to have more impact.
- Engaging with organisations who work with service users, families, carers and the wider community will inform and drive positive change.
- Engaging with faith groups within the local community – we need to ensure we hear from all citizens.
- Ensuring we develop and put in place arrangements which give us the largest reach to get safeguarding messages out.
- To use intel from the Quality Assurance group identifying 'communities of identity' that are underrepresented in adult safeguarding data and engage with representative community groups to promote adult safeguarding messages.
- To act on feedback and recommendations from our Safeguarding and Severe and Multiple Disadvantage Conference.
- To consider any recommendations in the National SAB Chairs Network Priorities relating to communication and engagement.

5. How we have communicated our work in the past and engaged with Adults

In 2022/2023, NCSAB Communication and Engagement work has included:

- The SAB Annual Plan includes specific actions on citizen engagement and MSP and directs the work of the Board and its sub-groups throughout the year
- The Board's annual Development Day is an opportunity for Board members to bring citizen feedback to be considered when setting the operational priorities for the coming year
- PAT (Partner Assurance Tool) Return – this annual tool is sent to all partner agencies. It includes a section on 'Engagement' and requests assurance on how partner agencies are embedding MSP and receiving and using citizen feedback
- NCSAB are using the 2021 census data to distinguish communities of identity and use this to inform the Communication and Engagement Strategy to ensure underrepresented groups are supported to make referrals. This data will be cross referenced with data from Communities and Public Health to produce heat maps.
- Voice of the person – an MSP Case study is presented at the start of every Board meeting. This is brought by a different agency each time to set the scene for the meeting and serve as a reminder of why we are there
- An MSP questionnaire has been developed by the Quality Assurance Sub-group which will be sent out annually – this is for the Board to seek assurance that practitioners understand and implement MSP
- Local advocacy provider – POhWER – have been invited to sit on the Board and will be providing data and qualitative feedback
- ASC data on MSP is brought to the Quality Assurance Sub-group, BMG (Business Management Group) and main Board quarterly
- Healthwatch review our Annual Plan, sit on the Board and also have a rep on the QA sub-group with an extensive health and social care background
- A SAB Conference will be held in May 2024 with a theme of SMD (Severe and Multiple Disadvantage) and will include people with lived experience as speakers
- Safeguarding Adults Reviews seek to take us through someone's journey, with input from family and a 'pen picture' of the person included where appropriate
- A series of webinars were scheduled for National Adult Safeguarding Awareness Week in November 2023 which featured MSP as a central thread throughout
- Contact has been made with Carer's Federation in Nottingham City who are keen to work with the Board on ensuring the voice of carers is more prominent in Board work
- Further development of our suite of 7 Minute Briefings for professionals

6. How we will keep the Community and Citizens of Nottingham Informed about Safeguarding

Deliverables - The main outputs will deliver:

Insight	Co-production	Methods	Review	Effective	Campaigns
•An insight map which clarifies the existing communications and engagement mechanisms for adults	•Working with service users and carers to articulate our commitment to co-production - setting out what that means in practical terms	•Develop our communication and engagement methods to include social media, visiting community and faith groups and ensuring we are supported by those the communities trust	•A review and reporting process to collate the learning from communications and engagement activity	•A shared system for agencies and partners to assess the effectiveness of their safeguarding communications and engagement activity	•An annual calendar of campaign priorities which will be delivered using a multi-agency approach

6.1 We will keep the Nottingham City community informed about Safeguarding by:

Communicating safeguarding information through the NCSAB web page as the standard permanent source of information for public and professionals with access to training, reporting concerns and latest safeguarding news. This provides advice and guidance on statutory, legislative policy and procedure, in addition to key safeguarding messages.

