








Annual Communication & Engagement Report

2024-25

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Communication and Engagement Highlights 2024–25

Website 158,849 Views 	Social Media 1173 Facebook Reach 	Annual Survey 697 Responses 579 Professionals 118 Public (including 43 Easy Read) 
Newsletter & Bulletins 1613 Safeguarding Champion Bulletins delivered* 9293 Newsletters delivered* 	Local Press, News & Radio 154,887 Local Magazine 1 Radio Podcast 1 Radio Advert 224,022 impacts 	Safe Place Scheme 96 Safe Place Scheme Venues Safeguarding Champions 499

*delivered electronically

Training

E-Learning 7582 learner registrations from 631 organisations 23,245 courses registered (7% increase on previous year) 82% courses completed	Training Courses 558 delegates attended virtual and face to face webinars Workbooks 180 completed
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Key Campaigns & Events

- ☒ A Spotlight on Carers Week and Elder Abuse
- ☒ National Safeguarding Adults Week
- ☒ A Spotlight on Transitional Safeguarding
- ☒ A Spotlight on Discriminatory Abuse
- ☒ Prioritising Child Sexual Abuse Roadshow



1. Introduction

The purpose of this report is to provide an overview of the Board's communication and engagement activity between 1 April 2024 and 31 March 2025 in raising awareness of adult abuse across Tees, in line with the Care Act 2014 requirements.

The Board's Communication and Engagement Strategy forms the basis of this report.

1.1 Aim of the Communication Strategy

The strategy aims to assist the Board in achieving its strategic Aims and Objectives as set out in the TSAB Strategic Business Plan and to provide a Communication and Engagement (CE) framework to:

- Raise general awareness of all forms of abuse and neglect
- Engage the principles of Safeguarding is Everyone's Business and the whole community approach by inspiring people to take action to prevent abuse and neglect
- Provide consultation mechanisms for engaging with stakeholders

1.2 TSAB Strategic Plan 2022-25

The following **objectives** from the Board's Strategic Plan 2022-25 also form the basis of this report;

- Engage and Collaborate with the Local Safeguarding Children Partnerships, Community Safety Partnerships, Domestic Abuse Steering Groups, Health and Well-being Boards, Tees Exploitation Group (TEG)¹ and partners to deliver joint priorities and objectives.
- Further embed trauma informed practice, strengths based and person-centred approaches to all safeguarding adults' work.
- Learn from the findings of local, regional, and national Safeguarding Adult Reviews (SAR), applicable Domestic Abuse Related Death Reviews, Safeguarding Children Practice Reviews (SCPR) and any other relevant reviews and implement action plans.
- Provide opportunities for partners to share learning and best practice in all aspects of safeguarding adults work which will promote staff and public confidence.
- Ensure mechanisms are in place that enable adults, their families, and their carers to better inform the future direction and priorities of Adult Safeguarding across Tees.
- Ensure that all public-facing materials are accessible and understandable.
- Ensure the Safeguarding Champions initiative continues to improve engagement with local communities, harder to reach groups, the seldom heard and creates stronger links with the Voluntary, Community and Social Enterprise sector.
- Ensure that adults at risk of neglect and/or abuse can access support services and schemes such as the Safe Place Scheme and Ask ANI².
- Provide opportunities to share information about innovative services and solutions for working with people with complex needs.

¹ As of 2024 referred to as Harm Outside the Home (HOTH)

² Ask ANI was a national scheme however the guidance was withdrawn in October 2024

- Work with the Voluntary, Community and Social Enterprise sector to understand and share the range of services and support available to meet the needs of adults most at risk of abuse and neglect.

The following **actions** from the Board's Strategic Plan 2022-25 link to the Communication & Engagement Sub-Group's work plan and also form the basis of this report;

- In conjunction with people with lived experience and carers review existing and, where appropriate and necessary, develop new policy, procedure, and guidance to incorporate updated or new legislation and statutory guidance, including Mental Capacity.
- Identifying and celebrating good news stories, innovative work, and exceptional people.
- Further developing tools and processes to assist with seeking feedback from adults and their carers.
- Developing the TSAB website to comply with accessibility guidelines.
- Delivering a Communication and Engagement plan, including awareness raising and 'Spotlight On' campaigns which focus on prevention and engages with the public, hard to reach groups, the seldom heard, adults who find services challenging to access or work with and services and professionals.
- Provide Safeguarding Champions with the tools and resources they need to ensure they can carry out the role within their own organisations and ensure that there is representation from all relevant agencies including the Voluntary, Community and Social Enterprise sector.
- Reviewing the 'Find Support in your Area' page on the TSAB website to ensure all information is up to date and accurate.
- Continue to build upon existing links with the Voluntary, Community and Social Enterprise sector within the Board's structure.

2. Communication and Engagement Activity

The Communication and Engagement (CE) Sub-Group leads the development, implementation and evaluation of the CE Strategy and is responsible for overseeing delivery of the strategy through the Sub-Group's work plan and Communication and Engagement plan.

The Board has been involved in a number of key local and national awareness campaigns and events throughout the year which is detailed within the Communication and Engagement Plan 2024/25. The delivery of this workstream follows a hybrid approach, including digital and in-person activities.

