



Norfolk Safeguarding  
Children Partnership

# **Launch of the Continuum of Needs Guidance**

**September 2023**



# Welcome!

**Thank you for coming!**

## **Managing Expectations:**

- Information Giving Session
- Not interactive but....
- Time for Q & A at the end
- Health Warning: may feel like information overload – don't worry!  
Presentations will be available on website from 27 Sept
- 26 September online session will also be recorded
- Emphasis on working together:

**Safeguarding is everybody's responsibility, but a responsibility we can share if we communicate clearly**

Feedback form for you at the end.



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# Session Plan

- Developing the Continuum of Needs Guidance:
  - how did we get here?
  - summary of changes and responding to feedback
  - the toolbox
  - webpage
- Children's Advice & Duty Service
- Developing Family Hub Approach
- Safer Programme
- Q & A session





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# Norfolk Guidance to Understanding Continuum of Needs

**A Child Centred Framework  
for Making Decisions**

Ensuring that children & young people receive the right  
services at the right time and for the right duration

**2023 Edition**



# Continuum of Needs Guidance

## Launch

**September 2023**

# Background and Context

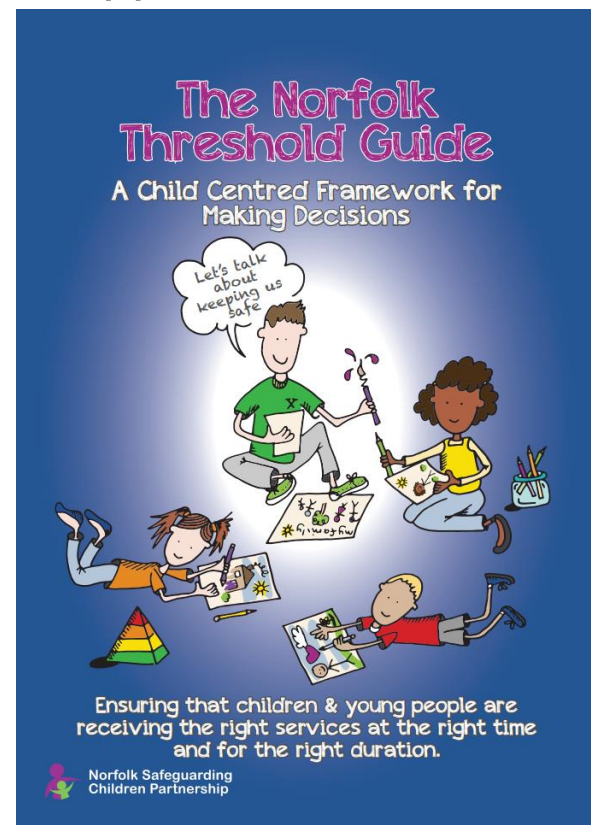
*Working Together 2018* states:

***The safeguarding partners should publish a threshold document, which sets out the local criteria for action in a way that is transparent, accessible and easily understood.***

Norfolk Threshold Guide last issued 2017-18 – to support CADS launch – revision due

## **Brief from three statutory partners:**

- To move away from language of thresholds and describe risk assessment and decision making in terms of continuum of need, echoing Thrive framework for CYP mental health
- To update and align with local and national developments in child protection
- To respond to feedback from professionals on the effectiveness of the current Threshold Guide



# Professionals' Feedback

Largely positive – current Guide has strengths and is fit for purpose. Did not have to rush to make amendments

Main areas of improvement identified:

- Alignment with CADS – establishing shared language and use of Guide as a tool for discussion
- Clarity around Early Help/Family Support
- Need for other tools, format and layout
- Signposting to local services and teams
- Consent

Multi-Agency Task & Finish Group convened to work on revisions



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# Alignment with CADS

**You said:** We understood that not all Consultant Social Workers used the Threshold Guide in the same way that the wider workforce did

**The Problem:** Sense of disconnect and frustration

**The Fix:**

- CADS involved with development of Continuum of Needs Guidance
- Assurances that the Guide is used by Consultant SWs from Assistant Director responsible for CADS – subsequent presentation supporting this position
- Improved explanation of and clarity about how CADS work to assess risk and need in the new guidance
- Additional section on establishing shared language to support dialogue



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# Clarity around Early Help Offer

**You Said:** Need for more clarity between Early Help and Family Support Process. Language around Tiers unhelpful and confusing.

**The Problem:** Early Help is a space where there is diverse range of needs and the offer and services are constantly evolving

## **The Fix:**

- Sections written on Children's Services Teams and organization
- Recognition of new Family Hub approach – subsequent presentation explaining more about this
- Principles of working emphasising how all partners can act and/or signpost families in need of help threaded throughout new guide
- Separate Toolbox enabling Partnership to review and update both guides as well as tools and resources on a regular basis



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# Tools, Format, Layout & Signposting

**You Said:** Wanted flowcharts and accessible tools and needed the guidance to help you find help and resources. You liked the Descriptors of Need.

**The Problem:** Directories are a challenge to keep up to date. The document could become very lengthy and unwieldy. The interactive tickbox suggestion would be too formulaic and potentially undermine opportunities for dialogue and relationship building with peers.

## **The Fix:**

- Flowchart on page 23 illustrates continuum of needs concept
- Colours align with Flourish branding and section on establishing a shared language formatted to highlight best practice
- Separation of guide and tools delineates what is for professionals and what is for using directly with families
- 'Family friendly' tools include the Descriptors of Need booklet and others are in development
- Extensive signposting and cross referencing throughout document

# Consent

**You Said:** It is really challenging to support families effectively when they do not give consent, or give it and then withdraw it.

