



SOUTH GLOUCESTERSHIRE SAFEGUARDING CHILDREN BOARD

ONLINE SAFETY STRATEGY

2016-2017

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1. Introduction

- 1.1 Children today live in a digital world. As adults, many of us learn to use these technologies as additional tools for specific tasks. In contrast, children and young people do not see these technologies as an innovation but more as an essential part of everyday life. They have grown up with these technologies and cannot see how they can survive in a world without instant access and instant virtual contact.
- 1.2 Few would dispute that the Internet and other technologies have the potential to offer many positive benefits to young people. As with everything, this is not without risk. We want young people to be able to fully exploit the benefits offered by ICT while doing so in a safe manner. Online messaging, social networking and mobile technology effectively mean that children can always be online. Their social lives, and therefore their emotional development, are bound up in the use of these technologies.
- 1.3 The rapid growth of the internet and of electronic technologies has opened up a world of exciting opportunities for many children and young people. Through the internet and mobile technology it is possible for children and young people to have access to almost unlimited information worldwide, to be entertained with films and music and, through social networking sites, to contact and socialise with other children and young people as well as with experts in their areas of interest.
- 1.4 However alongside the benefits there are also risks, and while most children and young people are very competent in using these technologies, we cannot assume that their knowledge and understanding of the risks are as well developed. We can no longer consider the well-being of children and young people without considering their relationship to technology. We can no longer safeguard them without addressing the risks that this technology poses.

- 1.5 Our children and young people access technology and the Internet in a variety of ways e.g. computers, mobile phones, gaming consoles and handheld devices. Technology is used on the move and in a variety of locations including, but not limited to, schools, homes, libraries, children's centres, youth and community centres.
- 1.6 The risks to children and young people are varied: being exposed to inappropriate content; being groomed by someone who wants to abuse them; being encouraged to take on extremist views; being bullied on line or via mobile technology; being blackmailed; having their identity stolen; incurring unanticipated costs and of being the subject of fraud. Children and young people need to be protected from these risks and they need to be helped to develop the skills to keep themselves safe when they are on line.

2. Why an Online Safety Strategy?

- 2.1. South Gloucestershire Safeguarding Children Board has a statutory duty to safeguard and promote the welfare of children in their locality. As we accept the challenge of the digital world, then the responsibilities which come with this duty must now include the development of strategies for safeguarding children in the online environment.
- 2.2 To enable the children and young people of South Gloucestershire to take their place in society, we must look to balance the opportunities that technology brings, whilst appreciating, understanding and minimising the risks.
- 2.3 The Online Safety sub-group of South Gloucestershire Safeguarding Children Board (SGSCB) co-ordinates online safety practice across the authority. The SGSCB will ensure that best practice is developed, implemented and kept up to date.
- 2.4 The strategy recognises that being online is not just a matter of accessing technology but that a comprehensive approach to online safety is necessary, one in which children and young people are kept safe by sound policies that inform technical standards, alongside a programme of education for them and their parents/carers which develops and sustains safe online behaviour. The Online Safety sub-group will ensure that it remains relevant to its objectives so that it can develop as the information technologies change and evolve. It will also monitor and update the strategy.

3. Audience

3.1 This document is aimed at:

- All agencies represented on the South Gloucestershire Safeguarding Children Board;
- All private and voluntary sector organisations; and
- All private care providers providing a service to children and young people within South Gloucestershire.

4. Risks

4.1 The risks that we should be guarding against can be summarised as follows¹:

Content (child/young person as recipient)

- Commercial (advert, spam, sponsorship, personal information)
- Aggressive (violent/hateful content)
- Sexual (pornographic or unwelcome sexual content)
- Values (bias, racism, misleading information or advice)

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 information or advice)

5. Online Safety Strategic Priorities

5.1 In order to reduce these risks across South Gloucestershire the online safety strategy focusses on five priorities

- Raise awareness and understanding of online safety issues amongst children and young people and encourage best use of the internet;
- Raise awareness and understanding of online safety issues amongst parents and carers and the Local Authority as corporate parents;
- Raise awareness and understanding of online safety issues and response to these across all member agencies and South Gloucestershire staff;
- Encourage best access to the Internet, digital and mobile technology for children and young people; and
- Monitor online safety arrangements and incidents in the authority and respond accordingly in order to improve safeguarding arrangements.

