The Local Response to Exploitation

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Contextual Risks – where are the gaps?

- Our conversation started with who needs to understand the risks of children outside the home
- What is the location of the risk?
- Who are the victims and who is working with them? Are they all children?
- How can we understand our local landscape better?
- Campaigns/training & transitions

Universal primary prevention – addressing the universal population of Southend aiming to reduce the later incidence of problems.

- Borough wide campaign, See The Signs, supported by a website with information for parents and professionals and an email address
- This has grown over time to becoming a local brand and what was initially a landing page on the council website to a stand alone microsite with a reporting function

Campaign 1 – Who's controlling your child?

See The Signs – Oct–Dec 2018

- 485,000 online views
- 7,000 likes/comments and shares
- 99,400 video views
- Over 2,500 website visits

Campaign 2 – Merry Muletide

- **Merry Muletide–Dec 2018**

- 191,000 online views
- 8,600 likes/comments and shares
- Over 650 website visits

Campaign 3 – Who's controlling your friend?

- 72,000 views in Cinema
- The messages were viewed over 1,665,821 times in the borough, digitally
- Over 11,442 people were sent to the dedicated website from social media ads.
- Over 100 bits of intel sent in via the website including line numbers, addresses, car registrations and children at risk

Website landing page

Selective primary prevention – focusing on groups that local research has indicated are at higher than average risk of becoming involved

- Completing educational programmes within schools to target those age ranges most at risk, we have produced programmes for both primary (year 5&6) and secondary aged pupils
- Targeted work with siblings and pre-exclusion cohorts of young people
- Considering risks of exploitation with children missing from home and education and referring for keep safe work where applicable
- Training staff, children and communities

See The Signs – the brand

- Over 2,000 staff received the training from across the partnership
- Child exploitation champions recruited and quarterly forums held
- 700 taxi drivers undertaking training
- Hotels trained, tested and regularly visited
- Over 8,500 children from over 80% of the borough's school undertaking group work sessions

Impact and results

- Resulted in a stronger picture of the local landscape and increased intelligence
- Buy in and engagement from across the partnership – attendance at training and demonstrating a greater understanding of the signs of exploitation
- Higher levels of referrals from professionals who are worried (this is a good thing)

Transitions

- We measure all children with exploitation flags
- We manage our Criminal Exploitation via an Operation and our Sexual Exploitation through MASE processes
- However those becoming 18 years old would be removed from lists due to age not vulnerability – something needed to change

Focus on vulnerability not age

- Attempted a joint panel – failed – test and learn
- Recruited a Housing Officer on secondment since February 2019 and an Adult Social Worker since May 2019
- Identifying “transitional” at risk adults 18-25 years old
- Identifying “vulnerable” adults at risk of exploitation/cuckooing
- Adults added to multi-agency exploitation panel
- 3rd cohort – area for improvement – perps

Impact

- This change in practice means in essence, two cohorts of vulnerable adults receive a service that helps protect them from potential exploiters and provides them with valuable support services. The younger cohort benefit from a children's style, high challenge/high support approach, where consistence and persistence is maintained and cases are not closed if a set number of appointments are missed.

Learning

- Co-location with exploitation team
- Share learning across wider adult workforce
- Joint training between children and adults
- Housing!!!!
- Understand your referral pathways – probation/housing/police
- Key learning point would be about trying to set some identifiable outcomes from the outset, setting KPIs for victims of exploitation is very difficult however some of our noticeable outputs include acquiring secure accommodation, re-engaging this cohort with education or employment