	London Borough of Hammersmith & Fulham **CHILDREN AND EDUCATION** **POLICY AND ACCOUNTABILITY COMMITTEE** **18 NOVEMBER 2014**

E-SAFETY FOR CHILDREN AND YOUNG PEOPLE	
Report of the Executive Director of Children's Services	
Open Report	
Classification - For Review & Comment **Key Decision: NO**	
Wards Affected: ALL	
Accountable Executive Director: Andrew Christie, Tri-borough Executive Director of Children's Services	
Report Author: Angela Flahive, Joint Tri Borough Head of Safeguarding Review and Quality Assurance	**Contact Details:** Tel: 020 7361 3467 email: angela.flahive@rbkc.gov.uk

1. EXECUTIVE SUMMARY

1.1 Members of the committee have requested a summary update on work with children and young people relating to e-safety, following the Local Safeguarding Children's Board (LSCB) working group on the same issue earlier in the year. This report provides an update to the committee and provides a basis for discussion.

2. RECOMMENDATIONS

2.1 The Committee is asked to review and comment upon the contents of this report.

3. INTRODUCTION AND BACKGROUND

3.1 The internet is a part of children and young people's day to day lives. Access to the internet is easier than ever, be it via mobile phones, tablets, games consoles, computers or televisions. Whilst the internet is a useful resource for learning, gaming and socialising it does carry dangers which children, young people and their families should be aware of.

3.2 Prompted by the significant ongoing challenges to promote e-safety, the Local Safeguarding Children's Board (LSCB) established a short life working group focusing on e-safety involving representation from schools, Police, Family Services, Health (including CAMHs), the LSCB Community Development Officer, Youth Service and a Lay Member from the LSCB.

3.3 In summary the aims of the working group are to:

1. Review existing policies, practice and training to identify and embed effective interventions in addition to identifying any gaps to promote a better understanding of the issue for all agencies including safe practice by professionals;
2. Actively seek out the views and suggestions from children and young people to contribute to the action plan to empower them to keep themselves safe;
3. Ensure there is increased clarity across the multi agency network in responding to e-safety concerns at a strategic and individual child /young person level; and
4. A multi-agency proposal for a specific preventive strategy involving training and other practice initiatives which will promote the strengthening of the engagement of schools, CAMHs, Police, Social Care and Health with children /young people.

4. PROPOSAL AND ISSUES

Policy/ Information/Toolkits

4.1 Following a review of existing policies and drawing on good practice including CEOP (Child Exploitation Online Protection) a draft e-safety policy for schools and education has been developed. Promotion of existing comprehensive and well regarded CEOP materials as part of the Safeguarding Child Protection pack was issued to schools in September 2014.

What are children/young people telling us?

4.2 A survey of Children and Young People was carried out across all schools (published in April 2014). The key headlines relating to e-safety are as follows:

4.3 *Primary aged* children consider the most helpful information and advice in school to be:
- anti-bullying (82%)
- staying safe (70%)
- staying safe online (70%)

4.4 Over two thirds of pupils (68%) would ask a parent or carer for help if they had a problem, followed by another family member (37%). Less than one quarter (22%) said they would ask a teacher. Less than 1% said they had no one to talk to.

4.5　From the given choices, children identified drugs and alcohol (47%) as the biggest problems facing young people in their area, followed by domestic violence (25%) and internet bullying (24%).

Use of social media (primary)

- 75% of pupils have used the internet at home, 50% had used it on a tablet and 40% said they have accessed the internet at school.
- The majority of pupils access You Tube (85%).
- 15% use Facebook.

4.6　*Secondary aged* children consider the most helpful information and advice in school to be:

- anti-bullying messages (51%)
- how to do well at school (42%)
- staying safe online (41%).

4.7　Most pupils are unlikely to approach a teacher for help if they had a problem, although confidence has risen slightly the past year. 12% of 2013 respondents said they would go to a teacher, in contrast to 4% of 2012 respondents. Confidence in parents/carer's support has risen from 32% in 2012 to 61% in 2013. 5% said they had no one to talk to.

Use of social media (secondary)

- 83% had access to the internet at home; via their mobile phone 69%
- 2% reported they did not use the internet
- Girls (71%) use their mobile phones more than boys (65%) for online access
- 43% of boys use a games console for access, in contrast to only 10% of girls
- The most popular media was You Tube (84%) followed by Facebook (58%)
- 66% of boys use Facebook compared to 51% of girls, with girls reporting a greater use of Twitter in contrast to boys.