The Board continues to seek opportunities to attend in-person activities, including visits to organisations, service user groups and community events, ensuring that the voice of the adult, families, and carers are used to inform the future direction and priorities for adult safeguarding across Teesside.

2.1 Social Media Activity

The Board's social media platforms are an integral part of the Communication and Engagement workstream, allowing key safeguarding messages and resources to be regularly shared as part of campaigns and general awareness raising. The Board's Facebook reach continues to grow; there are currently 1173 followers, this is a 11.9% increase when compared to the number of followers at the end of 23-24. Social media provides a useful tool to share key messages with both members of the public and professionals.

The Board's X profile continues to remain active, although following has again decreased. X have also introduced a subscription fee to access analytical information and therefore the Board has been unable to report on activity during this year.

YouTube also continues to be utilised to host awareness raising videos and event recordings. The videos are often embedded into the TSAB website, shared on social media and linked to communication and engagement plans as part of campaigns. There are currently 78 subscribers to the YouTube Channel, a 6.8% increase compared to last year.

Whilst social media, in particular Facebook, continues to be an increasingly engaging way for the Board to reach a vast audience, it recognises that harder-to-reach communities, including the digitally excluded require other methods of communication. To ensure the Board continues to be inclusive, diverse communication methods have been utilised including radio interviews and adverts, resident newsletters, newspapers, leaflets and posters.

2.2 Focused Awareness Campaigns and Events

As part of the Communication and Engagement plan, the Board co-ordinates a number of campaigns throughout the year, comprising of "Spotlight on" Campaigns and National Safeguarding Adults Week. During 2024-25, the Board hosted 3 spotlight on campaigns, including Carers Week and Elder Abuse Day, Transitional Safeguarding and Discriminatory Abuse as well as engaging in National Safeguarding Adults Week. Focused campaigns involve collaborative work with partners across Tees to support with awareness raising and a comprehensive evaluation is conducted at the end of the campaign to evaluate its success.

It remains evident that focused campaigns are successful in raising the profile of the Board and important safeguarding messages.

2.2.1 A Spotlight on Carers Week and Elder Abuse Day (10th – 16th June 2024)

A Spotlight on Carers Week and Elder Abuse campaign provided an opportunity to raise awareness of key findings highlighted in recent local and national reports. A recent Safeguarding Adult Review (SAR) published by TSAB ([James SAR](#)) highlighted the need to raise awareness of informal carers and carers assessments. [The Domestic Homicide Oversight Mechanism: Homicide Abuse Learning Together \(HALT\)](#) Study Briefings also highlighted key messages such as recognising and acting upon carer stress and assessing whether a carer is capable to provide care, and "domestic abuse and domestic homicide experienced by older people includes intimate partner and adult family abuse and homicide. The latter is more poorly recognised than intimate partner abuse".

In advance of the week, the Board collaborated with carers services in Tees, including We Care You Care³ who delivered a workshop for carers to support with co-designing plans for carers week.

³ a service in South Tees that collates information, advice and self-signposting for carers.

The Board held a workshop, and the feedback prompted the development of two posters that pulled together the different carers services and support services across Tees. The resources were launched during the campaign.

Other activity included:

- Collaboration with local carers services who were provided with resource packs.
- A Communication, Engagement and Social Media Plan developed and shared with CE Members.
- 2 online webinars – “Identifying and Supporting Carers” delivered by We Care You Care and “Spotting and Stopping Abuse of Older Adults” delivered by Hourglass.
- Launch of a new animation “[Hidden Harms](#)”.
- TSAB newsletter emailed to 2057 professionals.
- Promoted the newly developed Carers webpage which was shared with Local Carer’s Services prior to publication for feedback.



Event feedback:

“I now have better understanding of the role of carers and how to identify them when completing assessments under The Care Act 2014”

“This training gives you the necessary tools to hopefully be more aware of abuse in older people and when to report things.”

2.2.2 National Safeguarding Adults Week (10th – 22nd November 2024)

The Board leads and co-ordinates the communication and engagement activity for National Safeguarding Adults Week (NSAW) across Tees. The Ann Craft Trust leads on this national campaign, setting the themes for the week:

The overarching theme for the week was “Working in Partnership”, with more focused themes on each day:

- Monday: Look, Listen, Ask – Developing Professional Curiosity
- Tuesday: Working in partnership: How to work effectively with the people you support
- Wednesday: Establishing Professional Boundaries
- Thursday: Recognising exploitation: The ladder of criminality
- Friday: Professional and Organisation Learning

NSAW also coincides with Carers Rights Day and therefore this campaign was also embedded into the communication and engagement plan.

A number of key awareness raising activities took place during the week including (but not limited to):

- A Social Media Campaign with a Facebook reach of 22,268.
- Hits Radio Advert.
- 5 webinars held for professionals covering:
 - Professional Curiosity
 - Autism and Suicidality
 - Financial Abuse and Scams
 - Exploitation and Cuckooing

- Activities co-ordinated by CVFM radio, including a podcast with the Board's Independent Chair, collaboration with local businesses and information in a local mosque, supporting the campaign to reach diverse communities.
- Front page Ad in the Gazette newspaper.
- Full page Ad in Hartlepool Life newspaper.
- A safeguarding presentation delivered by a member of the Business Unit at Independent Voice's "Staying Safe" Workshop for adults with Learning Disabilities.
- Launch of two Safeguarding Explained Videos adapted to include British Sign Language.
- Launch of the Professional Curiosity Learning Briefing (linked to findings from the Susan SAR).
- Information in Stockton Libraries.
- Safeguarding bookmarks disseminated to isolated communities via mobile library services in Stockton and Middlesbrough.
- Launch of a newly developed Safe Place Scheme video, produced with support from Independent Voices and Larchfield Community.