**The Problem:** Consent is a recurring issue and seen consistently as an area of contention in safeguarding practice reviews.

## **The Fix:**

- Guidance includes ways to approach difficult conversations (pp 47 – 48)
- A consent leaflet was co-produced with a parent group so professionals have something physical to share with them as part of the difficult conversation around consent. This includes quotes from previous service users.
- Parent involved in co-production exercise fed back: *“I wish I had been given this document when I had the discussion about consent. As a victim of domestic abuse, I was confused at the time and this would have helped me process and understand the offer.”*
- *Final product has been shared with the parent group. One fed back: “Thank-you for sharing the completed leaflet with me. It certainly meets my expectations and I feel it will be very helpful for families in the future.”*

# Contents and notes/caveats

## Introduction



Background and *rationale for changes*

## WT to Safeguard Children

- Norfolk's Vision
- Principles of Practice



Now also references:

- 6 Pillars: Ind Social Care Review
- Flourish Framework

## How our services are organised

- Early Help & Pathways to Support
- Family Hubs
- CADS & MASH
- Children's Social Care



Clarified CADS & now includes visual on continuum of needs with signposting.

## Establishing a Shared Language



Definitions & referencing Community of Practice and JAGS

*Visually different in design work to stand out*

## Ways of Working



SoS + Family Networking Approach and Think Family. *GCP added to make explicit*

# Contents & notes/caveats, cont.

## Determining level of need/urgency

- Cohorts with additional needs
- Assessment Triangle
- Supporting Families Framework
- My World



Additional information on specific cohorts, i.e. CWD, private fostering and young carers

*Added in reference to My World – tool used by 0-10 HCP*

## Information Sharing



*Provided further guidance on asking for Consent*

Toolbox to support reflective thinking and risk assessment



*Can't wait to show you this in a minute! (see next slide)*

## S47 Duty to Investigate



No significant changes

## Managing Disagreement & Challenge



No significant changes

## Acknowledgements



*Acknowledging the consultation done to date and planned for future tool development*

# Family Networking Approach (FNA)

- Family networking is the overarching principle and approach to identifying and engaging the family's networks in the planning, decision-making and support for their children.
- NC@FC (network conversation at first contact) encourages professionals to ask about the network from the outset, identify who is around and what they can bring to benefit the family.
- Involving network members in decision-making and planning through embedding the Family Networking Approach as a way of working allows them to feel heard and be part of the solution.
- Family networking acknowledges and demonstrates the strength within the network, mitigating the worries of professionals, and empowering the family and network members to make decisions and support sustainable positive change.

The established team of Family Group Conference and Family Networking Advisors delivers Family Group Conferencing alongside helping to promote and embed the Signs of Safety model of family networking throughout prevention and early help partners and children's social care teams.

The Family Networking Approach is encompassed in all FGC work with FGC's offering a specific opportunity for families and their extended network to come together and make a robust plan. FGC services were initially developed to identify and implement family/network support for children where families were in crisis and there was a risk of statutory intervention.

In Norfolk FGC's are currently offered to families:

- within Child in Need and Child Protection as part of support & safety planning for children to have needs met by parents and/or network,
- planning for family time,
- when services are coming to an end,
- where there are difficulties with a child's education or attending school.

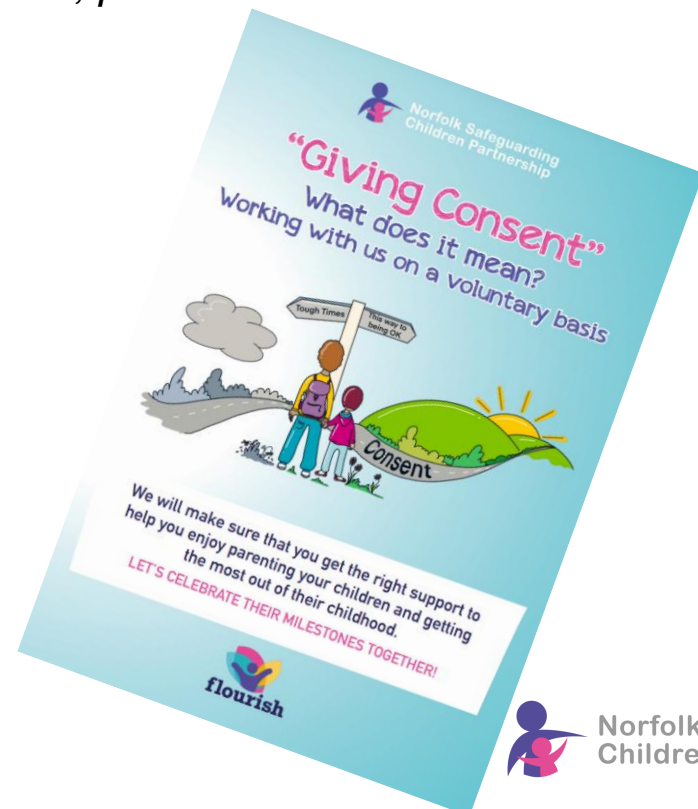
Where families do not meet the criteria for an independently facilitated FGC all professionals are able to hold a Family Network Meeting. This is a safe and inclusive space for the network to have an open future focused discussion and create a plan with a clear purpose. The FGC & Family Networking Advisory Service offer learning and support with running FNM's, Appreciative Inquiry and more. Email for more info or requests: [fna@norfolk.gov.uk](mailto:fna@norfolk.gov.uk) or look at [Family Networking \(justonenorfolk.nhs.uk\)](https://www.justonenorfolk.nhs.uk)

# Accessing the Guidance & Toolbox Online

[Norfolk Guidance to Understanding Continuum of Needs | NSCP | PWWC \(norfolklscp.org.uk\)](https://norfolklscp.org.uk)

Please note hard copies of the CoNG, Descriptors of Need booklet and consent leaflet will be made available to identified partners.

