

Bracknell Forest Local Safeguarding Children Board

Safeguarding children together

e-SAFETY STRATEGY

April 2010



Contents

- 1. Context**
- 2. Introduction**
- 3. Local Information**
- 4. Statistics and Evidence**
- 5. Risks**
- 6. Strategic Priorities**
- 7. National Initiatives**
- 8. Useful Websites**
- 9. Contact Information**

Appendices

- Appendix 1 e-safety Sub-Group Stakeholder Map**
- Appendix 2 Glossary**

1. Context

Every local authority has now established a Local Safeguarding Children Board (LSCB) as the key statutory mechanism for agreeing how the relevant organisations in each local area will co-operate to safeguard and promote the welfare of children and young people and for ensuring the effectiveness of what they do.

In *Working Together to Safeguard Children (2006)*¹ it outlines the relationship of the LSCB with wider arrangements to improve outcomes for children and young people, as the following:

- The work of the LSCB complements the wider context of Children's Trust arrangements that aim to improve the overall wellbeing (i.e. the five Every Child Matters² outcomes) of all children and young people in the local area, captured in the Children and Young Peoples' Plan.
- While the work of LSCBs contributes to the wider goals of improving the wellbeing of all children and young people, it has a particular focus on aspects of the 'staying safe' outcome.

The 'staying safe' outcome states that children and young people be:

- Safe from maltreatment, neglect, violence and sexual exploitation;
- Safe from accidental injury and death;
- Safe from bullying and discrimination;
- Safe from crime and anti-social behaviour in and out of school; and
- Secure, stable and cared for.

It is here that the context for e-safety emerges.

¹ department for children, schools and families (DCSF): Every Child Matters: Working Together to Safeguard Children <http://www.dcsf.gov.uk/everychildmatters/resources-and-practice/IG00060/>

² Every Child Matters Outcomes: <http://www.dcsf.gov.uk/everychildmatters/>

Although these outcomes were written with the 'real world' in mind, many apply to the 'virtual world' that children and young people may encounter when they use technology in its various forms. Technology is not going to go away and, for many, the online world is their reality as they communicate, create, discover and be entertained in a virtual environment.

Children and young people are increasingly using technology in school, out and about and at home. Its benefits are huge in improving life skills and educational achievement and they should be allowed the opportunity to learn from the wide variety of material available online.

However, the misuse of technology does pose dangers and it is important that we raise awareness of the dangers, minimise risks and offer information to safeguard children and young people.



2. Introduction

**‘Children and young people need to be empowered to keep themselves safe –
‘At a public swimming pool we have gates, put up signs, have lifeguards and
shallow ends, but we also teach children how to swim.’ (Byron Review)³**

Definition: e-safety is defined as: all fixed and mobile technologies that children may encounter, now and in the future, which allows them access to content and communications that could raise e-safety issues or pose risks to their wellbeing and safety.⁴

Audience: This document is intended for all stakeholder agencies as reflected at Appendix 1 as well as members of the public.

Bracknell Forest’s e-safety Sub-Group: The sub-group was established in December 2008 and established a Terms of Reference which is reviewed annually. Meetings are currently held bi-monthly. Representatives on the sub-group from partner agencies are listed below:

- Bracknell Forest LSCB Management
- Bracknell Forest: Crime & Disorder Reduction Team
- Bracknell Forest: Children’s Social Care
- Bracknell Forest: Children, Young People and Learning
- Bracknell Forest ICT
- Bracknell Forest: Access and Inclusion
- Bracknell Forest: Headteacher Representation
- Bracknell Forest: Anti-Bullying Sub-Group
- South East Grid for Learning
- Police
- Libraries
- Integrated Youth Support

³ Safer Children in a Digital World: The Report of the Byron Review
<http://www.dcsf.gov.uk/byronreview/>

⁴ Becta: Safeguarding Children in a Digital World:
<http://publications.becta.org.uk/display.cfm?resID=35446>

- Connexions
- Voluntary Sector Organisations
- Children's Centres
- Parent Governors
- Private Independent Schools

Governance and Evaluation: A written report is submitted annually to the LSCB which includes progress against the priorities set out in the Action Plan.



3. Local Information⁵

Bracknell Forest lies 28 miles west of London, at the heart of the Thames Valley within the County of Berkshire. The Borough contains six parishes, 18 wards and covers an area of 10,900 hectares. It is made up of a mix of rural and urban areas each with its own unique set of needs and issues.