Following the week a comprehensive evaluation was conducted, highlighting the success of the week in raising awareness of adult safeguarding amongst the general public and professionals.

Feedback from the Professional Curiosity Webinar:

"The workshop has provided useful information on how to be more professionally curious, what questions can be asked to try and gain more from a person when something doesn't feel right. This will enable me to consider this more so in my everyday role, especially around safeguarding concerns."

2.2.3 A Spotlight on Transitional Safeguarding (10th – 14th February 2025)

The [Jack SAR](#) published in 2024 highlighted learning in relation to Transitional Safeguarding. A joint campaign was co-ordinated with the Safeguarding Children Partnerships in Tees to raise awareness of this topic. The campaign included a joint social media campaign, Tees Harm Outside The Home Transition Workshop, an online event and resource page hosted on the TSAB website.

The online event was the main activity of the week. The event was promoted across both the children and adult workforce with 212 professionals in attendance. The event included the following presentations:

- Transitional Safeguarding and Exploitation
- Diabetes and Transition
- Jack Safeguarding Adult Review
- Children's HOTH Strategy

Event Feedback:

"I would like to reiterate that yesterday was an amazing experience and the knowledge I gained through the presentations has helped me to devise a talk with management on ways of helping our clients continue on the route of success when they are transitioning from Childhood to Adulthood."

2.3 A Spotlight on Discriminatory Abuse (10th – 14th March 2025)

TSAB's 2023-24 Annual Survey highlighted a decrease in understanding of Discriminatory Abuse amongst both the general public and professionals when compared to previous years, driving the need for a focused spotlight campaign to increase awareness of this type of abuse.

A Spotlight on Discriminatory Abuse included a Social Media Campaign, online event for professionals, promotion of the updated webpage and a resource toolkit that was shared via the Board's Sub-Groups, collating key resources available nationally around this type of abuse.

The main event of the week was the online webinar delivered by Karl Mason, a Senior Lecturer in Social Work at Royal Holloway. Karl has developed a number of academic articles, briefings and podcasts around discriminatory abuse.

- 57 professionals attended
- 100% stated that their knowledge and skills in relation to Discriminatory Abuse had increased as a result of the webinar
- 100% agreed/ strongly agreed that they would be able to apply the knowledge learned

Event Feedback:

"...This webinar enabled a space to reflect on discriminatory abuse as a specific abuse category, and how I can support my Team in ensuring we are making safeguarding personal and address the difficult conversations with the individuals we support."

2.4 Prioritising Child Sexual Abuse Roadshow (11th June 2024)

Hosted in conjunction with the Children's Partnerships in Teesside and the Office of the Police and Crime Commissioner for Cleveland, the Centre of Expertise on child sexual abuse delivered a full day event on "Prioritising Child Sexual Abuse". The in-person event brought together approximately 180 professionals from a wide range of statutory agencies and voluntary sector organisations from across both the children and adult workforce. Through a number of keynote presentations, including an individual with lived experience, the event aimed to increase knowledge and confidence by introducing professionals to practice resources designed to support them to effectively identify and respond to child sexual abuse. The event included a number of workshops aimed at professionals working with adults including "The professionals' role in limiting the impacts of child sexual abuse", "Working with adults affected by childhood sexual abuse", "Managing risk and trauma after online sexual offending" and "Supporting non-abusing parents and carers". The roadshow event signposted professionals to advice and guidance to help provide victims, survivors and families affected by child sexual abuse, the support they need.

2.5 Other National Campaigns

The Board also continues to engage in other National Campaigns throughout the year, utilising social media, Newsletters and Safeguarding Champions Bulletins to share key messages and resources. For example:

- World Autism Acceptance Week: The Board launched their "Working with Autistic Adults" Webpage and promoted local autism service Daisy Chain in April's Safeguarding Champions Bulletin.
- Stalking Awareness Week: The Board shared information on the National Stalking Helpline, Hollie Guard App and how to report concerns.
- Deaf Awareness Week: The Board's Deaf Awareness poster was reviewed and updated with support from a colleague from Hartlepool Deaf Centre and relaunched during this week. Information on how deaf people can access emergency services and tips on how to communicate with people with hearing loss were also shared.

3. Website

The website was reviewed across the year in line with the requirements as set out in the Web Content Accessibility Guidelines 2.2 (WCAG). A number of changes were made to the website this year to ensure the website was compliant with these guidelines, including work to convert PDF documents to webpages. Work remains ongoing in this area.