¹ EU Kids Online Project (referenced in the Byron Review)

6. Objectives

1. **Raise awareness and understanding of online safety issues amongst children and young people and encourage safe use of the internet.** This needs to be achieved in conjunction with the Prevent and Child Sexual Exploitation strategies.
 - Raise awareness of online safety issues for children and young people, including but not limited to, child sexual exploitation and radicalization;
 - Raise staff awareness of resources to teach about online safety; and
 - Promote messages from the Operation Brooke Serious Case Review about the use of social networking and how this contributed to and enabled the sexual exploitation of young people.

2. **Raise awareness and understanding of online safety issues amongst parents and carers.**
 - Improve levels of awareness amongst parents and carers of the risks posed to children and young people by their use of technologies, ways of mitigating these and available resources; and
 - Provide organisations with information to promote awareness raising amongst parents and carers.

3. **Raise awareness and understanding of online safety issues amongst all agencies/organisations and staff in South Gloucestershire.**
 - Use safeguarding leads within agencies to disseminate information about online safety to staff and practitioners, to continue to raise the profile of online safety amongst professionals;
 - Enable all settings used by children and young people to tackle the issue of online safety by embedding the online safety strategy and policies into their practice;
 - To prepare a training package to be used to brief staff and practitioners across services about the issues and staff responsibilities, including awareness and understanding of the role technology plays in Child Sexual Exploitation and Radicalisation; and
 - To survey practitioners across South Gloucestershire to gain a better understanding of what their training needs are around online safety. This will better inform training content.

4. **Encourage safe access to the Internet, digital and mobile technology for children and young people.**
 - Encourage all schools to conduct e-safety self-audits through use of the “360 Degree Safe” audit tool supplied by the South West Grid for Learning

(SWGfL) to identify areas for improvement in their approach to supporting their students to use the internet safely;

- Encourage all other organisations working with children and young people to self-evaluate using the SWGfL “Online Compass” self-evaluation tool and plan to improve/maintain provision as a result; and
- Enable all settings used by children and young people to tackle the issue of online safety by embedding the online safety strategy and policy into their practice.

5. Monitor online safety arrangements in South Gloucestershire.

- Improve reporting mechanisms and sharing of issues; and
- Gather an accurate and up to date picture of online safety arrangements in all member agencies.

**Strategic Priorities for the Online SAFETY
SUB-GROUP 2016-17**



**Promoting and supporting online safety in South
Gloucestershire**

Priority 1:

Raise awareness and understanding of online safety issues amongst children and young people and encourage safe use of the internet.

Key Tasks:

- Raise awareness of online safety issues for children and young people, including but not limited to, child sexual exploitation and radicalisation;
- Raise staff awareness of resources to teach about online safety; and
- Promote messages from the Operation Brooke Serious Case Review about the use of social networking and how this contributed to and enabled the sexual exploitation of young people.

Priority 2:

Raise awareness and understanding of e-safety issues amongst parents and carers.

Key Tasks:

- Improve levels of awareness amongst parents and carers of the risks posed to children and young people by their use of technologies, ways of mitigating these and available resources; and
- Provide organisations with information to promote awareness raising amongst parents and carers.

Priority 3:

Raise awareness and understanding of online safety issues amongst all agencies/organisations and staff in South Gloucestershire.

Key Tasks:

- Use safeguarding leads within agencies to disseminate information about online safety to staff;
- Enable all settings used by children and young people to tackle the issue of online safety by embedding the online safety strategy and policy into their practice;
- To prepare a training package to be used to brief staff across services about the issues and staff responsibilities, including awareness and understanding of the role technology plays in CSE and Radicalisation; and
- To survey practitioners across South Gloucestershire to gain a better understanding of what their training needs are. This will better inform training content.