Population

- The Borough's population is 113,500 [ONS 2007 estimates], of this number 29,780 [27%] are aged between 0 – 19 years of age.
- The total number of pupils on roll at Bracknell Forest Schools is 14,836 [School Census data 2008].

⁵ Children and Young People's Needs Analysis 2008/09

Ethnicity

- The 2001 Census showed that 90.6% of the population is White British, with the BME population being 5.9%.
- School Census data, collected annually indicates that the number of school pupils from the BME population is growing, with 4% in 2001, 11.6% in 2006 and 13.9% in January 2008.
- The School Census 2008 also showed that the number of different languages identified in school aged children totalled 70 [including English]. It is important to note that whilst a significant number of languages are spoken they are in very small numbers, presenting more of a challenge when looking at the distribution of support and resources.

Deprivation

- Bracknell Forest is generally affluent [ranked 320 out of 354] on the Indices of Multiple Deprivation [ONS 2007] where 1 is the most deprived and 354 is the least deprived, Bracknell Forest is therefore seen as an area that does not experience the problems associated with deprivation.
- The proportion of children living in poverty in Bracknell Forest is lower than the England average [BF-10.9% / EA -22.4%], there are around 2,500 children [8%] living in low income households [APHO & DH 2008]. Poverty is currently measured as the % of families living on means tested benefits.
- The total % of lone parents is lower than the South East [18.4%] and England and Wales averages for 2001 [22.9%].

4. Statistics and Evidence

Ofcom conducted national research in 2009 which revealed the following:

- 84% of children aged 5-15 live in a household with internet access
- 35% of 11-16 year olds have internet access in their bedroom (75% have a games console in their bedroom)
- 66% of 12-15 year olds have a social networking site (19% of 8-11 year olds)
- 49% of 12-15 year olds use gaming sites at least once a week (47% of 8-11 year olds and 30% of 5-7 year olds)
- 81% of 12-15 year olds use the internet for their homework (53% of 8-11 year olds and 26% of 5-7 year olds)

Locally, we are becoming increasingly aware of the size and nature of the problem. All local online incidents that are reported to the police as well as cyberbullying incidents are known to the e-safety sub-group and further research is being conducted into these incidents as part of the prevention work of the e-safety sub-group. Teaching staff in 2 local schools have also conducted research with Key Stage 2 students on the extent of technology use which suggests that a very high proportion of students have access to mobile phones and a social networking site.⁶

5. Risks

The risks that we should be guarding against can be summarised as follows:⁷

- Content (child/young person as recipient)
 - Commercial (adverts, spam, sponsorship, personal information)
 - Aggressive (violent/hateful content)
 - Sexual (pornographic or unwelcome sexual content)
 - Values (bias, racism, misleading info or advice)

⁶ www.forest_pathways.podomatic.com

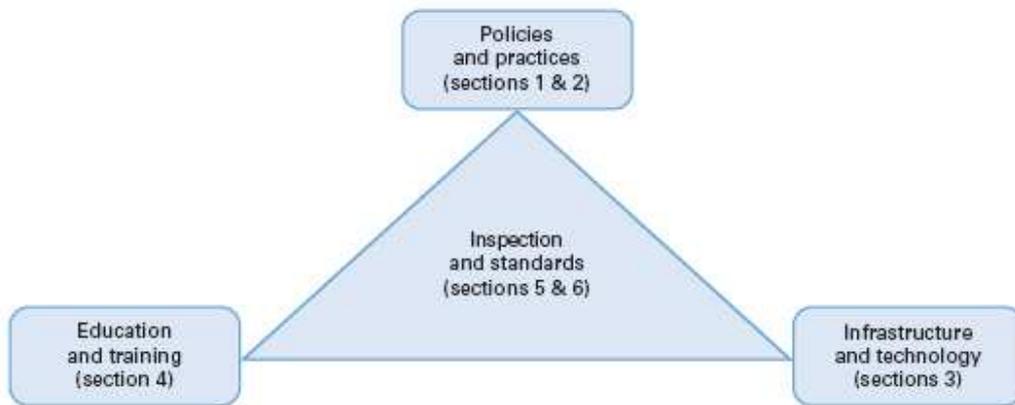
⁷ EU Kids Online Project (referenced in the Byron Review)

