



Salford  
Safeguarding  
Adult Board

.....  
Three Year  
Strategy

**2021 -2024**  
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# What does the Safeguarding Adults Board do?

The Salford Safeguarding Adults Board (SSAB) has a responsibility and/or legal duty to ensure that Salford has effective multi-agency arrangements for safeguarding and preventing abuse for our most vulnerable adults.

The board has a statutory responsibility to have a three-year strategy that reflects the views of people and communities in Salford and to report back on its work each year in the annual report.

The board commits to its legal responsibility to carry out reviews of serious cases to ensure that lessons are learnt, and good practice shared to ensure a more joined up partnership approach to safeguarding.

## Vision

Salford is a city where adults and their families have the right to live in safety, free from abuse and neglect. People and organisations work together effectively together to prevent and stop both the risks and experience of abuse and neglect, ensuring at the same time that adults and their families wellbeing is promoted. The voice of adults in Salford is heard so their views, wishes, feelings and beliefs remain central and informs everything we do.

## Aims

- Actively listen and be person centred and outcome focussed
- To be open and transparent to those who are being safeguarded and their representative and the wider community
- Ensure there are opportunities for engagement for both public and professionals
- Seek to evidence the impact of the work of the SSAB

## Outcomes, what people want

**I see information about safeguarding adults' issues in my community.**

**I want to feel included and have the opportunity to contribute in the process, to ensure my voice is heard and people listen to me.**

**I know how to get support, get advice, and know who to contact if I am worried about myself or someone else.**

**I would like to see information available in my first language so I can understand what safeguarding means.**

# Key Principles of Safeguarding



# Overview of the Strategic Priorities for Salford Safeguarding Adult Board (SSAB) for 2021 -2024



**Building back better from COVID-19 will be a focus area throughout each strategic priority.**

# Strategic Priorities 2021 - 2024

## 1. Working to prevent abuse

<p><b>Achievements from 2018-2021</b></p>	<ul style="list-style-type: none"> <li>• We have delivered two theatre-based training sessions on mental capacity which were attended by 236 professionals.</li> <li>• We held two face to face Mental Capacity Act legal literacy training sessions which were attended by 38 professionals and one virtual training session which was attended by over 70 professionals.</li> <li>• Jointly with the Community Safety and Safeguarding Children's Partnerships, we held a learning event to share learning from three local case reviews to over 100 professionals.</li> <li>• We held a virtual learning event to share the learning from a local safeguarding adult review to over 120 professionals. We recorded the event, and this has been made available to those who were unable to attend the live session.</li> <li>• We have launched a new website which is more accessible and easier to navigate. This has meant that safeguarding policies and procedures are easier to access.</li> <li>• We have produced concise briefings on a range of topics including: Mental Capacity Act, Safeguarding Adult Reviews, cuckooing, safeguarding, housing to support improvements in safeguarding practice.</li> <li>• We have reviewed our Safeguarding Adult Review (SAR) processes to ensure more timely decision making and to create a robust and flexible approach to identify learning as well as strengthening how we disseminate learning from reviews.</li> </ul>
<p><b>Objectives for 2021-2024</b></p>	<p>Prevention is the core strand running throughout the work of the SSAB and our aim is for all sectors including the public in Salford to know how to spot signs of abuse, neglect and exploitation and know what action to take.</p> <p>We will do this through improving our communication and engagement, policies and procedures and through training and learning opportunities.</p> <p>Utilise strong multi agency partnership and understanding of local demographics to ensure all communities have a good understanding and awareness of what is safeguarding, know how to report it and/or get support in ensure adults can live a life without abuse, neglect or harm.</p>
<p><b>Building back better from COVID-19</b></p>	<ul style="list-style-type: none"> <li>• Throughout the pandemic safeguarding adults has remained a priority.</li> <li>• Training events have been held virtually during the pandemic which has enabled them to be accessible and has enabled a higher number of people to attend. We are keen to build on this in the future.</li> <li>• Optimising our oversight of the data to enable a quicker response to emerging themes</li> <li>• Recognising the impact of COVID-19 on those who are at risk of abuse or neglect and work pro-actively to address this.</li> </ul>

# Strategic Priorities 2021 - 2024

## 1. Working to prevent abuse

<b>Areas of Focus</b>	<ul style="list-style-type: none"><li>• Further engagement and targeted development to take place to understand what people would like to see from the SSAB to ensure everyone is aware of key messages of safeguarding and ensure everyone knows how to seek advice and support if someone has a concern about themselves or someone else.</li><li>• Ensure there is a partnership approach to prevention to ensure a holistic, whole family and whole system approach.</li><li>• To embed an open, honest, transparent culture with strong communication and partnership working to ensure effective adult safeguarding.</li><li>• To continue to provide multi agency focused training and learning opportunities.</li><li>• To ensure learning from reviews influences practice and the development of policy and procedures for safeguarding.</li></ul>
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# Strategic Priorities 2021 - 2024