3.1 Find Support in Your Area

The Find Support in Your Area page provides a hub of support services across Tees, signposting users for advice and support. The results can be filtered by type of abuse as well as local authority area. A full review of the webpage was undertaken in 2024/ 25 to ensure that all contact details were up to date and that any newly established support services across Tees were included. Following the [Bernadette SAR](#), practitioners were asked about 'outreach' services operating in their organisations, this resulted in new services being added to the Find Support in Your Area page including homelessness teams, drug and alcohol services and neighbourhood safety teams.

The Find Support in Your area page is promoted throughout the year and links to the webpage are included in the TSAB Newsletter and Safeguarding Champions Bulletin.

4. Training

The 'Teeswide Safeguarding All' suite of e-learning is commissioned jointly with the Local Safeguarding Children Partnerships, in conjunction with Me-Learning. The training continues to be popular and is utilised by a wide range of professionals operating across Tees.

In total 7582 learners working across 631 organisations registered for 23,245 courses, of which 82% of courses were completed. 558 delegates also attended virtual training webinars and face to face training sessions, and an additional 180 workbooks were completed.

5. Newsletters and Bulletins

The Board Publishes Quarterly Newsletters and Safeguarding Champions Bulletins. Both publications are now presented in an online format on the TSAB website to support with accessibility. This year, the publications introduced a "Service Spotlight", allowing the Board to promote specialist services within Tees, often in line with key campaigns or findings from Safeguarding Adult Reviews. In September, the work of People First was highlighted, November – North East Regional Economic Cyber Crime Unit and February – Matrix Neurological (supporting people with Acute Brain Injuries).

Newsletters and Bulletins continue to be utilised during key campaigns to highlight key messages and share resources, this included Spotlight on campaigns and National Safeguarding Adults Week.

The Board continues to highlight good news stories where possible. The February 2025 addition of the TSAB Newsletter featured Independent Voices who won Innovation Champion at the 'We See You – We Hear You' National SAB Excellence Awards in November. Independent Voices were nominated by TSAB following their ongoing support and commitment to raising awareness of adult safeguarding.

6. Posters and Leaflets

The Board continues to develop leaflets, posters and a range of other resources aimed at the public, carers, service users and advocates. During A Spotlight on Carers Week and Elder Abuse Day, two new posters were developed following feedback from carers, raising awareness of safeguarding and the support available from local carers services. The Easy Read "[Protecting Adults from Abuse and Neglect Leaflet](#)" was also reviewed by Inclusion North and an updated version was published on the Board's website. During National Safeguarding Adults Week a new Safeguarding poster "[Say Something](#)" was launched to provide a resource that would appeal to all audiences, including the younger generation. The poster includes a QR code that directs to the Report Abuse webpage.

7. Safe Place Scheme

The Safe Place Scheme continues to be overseen by a Steering Group operating under the governance of the Board. The TSAB website hosts an interactive map of Safe Place Locations, location lists and information packs for venues⁴.



In 2024-25, the Steering Group met twice, monitoring the numbers of venues signed up to the scheme and discussing the additional work taken forward by the Safe Place Scheme lead professionals to continue strengthening the scheme in their area. The information pack was reviewed, and a project was convened to develop a new [Safe Place Scheme training video](#) for new venues. This work included engagement with adults with learning disabilities from Independent Voices and Larchfield Community to support with the creation of an animation which was launched during National Safeguarding Adults Week.

Members of Independent Voices and Hartlepool Day Centre have also reviewed the Safe Place Scheme Leaflet for Service Users. Feedback was used to review this resource, and work will continue in 2025/26.

8. Safeguarding Champions

The Safeguarding Champions initiative was introduced as part of the Board's Strategic Business Plan to improve public awareness of safeguarding within the community. The CE Sub-Group Operational Work Plan 2024-25 had an action to "continue to engage with, and support TSAB Safeguarding Champions to actively promote the work of the Board within their organisations/local communities".



A quarterly bulletin was published and shared with Safeguarding Champions during 2024-25, sharing resources and keeping them up to date with learning from SARs, Policies, Procedures and Guidance and campaigns to share with their colleagues. Champions were also invited to webinars hosted by the Board to support with their ongoing awareness.

Following a SAR action, a review of current Safeguarding Champions was completed to identify any gaps in organisations. This resulted in targeted communication to specific organisations with an aim of increasing the representation of these cohorts. The Safeguarding Champion Scheme was also promoted by the Board and partners during key campaigns, including National Safeguarding Adults Week.

The number of Safeguarding Champions continues to grow. There are currently 499 Safeguarding Champions, which is a 37.4% increase when compared to 2023-24.

⁴ <https://www.tsab.org.uk/campaigns-and-initiatives/find-support-in-your-area/safe-place-scheme/>

9. Involving Individuals with Lived Experience

The CE Sub-Group workplan has an action to “Develop tools and resources, in a range of accessible formats using appropriate language, alongside adults and their carers and representatives” and to also “Establish a working group to review and develop processes to assist with gaining feedback from people who have accessed safeguarding services, professionals and the general public to directly influence the Board’s future priorities”.

In 2024-25, the Board co-hosted the “Prioritising Child Sexual Abuse” Roadshow, in conjunction with the Centre of Expertise on child sexual abuse, Children’s Partnerships in Teesside and the Office of the Police and Crime Commissioner for Cleveland. The event included a very impactful lived experience presentation.