- Contact (child/young person as participant)
 - Commercial (tracking, harvesting personal information)
 - Aggressive (being bullied, harassed or stalked)
 - Sexual (meeting strangers, being groomed)
 - Values (self-harm, unwelcome persuasions)

- Conduct (child/young person as actor)
 - Commercial (illegal downloading, hacking, gambling, financial scams, terrorism)
 - Aggressive (bullying or harassing another)
 - Sexual (creating and uploading inappropriate material)
 - Values (providing misleading info or advice)

6. Strategic Priorities

The e-safety sub-group has agreed a set of 5 strategic priorities informed by the PIES model (shown below) which summarises how e-safety risks can be managed:



PIES model for limiting e-safety risks

8

For each strategic priority, specific objectives have been identified, all of which are essential to achieving these priorities. Similarly, each objective has a set of actions attached to it. These can be viewed in the e-safety Sub-Group Action Plan 2010 (available online).

⁸ Becta: Safeguarding Children in a Digital World:
<http://publications.becta.org.uk/display.cfm?resID=35446>

The five priorities are:

1. Set Up and Assessment
2. Communication and Awareness Raising
3. Education and Training
4. Monitoring and Reporting
5. Responding to Specific Incidents

The objectives for the e-safety Strategy, based on the six strategic priorities, are:

1. Set Up and Assessment

To create an e-safety sub-group of the LSCB in accordance with the Becta toolkit and assess all aspects of the role of the group in keeping children and young people free from harm when online and when using other forms of communication technology

2. Communication and Awareness Raising

To ensure that all children, young people and parents/carers are equipped with the knowledge and skills to ensure safety online and when using other forms of communication technology

3. Education and Training

To ensure that all people who work with children and young people have access to good quality procedures and effective training to safeguard those at risk and are made aware of their responsibilities to ensure that technology is appropriately safeguarded

4. Monitoring and Reporting

To ensure that systems and services are in place to divert children and young people from becoming victims as well as enable reporting

5. Responding to Specific Incidents

To ensure that all victims are protected and given an appropriate level of support as well as to encourage and support identification and prosecution of perpetrators

7. National Initiatives

CEOP Report Button



'CLICKCEOP' was launched back in 2006 as an online button for young people to use whenever they are in danger online. It has already been adopted by hundreds of sites including MSN Live Messenger in the UK and AOL BEBO.

By clicking on the link, children can access a range of advice and guidance from organisations such as the Internet Watch Foundation (IWF), Childline, Beatbullying and GetSafeOnline, as well as CEOP's own specialist teams.

Children can also use the link to make reports to CEOP's specialist police teams with over 500 reports being received each month. Four a day are cases where a child is in immediate possible danger.

Click Clever Click Safe Campaign



On 8 December 2009, the government launched a strategy document that sets out how government, industry, charities and other organisations will work together to help keep children and young people safe online. The strategy has three aims:

- Create a safer, online environment
- Give everybody the skills, knowledge and understanding to help children and young people stay safe online
- Inspire safe and responsible use and behaviour

Released alongside this strategy is the campaign: ZIP IT, BLOCK IT, FLAG IT which encourages children to keep safe online by keeping personal information private, blocking unwanted contact/messages and reporting inappropriate online behaviour. This new digital code is intended for use by schools, retailers and social networking sites and aims to be the 'green cross code' for internet safety.

The strategy and campaign are both measures from the UKCCIS (UK Council for Child Internet Safety) which was formed following the Byron Review that was conducted in 2008.

Online safety is already a compulsory part of the National Curriculum for secondary schools and is also being taught in many primary schools. But from September 2011 online safety will be a compulsory part of the curriculum from age 5. Government will issue guidance to schools on how they should address online safety across the whole school curriculum, not just within ICT provision, with specific focus on the safe and responsible use of technology in personal, social, health and economic education. This reflects the way that safe and competent use of the internet should be part of every child's life skills.

Home Access

In September 2008, the Prime Minister announced a commitment of £300 million to support the government's aspiration to connect to a computer and broadband the estimated 1 million children who currently lack such access at home in England. Becta has been tasked with the delivery of the Home Access programme – a targeted intervention to 'overcome the existing market failure and growing digital

divide with the aim of ensuring that children and families benefit from home access to technology'. It has been launched and is being independently reviewed.