## 2. Communications and Engagement

<p><b>Achievements from 2018-2021</b></p>	<ul style="list-style-type: none"> <li>• We developed new branding for the SSAB which was informed by engagement with the community and professionals</li> <li>• We launched a new accessible website which is much easier to navigate.</li> <li>• We have begun to produce a quarterly SSAB news bulletin which is circulated to board members and multi-agency partners.</li> <li>• We have produced new posters which were widely circulated.</li> <li>• We have developed social media messages which are being regularly shared on Twitter and Facebook.</li> <li>• Jointly with the Community Safety and Safeguarding Children’s Partnership, we have produced some pop-up banners with safeguarding information which can be displayed at events or in community settings.</li> <li>• We have held activities to raise awareness of safeguarding with both the public and professionals during Safeguarding Adult Awareness week in 2019 and 2020.</li> <li>• We have used surveys, polls and various fora to gauge professional views / feedback</li> <li>• We have engaged the public through face-to-face sessions and through surveys.</li> </ul>
<p><b>Objectives for 2021-2024</b></p>	<p>Continue to improve engagement with all partners and sections of the community including those who are deemed as hard-to-reach communities to increase awareness and strengthen adult safeguarding in Salford.</p> <p>A vital aspect of achieving our objectives is ensuring effective communication, information provision and meaningful engagement. Our communication and engagement strategy will set out the different ways we will interact with different audiences to help achieve our aims in a structured and targeted way to ensure the voice of Salford’s population is heard.</p>
<p><b>Building back better from COVID-19</b></p>	<ul style="list-style-type: none"> <li>• Recognising and being aware of different demographics, digital poverty and exclusion.</li> <li>• Ensuring there is strong emphasis on joint working and communication across all boards/partnerships.</li> </ul>

# Strategic Priorities 2021 - 2024

## 2. Communications and Engagement

<b>Areas of Focus</b>	<ul style="list-style-type: none"><li>• Strengthen links with voluntary and private sectors.</li><li>• Strengthen joint communication plans across local boards/partnership and across Greater Manchester</li><li>• Improve understanding and communication across diverse and hard-to-reach communities including Black, Asian and other Ethnic Minorities, Faith communities and LGBTQ+.</li><li>• Link with community groups to explore how information can be provided in alternative formats such as in multiple languages including British Sign Language (BSL)</li><li>• Ensure balance of communication and engagement between social media and community based.</li><li>• Clear language being used which can be translated, easy to read and visual aids to assist communication.</li></ul>
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# Strategic Priorities 2021 - 2024

## 3. Person-centred approach - The voice of the adult is heard; this also includes the voice of carers.

<p><b>Achievements from 2018-2021</b></p>	<ul style="list-style-type: none"> <li>• We introduced a process to enable people to give feedback on their experience of safeguarding. A personal story obtained was used to raise awareness during Safeguarding Adults week.</li> <li>• We have strengthened our internal process of how the views of people who have provided feedback is used to influence positive change.</li> <li>• We piloted and introduced provider led enquiries to strengthen the inclusion of our care home providers.</li> <li>• Agencies within the partnership utilised a national MSP audit tool to self-assess themselves against the national expected standards for Making Safeguarding Personal (MSP).</li> </ul>
<p><b>Objectives for 2021-2024</b></p>	<p>Continue to ensure that the voice of the adult is heard and is central to safeguarding adults in Salford and that their views / wishes and feelings inform how we operate.</p> <p>Enhance our policies and procedures to reflect the voice of adults and their families and learn from the experiences of people, whether this is good or bad.</p> <p>Understanding and strengthening the offer of early help for those adults with vulnerabilities or who may be at risk and their level of need doesn't require formal intervention from adult social care.</p>
<p><b>Building back better from COVID-19</b></p>	<ul style="list-style-type: none"> <li>• Explore opportunities to increase the number of adults, with lived experience, who are willing to provide feedback about their experience of safeguarding in a COVID-19 safe way.</li> </ul>
<p><b>Areas of Focus</b></p>	<ul style="list-style-type: none"> <li>• Strengthen the process to ensure a person-centred approach is embedded into practice.</li> <li>• Joint work with the advocacy service to ensure adults at risk have information about and access to advocacy support.</li> <li>• Raise awareness and strengthening understanding about Making Safeguarding Personal across all sectors and ensure its embedded within all safeguarding practices.</li> <li>• Learning from Safeguarding Adult Reviews and feedback from adults with lived experience is captured and shared with the SSAB and all the relevant subgroups to enhance current service provisions across Salford.</li> </ul>