The Board facilitated a Safeguarding Workshop with carers at We Care You Care’s, Carers Week planning workshop. The feedback from Carers included confusion around the support offer in Tees for carers as there are different services operating in the different Local Authority areas. This prompted the development of two new posters, capturing messages from carers and promoting the service offer available across Tees for carers.



A number of opportunities to involve those with lived experience were also provided via the Safe Place Scheme. The training video was reviewed and re-produced with the support of Independent Voices and Larchfield Community and Independent Voices also provided a pre-recorded update to Board on the Safe Place Scheme in their area. Members of Hartlepool Day Centre and Independent Voices were also involved in the auditing of Safe Place Venues and have also provided feedback on the existing Safe Place Scheme Service User Leaflet to support its redevelopment.

In 2024-25 a Task and Finish group was established to review the TSAB Annual Consultation Survey. Feedback was received from members of Stockton’s Lived Experience Forum to support with the review of the public survey. This resulted in the inclusion of a definitions page to support members of the public with the different types of abuse, to allow the survey to be completed more effectively. The surveys were promoted far and wide to ensure the views of the public were captured to inform the Board’s priorities in 2025-26. The results of the survey can be found in section 10 of this report.

A draft version of the “[Making Services Easier to Engage in Guidance](#)” was reviewed by members of Recovery Connections who supported the Board with the title of the guidance and provided feedback on the content of the guidance. Changes were made to the guidance which is now published on the TSAB website.

The Board worked with Signapse⁵ to adapt the existing [Safeguarding Explained videos](#) on “What is Safeguarding?” and “What is Modern Slavery?” to include British Sign Language. Feedback was received on the videos, including two deaf people resulting in positive changes to the videos. The videos were also presented to members of the Deaf Empowering Network.

Creating opportunities for members of the public and those with lived experience to directly influence the work of the Board continues to be a priority and work will remain ongoing in this area to strengthen the Board’s approach.

⁵ A company using AI technology to create automatic sign language translation

10. Annual Consultation Survey 2024-25

Each year, The Board engages in an annual consultation process to seek people's views on the effectiveness of the Board and to assist in determining the priorities for the following business year. This is achieved via two surveys: one for professionals⁶ and one for members of the public⁷ (including an easy read version⁸). The questions between the professional's survey and public survey, although differ slightly to meet the needs of the intended audience, are comparable and can be collated.

During 2024-25 a task and finish group was established with multi-agency partners to review the existing surveys. Two new surveys were developed, and Inclusion North was commissioned to review and develop an easy ready version of the Public Survey to allow a more accessible version to be available to members of the public.

10.1 Survey Distribution

The survey was distributed by the following methods:

- TSAB website
- TSAB Newsletter and Safeguarding Champions Bulletin
- TSAB Social Media platforms (X and Facebook)
- Shared with delegates attending training courses and events
- Board members (including voluntary sector representatives), Operational Leads and Communication and Engagement Sub-Group members were asked to distribute amongst their networks, intranets, and social media platforms
- Business Unit colleagues email signatures
- Face-to-face during sessions and events during National Safeguarding Adults Week
- Safeguarding Champions

Two mid-point analyses were conducted during the consultation period to identify gaps in submissions and to highlight target areas. The results were shared with partners to encourage targeted promotion within organisations.

10.2 Who completed the annual survey?

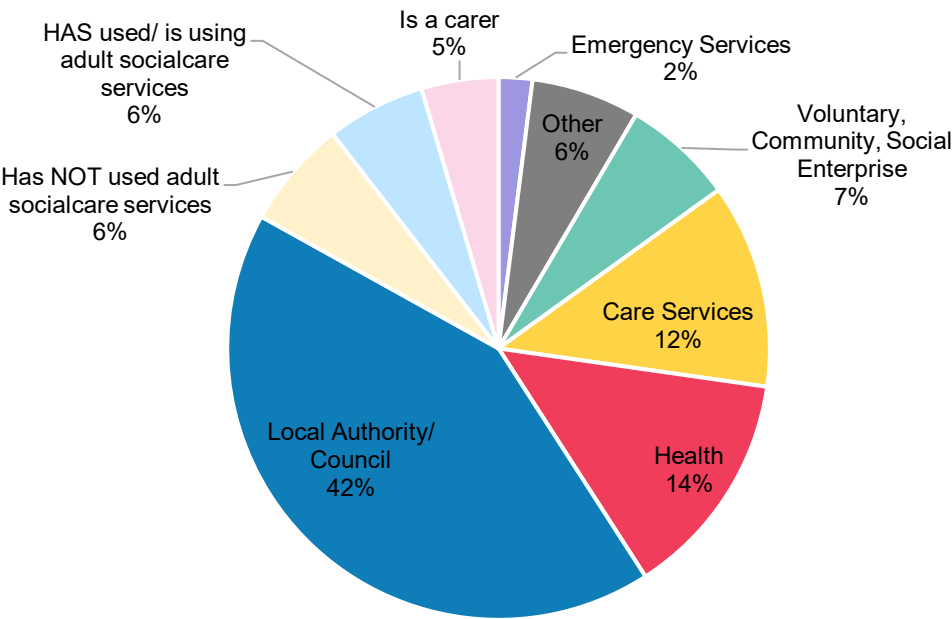
- Across the two surveys, a total of **697** responses were received. This is a **31.5% increase** on submissions when compared to the 2023-24 survey.
- **579** surveys were completed by professionals (58% increase on last year's submission) and **118** completed by members of the public (43 via the easy read survey).
- Professionals were asked to identify what sector they worked in, and members of the public were asked to identify if they were a carer, has/is using adult social care services or if they have not used adult social care services. The breakdown of who completed the annual survey can be seen below in Figure 1.