Priority 4:

Encourage safe access to the Internet, digital and mobile technology for children and young people.

Key Tasks:

- Encourage all schools to conduct e-safety self-audits through use of the "360 Degree Safe" audit tool supplied by the South West Grid for Learning (SWGfL) to identify areas for improvement in their approach to supporting their students to use the internet safely;
- Encourage all other organisations working with children and young people to self-evaluate using the SWGfL "Online Compass" self-evaluation tool and plan to improve/maintain provision as a result; and
- Enable all settings used by children and young people to tackle the issue of online safety by embedding the online safety strategy and policy into their practice.

Priority 5:

Monitor online safety arrangements in South Gloucestershire.

Key Tasks:

- Improve reporting mechanisms and sharing of issues; and
- Gather an accurate and up to date picture of online safety arrangements in all member agencies.

Appendix 1

Online Safety Strategy Implementation Plan 2016-2017

1. **Raise awareness and understanding of online safety issues amongst children and young people and encourage safe use of the internet.** This needs to be achieved in conjunction with the Prevent and Child Sexual Exploitation strategies.
- Raise awareness of online safety issues for children and young people, including but not limited to, child sexual exploitation and radicalization;
 - Raise staff and practitioner awareness of resources to teach about online safety; and
 - Promote messages from the Operation Brooke Serious Case Review about the use of social networking and how this contributed to and enabled the sexual exploitation of young people.

Priority 1: Raise awareness and understanding of online safety issues amongst children and young people and encourage safe use of the internet			
Objective	Outcome	Action	By whom and when
Raise awareness of online safety issues for children and young people.	Children and young people are in a better position to be able to make judgments and decisions about keeping themselves safe online	<ol style="list-style-type: none"> 1. Consult with the Youth Board and Children in Care Council (CiCC) 2. Promote any national campaigns such as Safer Internet Day 3. Provide online safety workshops for relevant pupils 	<p>Holly Magson and Lisa Starbuck – to feed back any relevant information from the Youth Board and CiCC Online Safety sub-group meetings; ongoing</p> <p>All agencies annually</p> <p>Lisa Starbuck – ongoing throughout 2016-17</p>
Raise staff and practitioner awareness of	Children and young people are in a better position to be able to make	<ol style="list-style-type: none"> 1. Provide advice on appropriate teaching resources including Digital Literacy curriculum by SWGfL to 	Jo Briscoombe – ongoing throughout 2016-17

<p>resources to teach children and young people about online safety.</p>	<p>judgments and decisions about keeping themselves safe online;</p> <p>Staff have increased confidence in teaching children/young people about online safety</p>	<p>enable organisations to promote online safety amongst children and young people through newsletter</p> <p>2. Representatives to circulate the newsletter and submit articles</p> <p>3. Promote the digital literacy curriculum through letters to all relevant organisations</p> <p>4. Provide links to relevant resources on the web site</p> <p>5. Produce a draft leaflet to promote key resources for parents, carers and foster carers and circulate to sub-group members</p>	<p>All – quarterly</p> <p>All – quarterly</p> <p>All – by October 2016</p> <p>Holly Magson – by October 2016</p>
<p>Promote messages from the Operation Brooke Serious Case Review about the use of social networking and how this contributed to and enabled the sexual exploitation of young people.</p>	<p>Children and young people are in a better position to be able to make judgments and decisions about keeping themselves safe online;</p> <p>Increased staff/practitioner awareness of the risks experienced by children and young people when using technology</p>	<p>Circulate the learning points from the Operation Brooke SCR within member organisations</p>	<p>All – by October 2016</p>

2. **Raise awareness and understanding of online safety issues amongst parents and carers**

- Improve levels of awareness amongst parents and carers of the risks posed to children and young people by their use of technologies, ways of mitigating these and available resources; and
- Provide organisations with information to promote awareness raising amongst parents and carers.