8. Useful Websites

Bracknell Forest LSCB:	http://www.bracknell-forest.gov.uk
Bracknell Forest e-safety Sub-Group:	http://www.bracknell-forest.gov.uk/e-safety
CEOP	http://www.ceop.gov.uk/
Think U Know:	http://www.thinkuknow.co.uk/
Digizen:	http://www.digizen.org/
Internet Watch Foundation:	http://www.iwf.org.uk/
Becta:	http://www.becta.org.uk/
South East Grid for Learning:	http://www.segfl.org.uk/
Kids Click Search Engine:	http://www.kidsclick.org/
Ask Kids Search Engine:	http://www.askkids.com/
Yahoo Kids Search Engine:	http://kids.yahoo.com/

9. Contact Information

For further information on this e-safety Strategy, please contact:

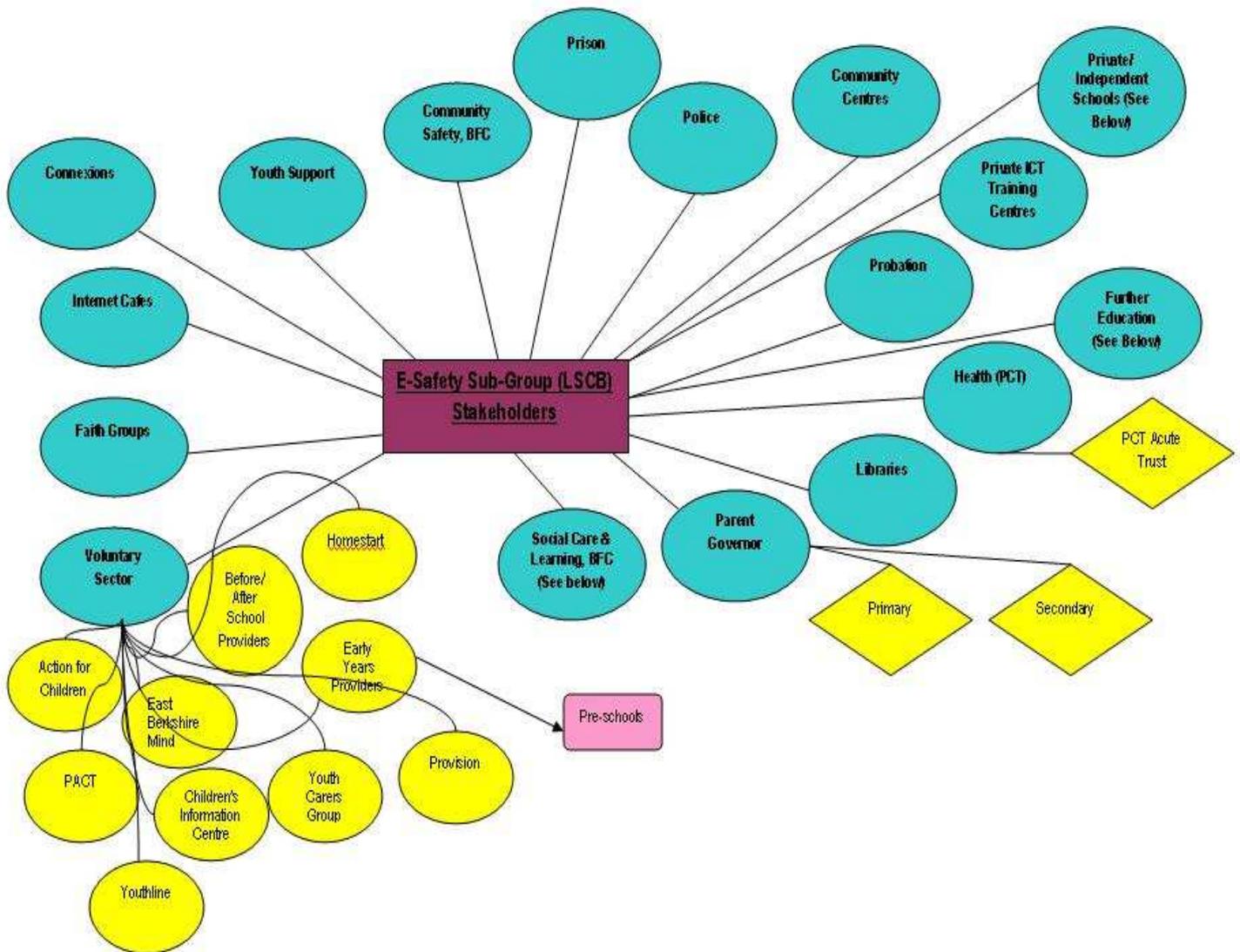
Crime & Disorder Reduction Team
Bracknell Forest Council
2nd Floor Easthampstead House
Town Square
Bracknell
RG12 1AQ