⁶ Appendix 1

⁷ Appendix 2

⁸ Appendix 3

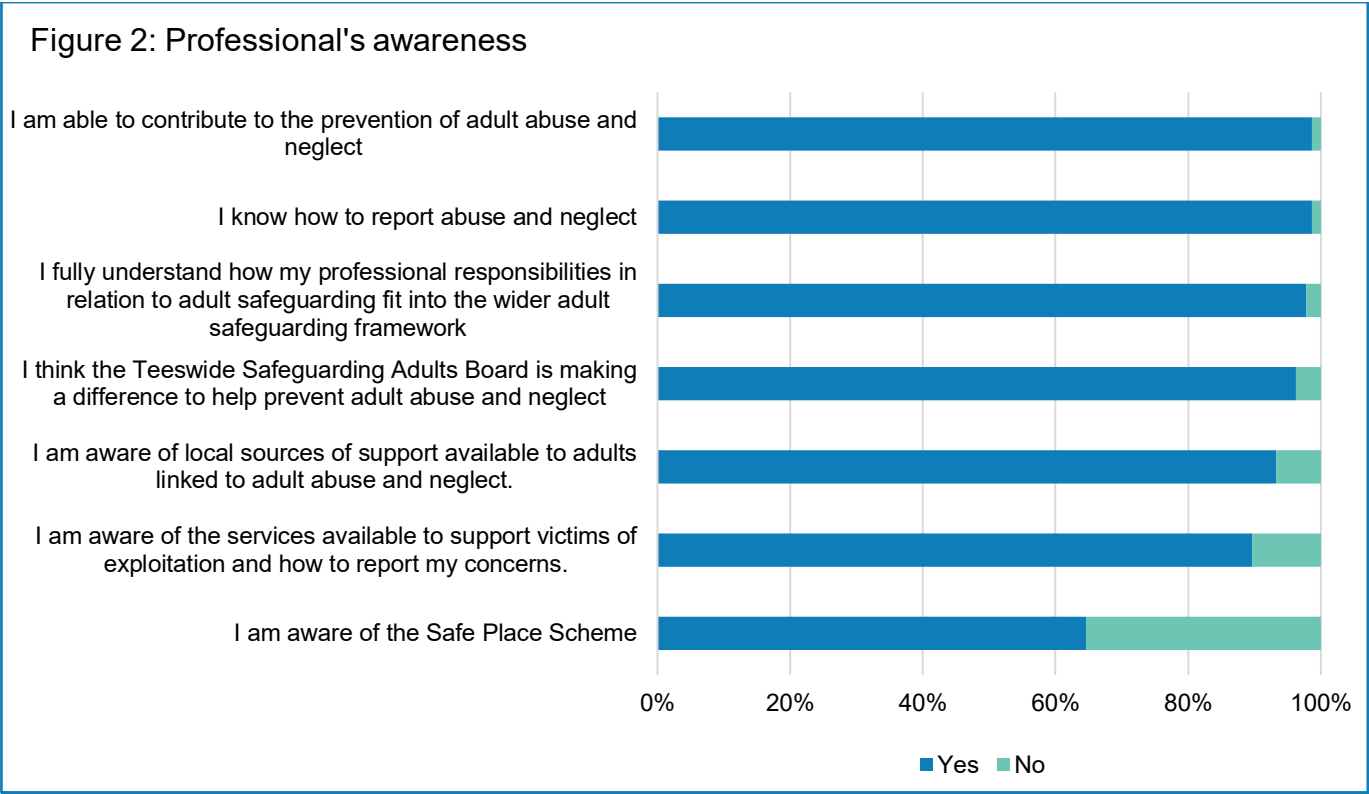
Figure 1: Who completed the Annual Survey?



10.3 Responses from professionals

The professionals survey included 7 specific questions requiring a Yes/ No answer. 5 of the questions remained similar to previous years allowing a comparison to be made to 2023-24⁹ and two new questions were introduced to support ongoing workstreams. Figure 2 shows the responses.

⁹ These questions in previous years had 5 possible answers (strongly agree, agree, did not know, disagree and disagree) however it was agreed during the review to change this to a yes/ no response. This may have resulted in some of the more significant changes when compared to previous years. The responses have been compared to strongly agree/ agree answers from 2023-24.