*If you have not received a hard copy and require one, please contact the NSCP Business Unit*



# Keeping the Guidance Up to Date

## Nothing is set in stone!

- Both the Continuum of Needs Guidance and the Toolbox will be reviewed on a regular basis
- Two place holders in toolbox – coming online late 23/early 24:
  - Animation
  - Ages & Stages Tool
- Please continue to feedback on what works and what else you may need
- You can email directly to [abigail.mcgarra@norfolk.gov.uk](mailto:abigail.mcgarra@norfolk.gov.uk)



**flourish**

# **Norfolk Continuum of Need - CADS**

**Presented by**

**Dan Newbolt and Paula Hill**

**September 2023**



# Objectives

- Improve understanding on how **CADS** work in line with the Norfolk Continuum of Need.
- Improve understanding of when to call CADS and how they make decisions alongside the Multi-Agency Safeguarding Hub (MASH).
- Understand **how and when to access** help and support for children, young people and families.




## **Children's Advice and Duty Service (CADS)**



Norfolk County Council created the new Children's Advice and Duty Service (CADS) in 2018 to give all children the right support at the right time, as soon as safeguarding concerns are raised.

By ending written/electronic referrals and introducing a phone consultation between experienced social workers and other professionals, the team have ensured that support can get to families earlier and the council can reduce unnecessary social work assessments and focus on children at greatest risk.






## **CADS and the continuum of need**



CADS were involved with development of Continuum of Needs Guidance and more closely aligns with the way in which CADS operates:

- having recognised a move away from the language of thresholds, description of risk assessment and decision making was needed in order to echo the Thrive framework for children and young people.
  - Understanding the ever-changing needs of children and families, needs us to remove the constraints of threshold
- 

# CADS in numbers



**Contacts into CADS:** There are about 50000 contacts into CADS each year, that's about 200 per day. In addition there are various other pieces of information that require addition risk decisions.

**Around 60% of calls into CADS are for information and advice**

**Around 40% of calls into CADS require a social care response**

**Number of contacts has increased significantly over the last two years.**

**Conversion rates for calls that end up requiring a social care intervention have remained very consistent since the inception of CADS – in line with the research underpinning the model.**

**Average time for calls to be answered: 3:45**

**Average time on the call: 9:15**





# Who are we and what do we do?




CADS is a team of Consultant Social Workers supported by a team of Managers.

The CADS team work closely with partners incl. Health, Police, Adult Safeguarding, NIDAS etc, who are all co-located with CADS in MASH.

We are office based and do not visit families.

In the essence of relationship-based practice, there is only one way to make a referral and that is via the telephone, allowing for in-action collaborative professional conversation, for the building of partnerships, improving outcomes for children through right decision first time.

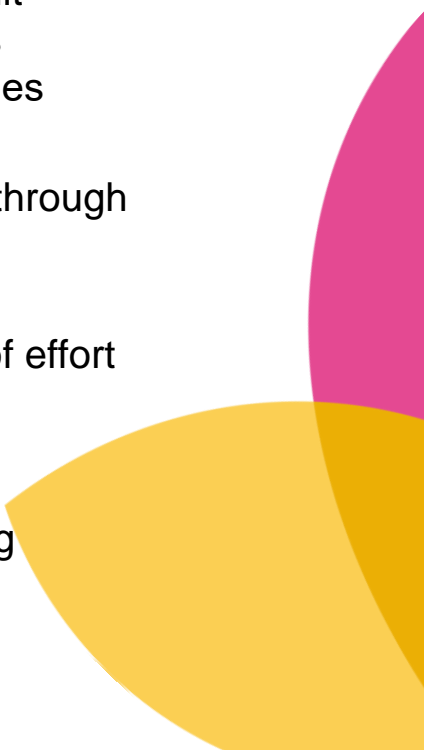
Automated feedback letters have already proven to be effective in hearing the view of our partners experiences. Positive responses are telling us partners are feeling heard and reassured.





# Multi-Agency Safeguarding Hub (MASH)



- The MASH brings the following benefits:
  - The MASH is a partnership between Norfolk County Council (Child and Adult Services), Norfolk Constabulary, children's health services, domestic abuse organisations. There are also virtual links to education, mental health, adult health services, probation, housing. It includes a police team who process domestic violence disclosures (Claire's Law Applications) and also manages referrals relating to Child Criminal Exploitation.
  - Better safeguarding decision making for children and vulnerable adults through a multi agency integrated approach to improve the protection and service delivery to the families
  - Closer partnership working, clearer accountability and less duplication of effort
  - A reduction in the number of inappropriate referrals and re-referrals
  - Improved communication and information sharing between agencies.
  - The work of the MASH is underpinned by the MASH Information Sharing Agreement.
  - There is oversight from the MASH Oversight Group
- 



# Tools to help you with your call to CADS



Practitioners should also refer to safeguarding procedures and seek advice and guidance from their line manager and organisation's safeguarding lead in the first instance regarding applying [Norfolk Guidance to Understanding Continuum of Needs \(norfolkscb.org.uk\)](https://www.norfolkscb.org.uk/norfolk-guidance-to-understanding-continuum-of-needs) to the child they are worried about.

Please refer to the CADS flow chart and Professional Guide before calling us.

You may also wish to refer to the CADS FAQ's to help you prepare for the conversation.