- Carry out a mapping exercise to better understand the current available methods of communication and engagement utilised by our partner agencies and explore any potential crossover with the Board
- Develop a fit-for-purpose website which makes tools, resources and learning accessible.
- Work with Board members at the annual Development Day to explore recruitment of a lay member to the Board
- Increase use of social media, aiming to set up an NCSAB ‘X’ (formerly Twitter) account and independent website.
- Utilise opportunities to raise awareness through existing partner agency internal and external newsletters.
- Providing consistent safeguarding messages and communicating them in a coherent consistent and timely manner through a variety of channels.
- Recognising the need for partners to maintain their organisational integrity and decision-making.
- Ensuring communication and statements issued in response to serious and or high-profile cases are co-ordinated and consistent across agencies. This will be done through our existing Communications Plan template.
- Aspiration to develop an independent NCSAB Website

7. How the Voice of the Service User and Carer Will be Heard

7.1 This will be done in a variety of ways and is a developing action as part of the NCSAB Strategic Priority of Engagement:

7.2 The voice of the adult will be heard in the following ways:

- We will seek to hear the voice of people and carers who have experienced safeguarding and hope to establish a way of routinely capturing this. We will continue to have an MSP case study however it is hoped we will hear from people themselves when possible.
- Using NCSAB partners existing user and carer involvement mechanisms through groups and service user / carer representatives.
- Through talking with users and carers we will agree a way to involve them in the work of the Board and sub-groups; this could involve people becoming members or putting in place other ways e.g. receiving feedback on reports.
- Where appropriate, sharing identified learning which has had a positive impact on individuals or their family. This could include Learning lessons Reviews (LLRs), Safeguarding Adults Reviews (SARs), Domestic Homicide Reviews (DHRs) and Child Safeguarding Practice Review (when relevant to adults at risk) in the form of learning briefs and easy read documentation.
- By maximising opportunities for involvement in the safeguarding audit process for service users who have experienced safeguarding when we undertake multi-agency audits. This will be decided on a case-by-case basis on the proviso that where possible we include families of service user if appropriate and with consent from and support for, the family. This will involve support to the service user
- Exploring opportunities with NCVS (Nottingham Community and Voluntary Service) to listen to, engage with and involving people with lived experience.
- Targeted Work where we know there are gaps with communities that we know are not accessing safeguarding support and do not have an understanding of safeguarding. This could be because of protected characteristics, faith, socio economic factors.
- To consider whether the SAR Impact Tool which is currently sent to agencies should be expanded to include family members.
- NCVS have a number of service users forums and groups with lived experience which will be consulted on new learning resources and Communication & Engagement strategy.

8. How we will communicate

- We're aiming to be sensitive, honest and transparent in our communications
- We will broaden our use of technology and social media where this helps us reach new and wider audiences
- We will comply will legal requirements especially data protection and information sharing under GDPR

- We want to hear from you – welcoming constructive comments about our communications and all other aspects of NCSAB's work
- We welcome any opportunity to work with other organisations whenever this offers increased effectiveness
- We will do our best to speak and write in a way that uses words and ideas that everyone can understand and where needed information can be offered in different languages and accessible formats. We will do our best not to speak in professional jargon, acronyms or initials and if we do, we try and explain them first

8.1 What we will Communicate

Through a variety of mechanisms NCSAB will share information on a range of safeguarding related topics. These may include the following:

- What abuse, neglect, harm and exploitation are
- What to do if you are worried about an adult with care and support needs
- How to spot the signs and symptoms of different types of abuse in an adult at risk of harm
- What are responsibilities to safeguard, and how the board and its partner fulfil these
- Key changes in safeguarding nationally and locally and what the implications of these are
- Learning from SARs, DHRs, LLR and how we use this in the Board work
- What our policies and procedures are and why they are important
- Why we want to hear from people about their experience – why it's important to us
- What we are worried about and why
- What campaigns we are running and how you can be involved

9. Our Success Measures

Is it working? The main outcomes we will measure:

Reach	Attendance	Qualitative	Feedback	Specific	Workplan
•% increase in people reached •Social media engagement • Website use – number of hits, time spent on each page, number of downloads	•Number of attendees at events and webinars	•Qualitative feedback in surveys, audits and the Partner Assurance Tool (PAT)	•Feedback from adults involved in the safeguarding process	•Specific measures for each campaign	•Completion of the activities set in the annual Comms & Engagement Workplan