4.8　A further survey is planned for October/November 2014 by the LSCB Community Development Officer (Children and Young People), with a selection of schools including schools in the independent sector. The outcome and analysis of this survey will be taken into account, to further ongoing work to empower children and young people to keep themselves safe online.

Interface with parents/carers

4.9　Internet Matters has launched new e-safety service for schools (www.internetmatters.org) with research showing that 70% of parents look

to schools for advice about keeping their children safe online. Information from the site has been distributed to schools (prior to October half term). The site includes resources to help schools promote online safety to parents with downloadable banners, posters, leaflets and age guides. There are also useful tools to use with parents at school for e-safety talks and parents evenings. There are ideas for videos, games and quizzes to share with parents to do at home with their children.

Trading Standards

4.10 It is the responsibility of retailers to ensure that they do not sell age restricted products to people under the legal age of purchase and this presents particular issues when selling via the internet.

4.11 Many of the popular online games have an 18 rating. Officers in the Trading Standards team advise retailers that they must have effective systems in place for preventing sales to prospective underage customers that are capable of verifying the age of potential purchasers to ensure they are above the minimum legal age to purchase a product. Officers will also carry out underage test purchase exercises, periodically, using young cadets who are underage to see if they are sold any products. Where sales are made and the retailer has been advised it is likely that formal action will be taken such as a simple caution or prosecution, to serve as a deterrent. Retailers are also advised that such systems should be regularly monitored and updated as necessary, to identify and rectify any problems or weaknesses in the system or to keep pace with advances in available technology.

4.12 Young people will seek to challenge conventions and test boundaries. In the case of online sales, young people could potentially evade the stringent proof of age checks that are required on the high street unless retailers make positive checks. Age verification concepts in a fast moving digital world are challenging in terms of effectiveness. No system is failsafe and any service that relies on remote verification has the potential for errors.

4.13 Many websites now require purchasers to register details or to set up accounts for future purchases, which means that age verification checks may only be required for the initial set-up of accounts or on the first purchase from the website.

5. **FURTHER TRAINING AND NEXT STEPS**

5.1 Multi agency training courses are available through the LSCB training programme, reflecting e-safety in the course content. Further training on e-safety has been commissioned for schools in October 2014 and January 2015 as part of the Continuous Professional Development Programme. This will include information on the potential dangers of online gaming and

the importance of age-appropriate games for young people (many of which are rated 18+).

5.2 Advice and guidance to on e-safety to schools will be coordinated via the current review of Personal, Social, Health Education currently being led by the Public Health team. A model e-safety policy will be developed by November 2014 and circulated to schools and agencies across the network.

5.3 Greater links will be made between the Prevention of Suicide Action Plan and CAMHS, to strengthen access to advice and consultation in schools for children/young people.

5.4 E-safety will be promoted during Anti Bullying Week (17 to 21 November). This will include:

- Effects of cyber bullying
- What to do if bullied on social networks or via mobile phone
- Dealing with dangerous websites
- Staying safe on twitter
- Staying safe online, such as whilst using social media and gaming sites.

5.5 A Safer Internet Day will take place on 10 Feb 2015 http://www.saferinternetday.org/web/united-kingdom/home and there is a proposal to plan an LSCB campaign that week. Further promotion will take place via LSCB website and Twitter, along with workshops for schools / parents and a bite-sized workshop for professionals.

6. EQUALITY IMPLICATIONS

6.1. There are no Equality implications arising from this report.

7. LEGAL, FINANCIAL AND RESOURCES IMPLICATIONS

7.1. As this report is intended to provide an update e-safety, there are no immediate Legal or Financial implications. Any issues that arise will be highlighted in any subsequent reports to the Committee.

7.2 Implications verified/completed by: (Angela Flahive, Joint Tri Borough Head of Safeguarding Review and Quality Assurance, Tel: 020 7361 3467)

LOCAL GOVERNMENT ACT 2000
LIST OF BACKGROUND PAPERS USED IN PREPARING THIS REPORT

No.	Description of Background Papers	Name/Ext of holder of file/copy	Department/ Location
1.	None		