You can find all of these at <https://www.norfolkscb.org/people-working-with-children/how-to-raise-a-concern/>

**Please remember to record your concerns for your internal audit trail.**



## **Why should you call us?**

While the expectation is that all professionals working with children have training to ensure they recognise child protection concerns, you should never be discouraged from seeking specialist safeguarding advice either within their own agency or directly with the Children's Advice and Duty Service.

CADS Consultant Social Workers have a wealth of knowledge and experience working with children and their families at all levels and can access any additional information held in the Multi-Agency Safeguarding Hub that puts anxieties or concerns into context.






## **What to do if you need to make that call?**



As a professional concerned about a child in Norfolk, you can call the Children's Advice and Duty Service on 0344 800 8021.

We will ask you to tell us everything you and your agency know about the child including their family composition and important people in the child's life.



# **When and how to share your worries with the family**

It is good practice and the expectation that you will talk to the family about your worries and any potential support they agree to from family network, professionals and Children's Services.

If you feel you need to call CADS for advice you must inform the family that you will be doing so and why.

We acknowledge that there are occasions when to do so could put a child at risk or undermine the investigation into a serious crime. In these instances, we would accept a call without this conversation with the parents. Reasons for not seeking consent should be clearly stated when speaking with CADS and recorded on internal systems for your records.



## Exceptions



If doing so will place a child at increased risk of harm.

If a child tells you they have been physically harmed, sexually abused or this is suspected, and the alleged abuser is a family member or living in the household

Suspected forced marriage and/or



# The Norfolk Safeguarding Framework

Providing Effective Support to Norfolk Children  
**Right Service, Right Time, Right Duration**



## Social Work

Statutory caseholding intervention required to safeguard the wellbeing of children and young people in need of care and protection

## Universal Services

Supporting families to resolve their own low level needs through provision of information, advice and guidance and access to community/universal services

Social Work

Family Support

Community and Partnership

Universal Services for all children

## Family Support

Targeted caseholding support for children and families, to help overcome more complex persistent challenges and worries

## Community and Partnership

Non-caseholding service working in partnership with other organisations to develop and strengthen support for families at the earliest opportunity through an Early Help Assessment & Plan

Early Help

If you have any concerns about a child, contact the Children's Advice and Duty Service: **0344 800 8021**. In an emergency, always call 999

Welcome....



# Introduction to Start for Life and Family Hubs



# What is the Start for Life and Family Hubs Programme



- Norfolk has been selected as one of 75 local authority areas to partake in the government's Start for Life and Family Hubs programme (2022-25)
- We will receive around £6m of time limited funding to build on and further develop our prevention and early help services for families with children and young people up to the age of 19 (25 SEND)
- **The majority of the funding is provided to develop core Start for Life services:**
  - Parenting support for parents and carers who are expecting a baby or have a baby under the age of two
  - Perinatal Mental Health and Parent-Infant Relationship support for parents who are expecting a baby or have a baby under the age of two
  - Early Language and the Home Learning Environment support for families with children aged three and four
  - Infant Feeding support for expectant and new parents
  - Developing and Establishing a Parent and Carer panel
  - Publishing our Start for Life offer
- Elements of our Start for Life offer and family hub approach commenced from June 2023, with our fully embedded model in place by March 2025





## Non funded services that are expected to be part of the offer

- Birth registration
- Debt and welfare advice
- Domestic abuse support
- Early childhood education and care (ECEC) and financial support (tax-free childcare, universal credit childcare)
- Health visiting
- Housing
- Intensive targeted family support services
- 0-19 public health services
- Mental health services (beyond Start for Life parent-infant mental health)
- Midwifery/maternity
- Nutrition and weight management
- Oral health improvement
- Reducing parental conflict
- SEND support and services
- Stop smoking support
- Substance misuse support
- Support for separating parents
- Youth justice services
- Youth services





# Principles behind our Start for Life & family hubs programme



- **Access**
  - There is a clear, **simple way for families with children of all ages to access help and support.**
- **Connection**
  - Services work together for families, with a **universal ‘front door’, shared outcomes and effective governance.**
  - Professionals work together through **co-location, data-sharing and a common approach** to their work.
  - Families only have to **tell their story once**, the service is more efficient, and families get more effective support.
  - **Statutory services and VCSE partners work together** to get families the help they need.
- **Relationships**
  - Our Start for Life and family hubs approach prioritises **strengthening relationships and builds on family strengths.**
  - **Relationships are at the heart of everything** that is delivered.



# What is our Start for Life and family hubs approach?



Our vision for our Start for Life and family hubs approach supports a shared ambition that Norfolk is a place where all children and young people can flourish

- Joining up and enhancing services
- Building on our existing prevention and early help activity
- Families have access to a range of support
- There will be a particular focus on improving access to support for families from lower socio-economic groups, families of children with special educational needs and disabilities, or those from minority groups who experience exclusion.
- It will also support multi-agency workforce development
- Opportunities for parents and carers to act as parent champions offering peer support.