9.1 This will include regular reviews of progress against the aims of the plan and may include the following:

- Your Views – *You said, we did*. We will develop this through user and carer engagement activities
- Numbers of visitors to the NCSAB websites and page visits
- Numbers in attendance at public / partner and / or Partnership and Board workshops, conferences, briefings related to safeguarding
- Completed evaluations / feedback from service users and carers and a focus on how we have acted upon these
- Partner contributions to Board's communications
- Feedback from adults involved in the safeguarding process
- Coverage in media and partner newsletters / publications
- The number of virtual communications with the virtual network and number of responses
- Number of gaps identified through mapping and research into safeguarding data and the number of actions applied to reducing these gaps

Appendix 1 On a Page: Safeguarding Communications & Engagement

Individuals and organisations are rallying round safeguarding, pledging their support to protect Nottingham's most vulnerable adults. Each one of us plays an important part in making safeguarding a success. The Communications and Engagement Strategy will act as catalyst to spark conversations about safeguarding and collect insight about how safeguarding is working in everyday practice and the lives of Nottingham people. This is our opportunity to celebrate the strong and positive safeguarding culture we are building together, to be supportive of our teams, partners and communities and to recognise the learning from those who are making safeguarding improvements possible.

Key Principles - This strategy will enable the Safeguarding Adults Board to:

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Appendix 2

NCSAB Communication work plan 2024/25

1.1. Whilst this 3-year Communication and Engagement Strategy outlines how the SAB will conduct all of its communications, now and in the future, the following work plan highlights the key areas of communications work that the SAB will be focussing on in 2024/25. Each of these areas relate directly to areas of focus in the SAB's Annual Plan, Development Day, and learning from SARs and audits, which are:

- To ensure learning from SARs is shared and accessible to professionals
- Tackle an identified skills and knowledge gap in Professional Curiosity
- Ensure the wider workforce is informed about service provision for citizens experiencing SMD and the interface with safeguarding
- Engage with care home and home care sector
- Appoint a lay member
- Raise awareness about Transitional Safeguarding
- Hear the person's voice
- Social Media
- Accessibility

SAB Priority	Action required	Target date	Progress

Appendix 3

Communication and Engagement Workplan for Training, Learning and Improvement Subgroup 2025/2026

1.1. Whilst this 3-year Communication and Engagement Strategy outlines how the SAB will conduct all of its communications, now and in the future, the following work plan highlights the key areas of communications work that the SAB will be focussing on in 2025/26. Each of these areas relate directly to areas of focus in the SAB's Annual Plan, Development Day, and learning from SARs and audits, which are:

Continuing from 2024/2025:

- To ensure learning from SARs is shared and accessible to professionals
- Raise awareness about Transitional Safeguarding
- Hear the person's voice
- Accessibility

New for 2025/2026:

- Mapping of comms routes
- Website
- Raise awareness about PREVENT and Serious Organised Crime
- To promote resources relating to Safeguarding and Severe and Multiple Disadvantage

SAB Priority	Action required	Target date	Progress

Appendix 4

NCSAB Communication and Engagement Strategy – Joint Comms and Engagement Subgroup work plan 2025/26

1.1. Whilst the 3-year Communication and Engagement Strategy outlines how the SAB will conduct all of its communications, now and in the future, the following work plan highlights the key areas of communications work that NCSAB have directed the Joint County and City Comms and Engagement Subgroup to focus on in 2025/26. Each of these areas relate directly to areas of focus in the SAB's Annual Plan, Development Day, and learning from SARs and audits, which are:

Continuing from 2024/2025:

- Appoint a lay member
- Hear the person's voice

New for 2025/2026:

- Set up a joint Comms and Engagement Subgroup with Nottinghamshire County
- To promote awareness of safeguarding issues amongst the wider community

SAB Priority	Action required	Target date	Progress