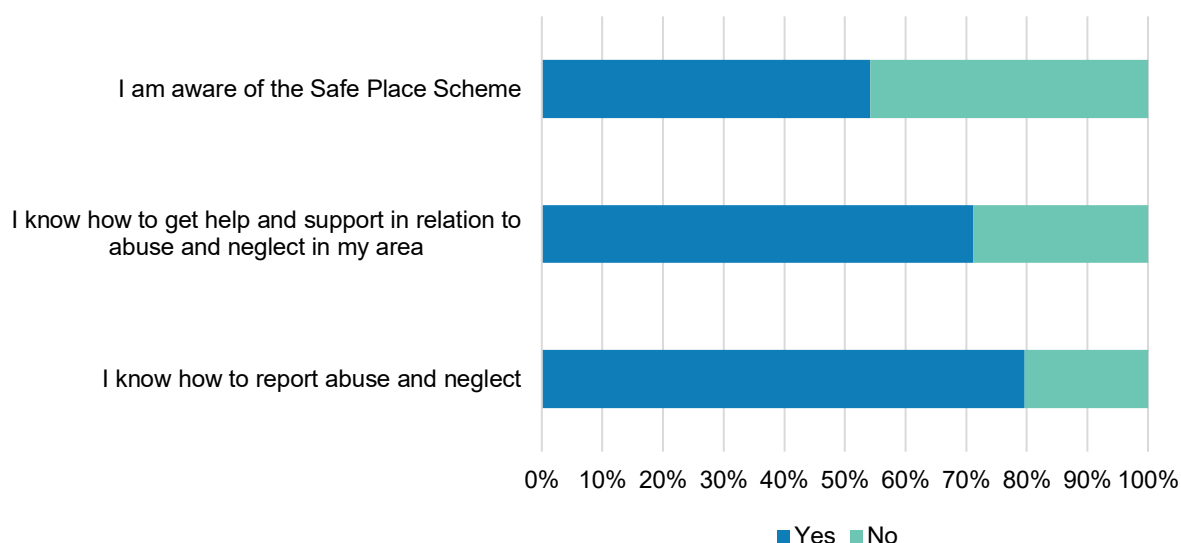
- **98%** of professionals stated that they fully understand how their professional responsibilities in relation to adult safeguarding fit into the wider adult safeguarding framework. (1% decrease when compared to 2023-24)
- **99%** knew how to report abuse and neglect (1% increase when compared to 2023-24)
- **93%** are aware of local sources of support available to adults linked to adult abuse and neglect. (6% increase when compared to 2023-24).
- **99%** felt they were able to contribute to the prevention of adult abuse and neglect (4% increase when compared to 2023-24)
- **96%** think the Teeswide Safeguarding Adults Board is making a difference to help prevent adult abuse and neglect. (11% increase when compared to 2023-24)
- **90%** are aware the services available to support victims of exploitation and how to report their concerns. (new question introduced in 2024-25 to support the implementation of the Adult Exploitation Strategy).
- **65%** are aware of the Safe Place Scheme (new question introduced in 2024-25 to support future promotion of the Safe Place Scheme).

10.4 Public Responses

Members of the public were asked three questions in relation to awareness. Similar to the professional's survey, two questions remained the same¹⁰ and a new question for 2024-25 was introduced in relation to the Safe Place Scheme. The responses can be seen below in Figure 3.

¹⁰ These questions in previous years had 5 possible answers (strongly agree, agree, did not know, disagree and disagree) however it was agreed during the review to change this to a yes/ no response. This may have resulted in some of the more significant changes when compared to previous years. The responses have been compared to strongly agree/ agree answers from 2023-24.

Figure 3: Public Awareness



- **54%** of the public surveyed were aware of the Safe Place Scheme (new question introduced in 2024-25)
- **71%** know how to get help and support in relation to abuse and neglect in their area (12% decrease when compared to 2023-24⁴)
- **80%** know how to report abuse and neglect (10% decrease when compared to 2023-24⁴)

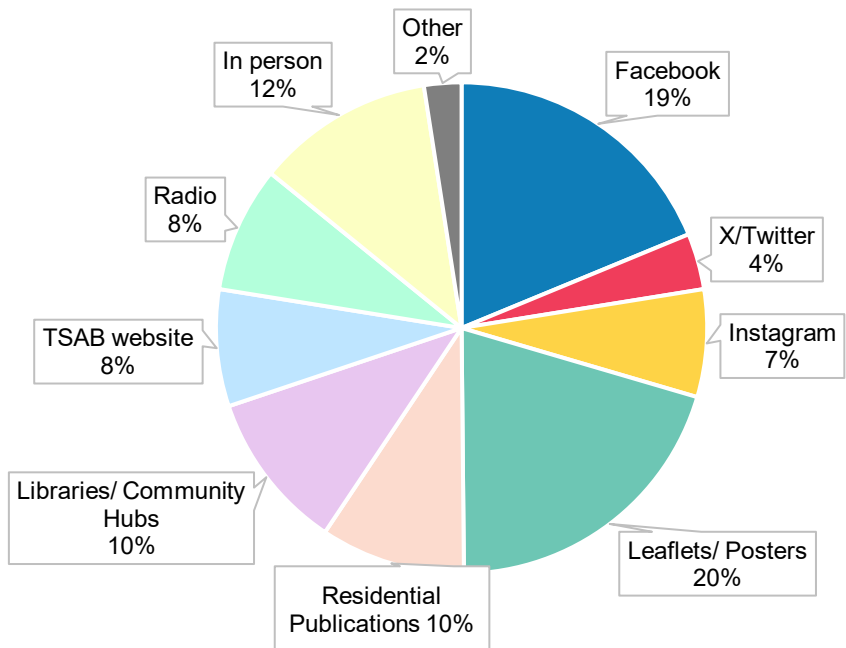
The responses received from the general public have identified a need for general safeguarding awareness raising around reporting abuse and neglect, local services (Find Support In Your Area page) and the Safe Place Scheme. This will be considered as part of the Communication and Engagement Plan 2025-26.