## Norfolk's goals: By March 2025 ...



1. There are clear communications in place
2. There are strong networks surrounding children and families.
3. Our Start for Life and family hub services are accessible to all families,
4. Our Start for Life and family hub services are connected in ways that make sense for children and families
5. We have a skilled and integrated Start for Life and family hub workforce



# Family Hub Approach



# How services and workforce come together through the approach

## Services

Services are accessed virtually online or digitally as part of the Start for Life and family hubs offer

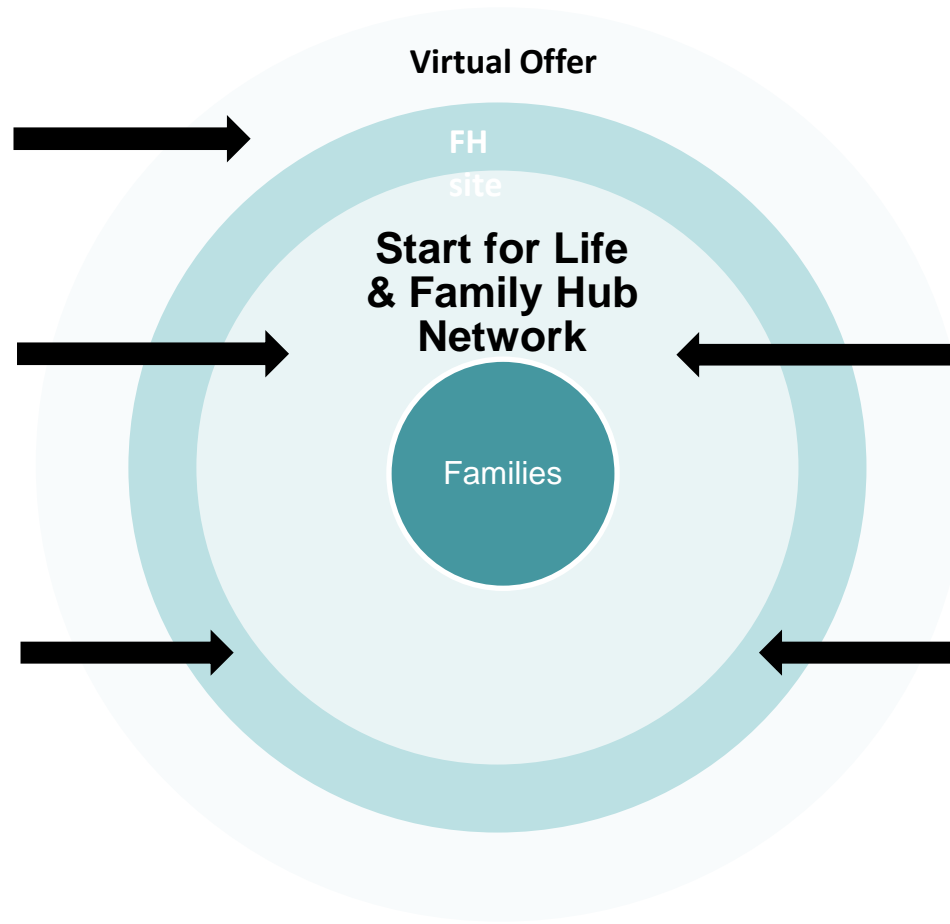
Services are accessed through the Start for Life and family hub network (e.g.. VCS organisations, via outreach, clinical and other settings)

Services are received physically or in person at a family hub site, from the relevant professional or practitioner

## Workforce

**Wider:** 'system' workforce contributing to our Start for Life and family hubs offer through prevention & early help

**Core:** Start for Life and family hubs workforce present within our designated family hub sites– may be directly co-located or very 'nearby'



## How services and workforce come together through the approach

To effectively deliver the approach there is a reliance on partnerships that implement the core principles of access, connection & relationships through the following approaches:



**Core Start for Life & Family Hub workforce:** (ECFS, CCS & Community & Partnerships) co-working to deliver programme services. The cooperative will deliver the core funded elements (parenting support, parent-infant support, early language, infant feeding etc)



**Family Hub Network:** Wider system workforce contributing to our Start for Life and family hubs offer through their prevention and early help delivery. Provision of the non-funded services that are expected to be part of the overall wider offer (minimum expectations) under the family hub 'umbrella'.



**Family & Community:** Local and outreach access for families to seek support that is available universally. Connection between the community and Start for Life & family hubs offer is facilitated through local relationships and outreach delivery.

# How families can access support

We want to enable families to self-help whenever possible. The starting point for families to do this is via the webpages, we have two access routes for this both containing the same information and links

[Family hubs in  
Norfolk - Norfolk  
County Council](#)




[Family Hubs  
\(justonenorfolk.  
nhs.uk\)](#)