Priority 2: Raise awareness and understanding of online safety issues amongst parents and carers			
Objective	Outcome	Action	By whom and when
Improve levels of awareness amongst parents and carers of the risks posed to children and young people by their use of technologies, ways of mitigating these and available resources.	Awareness among parents and carers is improved and they know what steps to take to reduce risk to the children and young people in their care.	<ol style="list-style-type: none"> 1. Provide training for foster carers 2. Provide briefing sessions for parents in schools 3. Police representative to identify a mechanism for providing updates for parents 4. Publish links for parents on the SGC web site, twitter and facebook 	<p>Catherine Charlton and Holly Magson – November 2016 and ongoing as part of the foster carers training programme</p> <p>Jo Briscombe – ongoing throughout 2016-17</p> <p>Lisa Starbuck – by October 2016</p> <p>Jo Briscombe – by November 2017</p>
Provide organisations with information to promote awareness raising amongst parents and carers.	Awareness amongst parents/carers is improved and they know what steps to take to reduce risk to the children and young people in their care.	<ol style="list-style-type: none"> 1. Provide regular information about resources for parents through the newsletter 2. Web links on the web site 	<p>All – quarterly at sub-group meetings</p> <p>Jo Briscombe – by October 2016</p>

		3. Produce a draft leaflet to promote key resources for parents and circulate to sub group members	Holly Magson – by October 2016
		4. Circulate resources from South West Grid for Learning (SWGfL) to relevant organisations	All – quarterly

3. Raise awareness and understanding of online safety issues amongst all agencies/organisations and staff in South Gloucestershire.

- Use safeguarding leads within agencies to disseminate information about online safety to staff, to continue to raise the profile of online safety amongst professionals;
- Enable all settings used by children and young people to tackle the issue of online safety by embedding the online safety strategy and policy into their practice;
- To prepare a training package to be used to brief staff across services about the issues and staff responsibilities, including awareness and understanding of the role technology plays in Child Sexual Exploitation and Radicalisation; and
- To survey practitioners across South Gloucestershire to gain a better understanding of what their training needs are around online safety.

Priority 3: Raise awareness and understanding of online safety issues and response to these amongst all agencies/organisations and staff in South Gloucestershire.			
Objective	Outcome	Action	By whom and when
Use safeguarding leads within agencies to disseminate information about online safety to staff and practitioners, to continue to raise the profile of online safety amongst professionals	Children and young people are in a better position to be able to make judgments and decisions about keeping themselves safe online; Staff and practitioners have increased confidence in teaching children/young people about online safety	Circulate resources from South West Grid for Learning (SWGfL) to safeguarding leads for dissemination within their own settings/organisations	All – by October 2016 initially and then ongoing
Enable all settings used by children and young people to tackle the issue of online safety by embedding the online safety strategy and policy into practice.	Staff/practitioners have greater awareness of the work of the online safety sub-group and their own responsibilities around promoting online safety.	Circulate the online safety strategy summary and policy within own settings/organisations	All – by October 2016

<p>To prepare a training package to be used to brief staff across services about the issues and staff responsibilities, including awareness and understanding of the role technology plays in Child Sexual Exploitation and Radicalisation</p>	<p>Children and young people are in a better position to be able to make judgments and decisions about keeping themselves safe online</p> <p>Staff and practitioners have increased confidence in teaching children/young people about online safety</p>	<ol style="list-style-type: none"> 1. Draft an outline for the training module 2. Agree outline at sub-group meeting 3. Put the training module together 4. Circulate to enable leads to provide a briefing to their staff 5. Ensure online safety module is included in staff induction. Draft information to share as part of induction 	<p>Holly Magson and Jo Briscoe – by November 2016</p> <p>All – by November 2016</p> <p>Holly Magson, Jo Briscoe and Nikki Giles – by November 2016</p> <p>All – by January 2017</p> <p>Safeguarding Policy and Practice Manager – by January 2017</p>
<p>To survey practitioners across South Gloucestershire to gain a better understanding of what their training needs are around online safety</p>	<p>SGSCB training programme will contain online safety training specific to staff/practitioner needs</p>	<p>Send out training needs analysis including online safety specific question</p>	<p>Holly Magson – October 2016</p>