# Strategic Priorities 2021 - 2024

## 4. Safeguarding Effectiveness

<p><b>Achievements from 2018-2021</b></p>	<ul style="list-style-type: none"> <li>• We self commissioned a peer review to understand what the SSAB is doing well and identify areas of development and strength.</li> <li>• We have created and developed the safeguarding dashboard which has enabled multi-agency monitoring of safeguarding data to identify any emerging trends and to influence positive changes in safeguarding practice across the city.</li> <li>• We have used the dashboard to enable focus on specific areas of work to strengthen and influence change in policy and practice including self-neglect.</li> <li>• A case file audit was completed to identify areas of strength, areas for development and to provide assurance with regards to the quality of safeguarding practice.</li> <li>• We have developed a safeguarding effectiveness framework to drive understanding of safeguarding in Salford and enable assurance about effectiveness of services and improvement.</li> <li>• Jointly with Salford's other partnership boards, we have developed an Inter-board protocol to ensure stronger cross-board governance and improved joint working.</li> <li>• We have completed a thematic review of Safeguarding Adult Reviews (SAR) and referrals to enable the SSAB to have a better understanding of the current and emerging themes and trends. This will be repeated annually.</li> </ul>
<p><b>Objectives for 2021-2024</b></p>	<p>We want to strengthen systems to understand partnership safeguarding data to enable best practice, encourage professional challenge and evidence what is working well whilst highlighting our areas requiring further development and/or strengthening.</p> <p>We are committed to capturing the experience of adults to strengthen safeguarding data in Salford to ensure a more robust and person-centred evaluation.</p>
<p><b>Building back better from COVID-19</b></p>	<ul style="list-style-type: none"> <li>• Gaining greater oversight of the impact of COVID-19 on service delivery, on people and on safeguarding.</li> </ul>
<p><b>Areas of Focus</b></p>	<ul style="list-style-type: none"> <li>• Further develop the dashboard to reflect the integrated arrangements in Salford</li> <li>• Strengthen the data available to enable the Safeguarding Effectiveness Group to analyse data relating to safeguarding in Salford. The findings will then inform the work to improve practice and outcomes for individuals.</li> <li>• Establish a programme of multi-agency audits to inform and understand how safeguarding policy and procedures are applied in practice and use the findings to strengthen the city's approach to safeguarding.</li> </ul>

# Strategic Priorities 2021 - 2024

## 5. Complex Safeguarding

<b>Achievements from 2018-2021</b>	<ul style="list-style-type: none"><li>• We have successfully established a partnership approach to complex safeguarding by integrating adults' representatives in all relevant groups within Salford and Greater Manchester.</li><li>• Jointly with the Safeguarding Children's partnership, we have produced a complex safeguarding strategy</li><li>• We have developed a pathway for modern slavery and human trafficking referrals to support practitioners.</li><li>• We have supported the review of complex safeguarding arrangements across Greater Manchester to ensure awareness of this strand of safeguarding is highlighted and there is a consistent approach across borders.</li></ul>
<b>Objectives for 2021-2024</b>	<p>There is a strong commitment from the SSAB and partner agencies to raise awareness, strengthen an integrated approach and improve knowledge and understanding of what these areas of complex safeguarding mean for the people of Salford, including understanding the pathways, early help and service offers available.</p>
<b>Building back better from COVID-19</b>	<ul style="list-style-type: none"><li>• Ensuring work continues to develop strong partnerships, a consistent approach and strengthen the adult complex safeguarding agenda both within Salford and across Greater Manchester despite the challenges of virtual working arrangement.</li><li>• Review the training offer that is available in areas of complex safeguarding to ensure it can be delivered online to raise awareness across agencies.</li></ul>
<b>Areas of Focus</b>	<ul style="list-style-type: none"><li>• Strengthen the adult's voice within complex safeguarding to ensure the needs of the adult at risk is heard and recognised throughout Salford and Greater Manchester strategy.</li><li>• Improve understanding of what complex safeguarding is and having the right data available to understand what this means locally and for the people of Salford.</li><li>• Raise awareness of this area of safeguarding through training, learning opportunities and communications.</li></ul>

# Joint working on areas of practice

Joint work across the Safeguarding Children's and Community Safety Partnerships will continue to address priority areas of practice that cut across the work of the three boards. This includes:

- Domestic abuse
- Vulnerability
- Complex safeguarding.
- Communication and engagement

**This strategy links to a number of local strategies, including:**

- Salford all age carers strategy 2019-2024
- Salford community safety strategy 2020-23
- Salford suicide prevention strategy 2017-2022