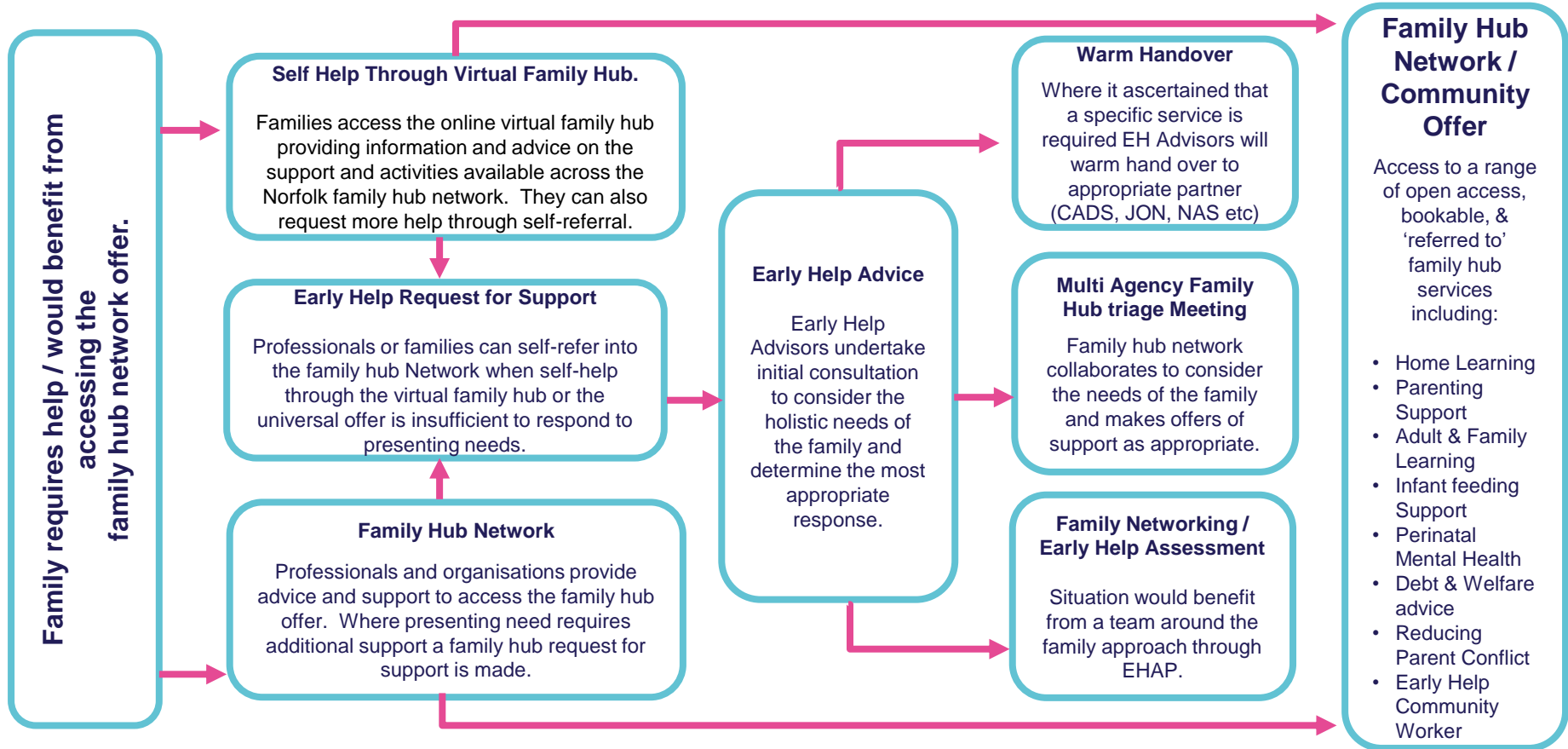
If families are unable to access the help they need from these online resources, they can request further support through the webpages

Contact us online

[Ask for family hubs help](#) 

If families are not able to access the webpages, they can walk into any family hub site and speak to an Early Help Adviser or they can speak to any professional who works with them and their children to ask them to help and a professional can use this same coordinated pathway a family can.

# family hub coordinated pathway





- We will expand service delivery in at least one community facing building in each district that is already used by families to access support and designate these venues as a family hub site.
- **Whilst any venues designated as family hubs will operate as a point of coordination for agencies, with some direct delivery onsite, it is important to note that the emphasis will be on taking services and support out to where families live and delivering support in a range of local spaces such as libraries, community centres, etc.**
- Only buildings where existing services for families and children operate from will be considered to become designated family hub sites, and where there is space to co-locate teams, operate meeting rooms & delivery space.
- We already have a site in each of the four largest urban areas of Norfolk ECFS bases at Catton Grove Norwich, Kingsway Thetford, and Shrublands Great Yarmouth/Gorleston, and the St Augustine Healthy Living Centre in King's Lynn.
- We are currently developing sites in North Norfolk, Broadland and South Norfolk which will be operational by November.

*“A Family Hub site is a physical place a family can visit and speak to a trained staff member, face to face, who will provide them with straightforward information or advice on a wide range of family issues spanning the 0- 19 (25 with SEND) age range and connect them appropriately to further services if they need more targeted specialist support”*

- HM Gov Family Hub and Start for Life Programme guide



# How do families know about family hubs?

Social media messaging for

- Family Hub webpages
- Parent Carer panel recruitment
- Start for Life offer



## Expecting a baby, or have a child under 2?

We'd love you to join our parent/carers panel and help us shape services for children and families.

Find out more at

[www.norfolk.gov.uk/familyhubs](http://www.norfolk.gov.uk/familyhubs)



# How do families know about family hubs?

Posters and flyers being displayed in places families access services such as...

- GP surgeries
- Libraries
- Community venues
- Schools



## Parent or carer? Need advice or support?

There's lots of services to help in Norfolk and they're joining together in what's called Norfolk Family Hubs.

Visit [www.norfolk.gov.uk/familyhubs](http://www.norfolk.gov.uk/familyhubs) or [www.justonenorfolk.nhs.uk/family-hubs](http://www.justonenorfolk.nhs.uk/family-hubs) to out more, including information on:

- Parenting
- Health and wellbeing
- Pregnancy
- Money and work
- Learning
- Days out and activities.

From the minute you know you're having a baby, right up to your child's 19th birthday (25 if your child has special educational needs), Norfolk Family Hubs are here to help.