4. Encourage safe access to the Internet, digital and mobile technology for children and young people.

- Encourage all schools to conduct e-safety self-audits through use of the “360 Degree Safe” audit tool supplied by the South West Grid for Learning (SWGfL) to identify areas for improvement in their approach to supporting their students to use the internet safely;
- Encourage all other organisations working with children and young people to self-evaluate using the SWGfL “Online Compass” self-evaluation tool and plan to improve/maintain provision as a result; and
- Enable all settings used by children and young people to tackle the issue of online safety by embedding the online safety strategy and policy into their practice.

Priority 4: Encourage safe access to the Internet, digital and mobile technology for children and young people.			
Objective	Outcome	Action	By who and when
Encourage all schools to conduct e-safety self-audits through use of the “360 Degree Safe” audit tool supplied by the South West Grid for Learning (SWGfL) to identify areas for improvement in their approach to supporting their students to use the internet safely	<p>Children and young people feel safe accessing technology at school.</p> <p>The 360 Degree Safe audit tool is promoted and reports from the tool demonstrate increased use and understanding.</p>	<ol style="list-style-type: none"> 1. Contact all schools that have not used 360 degree safe tool to remind them to self-evaluate against this and address identified actions. Provide commissioned support where required; 2. Include 360 degree safe as an expectation on schools in the safeguarding audit; 3. Analyse 2016 safeguarding audit returns and direct to appropriate online safety advice and suggest training where appropriate 	<p>Jo Briscoombe – by October 2016</p> <p>Safeguarding Policy and Practice Manager – by September 2016</p> <p>Holly Magson and Jo Briscoombe – by December 2016</p>

<p>Encourage all other organisations working with children and young people to self-evaluate using the SWGfL “Online Compass” self-evaluation tool and plan to improve/maintain provision as a result</p>	<p>Children and young people feel safe using technology in the settings they access</p>	<p>Contact all settings to remind them about completing self-evaluation against Online Compass and addressing identified actions</p>	<p>All – by October 2016</p>
<p>Enable all settings used by children and young people to tackle the issue of online safety by embedding the online safety strategy and policy into their practice</p>	<p>Children and young people feel safe accessing the internet commercial settings</p>	<ol style="list-style-type: none"> 1. Review central policies and procedures 2. Revise and circulate policies. Share relevant policy templates and update to ensure consistency of advice e.g. that policy cross references the CSE strategy and the Prevent strategy 3. Providing training for school governors 	<p>All – by October 2016</p> <p>All – by October 2016</p> <p>Jo Briscoombe and Holly Magson – dates in 2016-17 CPD Online booklet</p>

5. Monitor online safety arrangements in South Gloucestershire

- Improve reporting mechanisms and sharing of issues; and
- Gather an accurate and up to date picture of online safety arrangements in all member agencies.

Priority 5: Monitor online safety arrangements in South Gloucestershire.			
Objective	Outcome	Action	By whom and when
Improve reporting mechanisms and sharing of issues.	That policies and procedures to report/refer online safety incidents complement wider safeguarding frameworks already in place, thus ensuring a co-ordinated and prompt response	<ol style="list-style-type: none"> 1. Develop reporting procedures that will be used by all agencies 2. Share prevalent issues and data about reported incidents and agree consistent response 3. All representatives to collate information from their services and input to the meeting 	<p>All – by October 2016</p> <p>All – every sub-group meeting</p> <p>All – every sub-group meeting</p>
Gather an accurate and up to date picture of online safety arrangements in all member agencies.	Monitoring shows increased uptake of self-evaluation tools and that are incidents being managed appropriately	<ol style="list-style-type: none"> 1. Monitor uptake of 360 degree safe and Online Compass and promote where not being used 2. Annual review of service representatives policies 	<p>Jo Briscoombe and SGSCB online safety sub group - ongoing</p> <p>All – annually at sub group meetings</p>