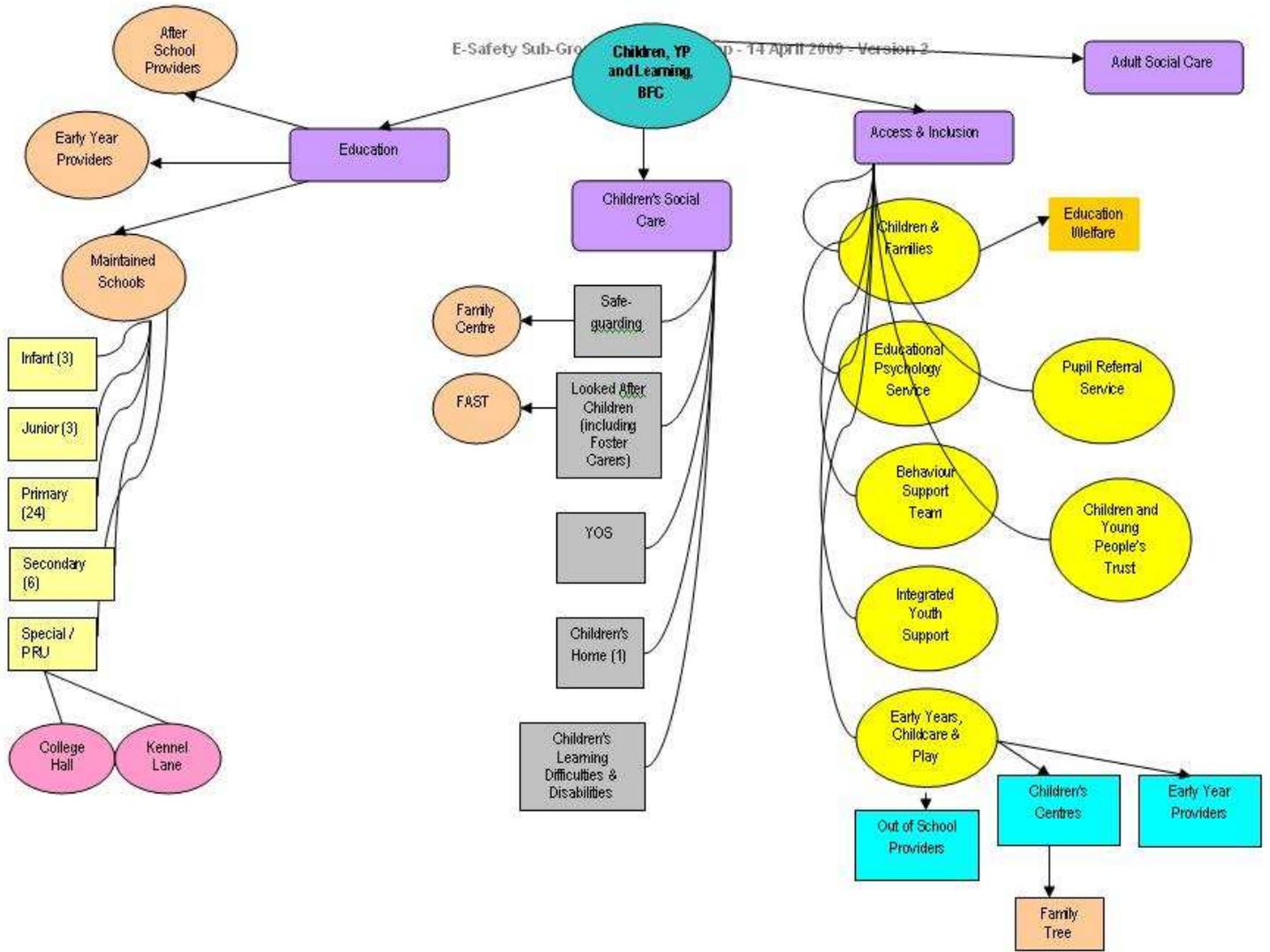
01344-352286

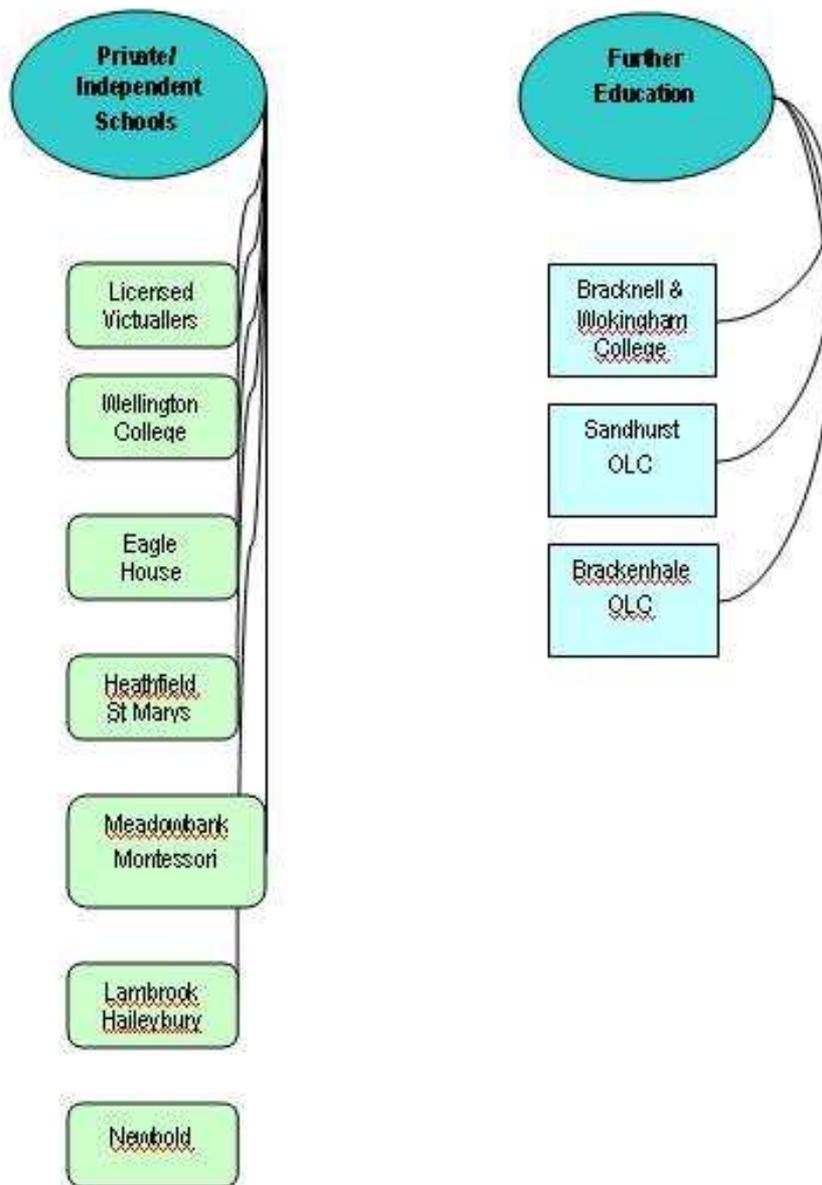
alison.koen@bracknell-forest.gov.uk

Appendix 1

e-safety Sub-Group Stakeholder Map







Glossary

BFC – Bracknell Forest Council
 YOS – Youth Offending Service
 PACT – Parent and Children Together
 OLC – Open Learning Centre
 PCT – Primary Care Trust
 FAST – Family & Adolescent Support Team

Appendix 2

Glossary

Becta	British Educational Communications and Technology Agency (Becta leads the national drive to implement the Harnessing Technology Agenda)
BME	Black and Minority Ethnic
CEOP	Child Exploitation and Online Protection Centre (CEOP is the police agency specifically set up to tackle the sexual abuse of children in the UK)
DCSF	Department for Children, Schools and Families
ECM	Every Child Matters
ICT	Information and Communication Technologies
LSCB	Local Safeguarding Children Board
SEGfL	South East Grid for Learning
Ofsted	Office for Standards in Education
Ofcom	Office of Communications