Norfolk.gov.uk Just One Norfolk





# Start for Life services





# Start for Life Services: What our approach will mean for families



## Parenting Support:

- Parents will have access to an increased amount of parenting programmes delivered face to face as well as digitally;
  - Including Solihull and Pathways to Parenting (antenatal classes)
- Parents and carers will be supported by the core Start for Life and family hubs workforce to navigate and access the parenting support available to them antenatally onwards
- All expecting parents will be able to access antenatal programmes, such as pathway to parenting, in person at a family hub site or other delivery venues - currently the universal offer is digitally only
- Parents and carers will receive consistent parenting support from practitioners across the system, with delivery partners, such as CS Community and Partnership Teams, ECFS, HCP, and peer volunteers all being trained in the Solihull approach
- Parents and Carers will be supported to develop their own networks of support, through having practitioners across the system trained in the Family Network Approach
- Families will have access to an increased amount of online parenting support resources such as webinars and self help guides
- There will be an increased amount of trained peer support volunteers available to provide parenting support on a one to one and group basis
- Families not currently accessing parenting support will be proactively engaged with the offer of support – parenting support will be offered in the way which provides the best opportunity for families to access this dependent on their specific needs



# Start for Life Services: What our approach will mean for families

## Perinatal Mental Health and Parent-Infant Relationship Support:

- Parents and carers will be supported by the core Start for Life and family hubs workforce to access navigate and access perinatal mental health and parent-infant relationship support
- Parents' needs will be identified quicker through Healthy Child Programme health visitors completing an evidenced based assessment of both perinatal mental health and parent-infant relationship at the mandated health visits (no formal assessment of attachment currently occurs), as well as having a core family hub workforce who are upskilled to identify perinatal mental health needs
- Families will be able to access face to face support from accredited psychological wellbeing practitioners, and accredited counselling practitioners within a family hub site or other delivery locations
- Perinatal mental health support will be extended to parents with a child up their second birthday (currently only up to their first birthday)
- Parents and carers will able to access in person support for mild to moderate attachment difficulties - a practitioner with specialist attachment expertise will be aligned to each family hub site
- Fathers and co-parents will receive greater support through having access to practitioners with the specialism of supporting fathers who are expecting a baby or have a baby under the age of two
- Families who have experienced pregnancy loss will receive greater support, including dedicated support for fathers, co-parents and siblings which does not currently exist in Norfolk



# Start for Life Services: What our approach will mean for families



## Early Language and the Home Learning Environment:

- Families will be supported by the Start for Life and family hubs workforce to access online and physical early language and the home learning environment (HLE) resources
- All families with 3 & 4-year-olds will have access to universal evidence based HLE interventions (Learning Together through PEEP has been selected), delivered through methods which meet their needs e.g., online, in person, 1:1 and through group delivery
- All families with 3 & 4-year-olds accessing the Start for Life and family hubs offer, and who have an identified need, will be able to access specialist and targeted HLE support, through the Start for Life and family hubs workforce trained to deliver the PEEP programmes
- There will be a universal virtual HLE offer, and online speech and language information advice and guidance which can be accessed by all families
- Children aged 3 and 4 years old accessing our Start for Life and family hubs offer will receive earlier support for speech and language needs, through having a wider Start for Life and family hubs workforce trained to use evidence-based early language assessment tools to identify speech communication and language needs earlier.



# Start for Life Services: What our approach will mean for families



## Infant Feeding Support:

- Parents and expecting parents will be supported by the trained core Start for Life and family hubs workforce providing information regarding the infant feeding support available, including out of hours infant feeding support
- Expecting parents will receive consistent advice on the benefits of breastfeeding through our antenatal class offer
- Mothers will be able to access breast feeding friendly areas within each family hub site and have access to free loan of breast feeding equipment
- Drop in infant-feeding support sessions/groups will be held within each family hub site
- Parents will be able to access 1-1 face to face infant feeding support delivered by people with appropriate levels of accredited training, for example UNICEF Breast Feeding Initiative (BFI), within each family hub site
- Parents will be able to access infant feeding groups within their own communities – these will be targeted towards the most deprived areas in Norfolk and for those least likely to breastfeed
- Families will be directed and able to access a greater number of accredited breastfeeding friendly environments in Norfolk through the Norfolk breastfeeding friendly scheme
- Parents will have greater access to tongue tie assessment, through having an increased amount of practitioners trained on this
- Parents will have access to a greater number of peer support volunteers who have received UNICEF/BFI standards training





# Start for Life Services: What our approach will mean for families

## Start for Life Offer:

- Every expectant and new parent in Norfolk will be provided with access to the digital Start for Life offer, which sets out the services available to them
- Printed copies of the offer will also be available, on request, for those expectant and new parents who request it
- Norfolk's Start for Life offer will be continuously developed in line with identified needs and feedback, with the published offer refreshed every 6 months.
- There will be an established Parent and Carer Panel in place to influence service development and delivery of the Start for Life offer.
  - The panel structure, operation and processes are being developed with parents and carers
  - Panel members will be representative of the diverse make-up of Norfolk's population
  - Panel meetings will be held at least every 8 weeks, with active attendance (at least 50% of panel members in attendance) and with panel members utilising the digital space to engage outside of formal meetings.



# Want to find out more?



Core Family Hub Programme team [familyhubs@norfolk.gov.uk](mailto:familyhubs@norfolk.gov.uk)

District contacts to find out more about the local operational approach

[cspartnercommunitynorwich@norfolk.gov.uk](mailto:cspartnercommunitynorwich@norfolk.gov.uk)

[cspartnercommunitynorth@norfolk.gov.uk](mailto:cspartnercommunitynorth@norfolk.gov.uk)

[cspartnercommunitybroadland@norfolk.gov.uk](mailto:cspartnercommunitybroadland@norfolk.gov.uk)

[cspartnercommunitywest@norfolk.gov.uk](mailto:cspartnercommunitywest@norfolk.gov.uk)

[cspartnercommunityeast@norfolk.gov.uk](mailto:cspartnercommunityeast@norfolk.gov.uk)

[cspartnercommunitysouth@norfolk.gov.uk](mailto:cspartnercommunitysouth@norfolk.gov.uk)

[cspartnercommunitybreckland@norfolk.gov.uk](mailto:cspartnercommunitybreckland@norfolk.gov.uk)

# Questions



# The Safer Programme

Keeping Children  
and  
Young People  
Safer in Norfolk

# What is The Safer Programme?

We are part of the Norfolk Safeguarding Children Partnership.

Safer is unique to Norfolk, with no other county offering the same level of guidance and support to its Members.

Safer provides advice, information and training on all aspects of safeguarding children.



# Who can join The Safer Programme?

Organisations or groups from the voluntary and community sector, the statutory sector, or the private sector.

Current members include:

- Youth Organisations
- Charities
- Childcare Settings including Childminders
- Sport and Leisure
- Parent and Child Groups
- District Councils
- Theatre and Arts
- Community Projects
- Tourism
- Housing Associations
- Health and Social Care
- Therapy Providers



# Why should you join Safer?

- The safeguarding landscape is continuously changing
- The pandemic caused significant societal changes. These changes are having a long-term impact on the lives of children and are posing additional safeguarding risks. Growing trends are: mental health, family financial pressures and deprivation and new online technologies.
- Organisations need current and relevant knowledge to be responsive and adaptable to keep children safe.
- You are on the frontline when it comes to safeguarding, and it is more important than ever to stay alert as to what is happening to children in your local area.
- You do one of the most rewarding, but at the same time hardest jobs and Safer's role is to make sure you are not alone.
- Safer can provide you with that listening ear or sounding board.



**Safer**  
Norfolk Safeguarding  
Children Partnership



# Benefits of Joining The Safer Programme

- A review of your safeguarding policy.
- The chance to achieve The Safer Certificate, where we review a wider selection of policies. Once achieved, you can use the Safer logo on your website, social media and documents.
- A range of policy templates.





# Benefits of The Safer Programme

- Free monthly safeguarding workshops (examples: The Prevent Duty, Important Conversations, Oral Health Awareness and Writing a Good Safeguarding Policy).
- 2 free training places on our Introduction Level Courses every three years and 20% off the Core Programme and Safer Recruitment.
- £10 off per course place for NSCP multi-agency courses.

# Benefits of The Safer Programme

- Advice and guidance from the Co-Ordinator.
- Monthly email newsletter with updates and changes in safeguarding.
- Access to our Facebook Group.



# Safer Membership Charges

Annual membership price bands:

- For those with an annual income of under £250,000-membership is **£30**
- For those with an annual income of £250,000-£500,000-membership is **£40**
- For those with an annual income of more than £500,000-membership is **£50**.



# Safeguarding Training

- We offer face to face and online safeguarding courses via Zoom.
- You can attend courses even if you are not a Safer Member, but Members receive a discount.
- Courses can be booked via the website.
- We can advise you on which level of training would best suit your needs.
- We offer dedicated sessions, where training can be delivered at your organisation.





# Safeguarding Training

- Introduction to Safeguarding Children
- Introduction to E-Safety / EY Version
- Core Programme
- Designated Safeguarding Person
- Safeguarding Lead Practitioner / SLP Refresher
- Safer Recruitment / EY Version
- Safeguarding for Early Years Committees
- Safeguarding Update and Refresh



# Safer Trainers

Our Trainers have a wealth of experience and knowledge. They are from a varied background including: Social Work, Police, Foster Care, and Early Years.

*“Excellent tutor. She was very knowledgeable about safeguarding and the surrounding areas and was able to answer any questions we had along the way”.*

*“Lovely instructor, lots of experience. Informative but not too heavy.”*

*“It’s a tough subject but the trainer made it interesting and informative.”*

# Member Testimonials

We have been members of SAFER since 2019.

We have been very reassured by the support and training received by our setting. Their website is full of information.

Recently, we needed to contact them regarding a query about the wording in our safeguarding policy. My e-mail was responded to quickly and effectively and my question was answered fully.

We have been very satisfied with our membership. A true and powerful service.

**Donna and Iñigo Visiers, Childminders, Casa Visiers**



# Member Testimonials

We really value being a Safer Member, as it enables us to be well-informed, up-to date and forward thinking with our policies and the way we look after our students at the school.

The training and resources offered is pertinent and delivered in an open and easily understood manner.

We have updated our Safeguarding Policy, and are very thankful for the thoughtful, punctual, adaptable and knowledgeable way the assistance was given to us. This was totally commendable – thank you Gemma!

**Michala Jane Bott LIDTA, Principal,  
Michala Jane School of Dance**





# Reflection Time

- How does your organisation keep updated on changes to safeguarding practices in Norfolk?
- When was your safeguarding policy last reviewed externally?
- How do you ensure those working in your organisation are suitable to work with children?
- Who informs your organisation of changes to national legislation and guidance?
- Where do you access yearly safeguarding CPD for staff?
- Who can offer you support and guidance on sharing concerns with CADS and the LADO?
- What is done in your organisation to promote online safety?

# Find out more

Our website contains more information on The Safer Programme, including how to become a Member:

<https://norfolklscp.org.uk/safer>



# Questions?

# Contact The Safer Team

Gemma Hampton  
Safer Programme Co-ordinator

Helen Stubbs  
Safer Programme Business Support Executive Lead

Diane Cook  
Safer Programme Business Support Officer

You can email us at [safer@norfolk.gov.uk](mailto:safer@norfolk.gov.uk)

You can phone us on  
01603 228966 or 01603 223409



# Q&A and/or comments?



Thank you for coming to the launch!

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



Norfolk Safeguarding  
Children Partnership