To support with public engagement, this year the Board also introduced a question for the public around how they like to receive or access information. The public were asked to select all the ways they like to use to access information and an “other” box was also included with a free text to allow preferred methods of communication to be captured. Positively, the more popular methods of communication are methods which the Board utilises on a regular bases.

The results can be seen in Figure 4.

- In top place, representing 20% of the responses was “Leaflets and Posters”. The Board already provides a selection of printable resources including different languages and easy read formats and these will continue to be utilised during key campaigns, in-person events and distributed via the Board’s members.
- In close second place at 19% was Facebook. The Board has an established Facebook platform that continues to grow. Work will continue in 2025-26, using this platform as a communication tool both during and outside of key campaigns to share important safeguarding messages.
- In close third and fourth place was “in-person”, “libraries/ community hubs” and “residential publications”. The Board will continue to ensure representation, where possible, at public events to raise awareness of safeguarding in 2025-26. Consideration will be given to ways in which to build on the relationships established with libraries during NSAW, to develop stronger links with libraries and community hubs across Tees. Resident publications have continued to be used during larger campaigns such as NSAW to support with awareness raising and will also be considered as a communication tool during campaigns in 2025-26.

Figure 4: Please tell us how you like to receive/access information



10.5 “Please tick which types of abuse you would like more awareness of”.

To help the Board plan their work for the following year, including awareness raising campaigns, both professionals and members of the public were asked what types of abuse they would like more awareness of. In previous years, respondents were asked to select which types of abuse they “felt well informed on” and therefore this may have contributed to some of the more significant shifts in responses.

Figure 4: Ranking of which type of abuse professionals and the public would like more awareness of

Ranking	Professional	Public	Combined
1	Organisational	Psychological ↑ 1	Organisational
2	Modern Slavery	Discriminatory ↑1	Modern Slavery
3	Self-Neglect ↑4	Financial ↑ 3	Self-Neglect ↑4
4	Psychological ↑1	Domestic ↑ 5	Psychological ↑1
5	Discriminatory ↓2	Organisational ↓4	Discriminatory ↓2
6	Financial ↑2	Modern Slavery ↓2	Financial ↑2
7	Sexual Exploitation ↓3	Self-Neglect	Sexual Exploitation ↓3

8	Neglect ↑2	Sexual Exploitation ↓2	Neglect ↑2
9	Domestic	Neglect ↑ 1	Domestic
10	Sexual Abuse ↓4	Physical ↑1	Sexual Abuse ↓4
11	Physical	Sexual Abuse ↓3	Physical

Similar to previous years, Organisational Abuse and Modern Slavery are areas which professionals feel they want more awareness of. The new Adult Exploitation Strategy implementation is expected to support and increase professional awareness of adult exploitation and therefore supporting awareness of Modern Slavery. Psychological Abuse and Discriminatory Abuse remained in the top 3 for Public, similar to last year. Following the closure of the annual survey, in March 2025 the Board facilitated an awareness campaign on Discriminatory Abuse with an aim of increasing both public and professional awareness of this type of abuse.

The more significant shift in public responses is that they would like more awareness of domestic abuse and financial abuse both of which can often be interlinked in adult safeguarding and have been noted to present a number of challenges. The themes of domestic abuse, financial abuse and psychological abuse have been noted and will be considered as part of the CE Plan in 2025-26.

The more significant shift in professional responses was that they would like more awareness of self-neglect, in comparison to previous years where they had noted to feel more well informed on this type of abuse. This will also be considered as part of the 2025-26 CE Plan.

Interestingly, Sexual Abuse also saw a significant shift in both the public and professionals' responses, with less public and professionals requesting further awareness raising around this category of abuse. In February 2024 the Board engaged in a weeklong campaign as part of Sexual Violence and Sexual Abuse Awareness Week which could have influenced the responses to this question.

10.6 What should the Board's Priorities be for 2025/26?

Similar to previous years, members of the public and professionals are asked to select their three top priorities for which they want the Board to focus on the following year. Respondents had 6 options to choose from and the results can be seen below in Figure 5. The graph shows both the professional responses (blue), public response (green) and combined response.

Figure 5: What should the Teeswide Safeguarding Adults Board’s priorities be for the next twelve months?



The top spot for this year overall and for professionals is to ***“Raise awareness of how professionals and organisations can better support those who have experienced trauma to access and engage with services”***. Trauma and engagement with services continues to be a theme highlighted in SARs locally and nationally. Whilst this was a top priority for professionals, it scored lower when looking at the public’s responses alone.

In second spot, and the top spot for public is to ***“Work more closely in engaging with local communities and local services on how to report concerns of abuse and neglect”***. Working with communities will continue to be a key priority of the Board and raising awareness of how to report concerns and how to access support in relation to abuse and neglect will feature in the 2025-26 communication plan.

In third place is to ***“Work more closely with organisations to improve the lives of people and families most at risk of abuse and neglect”***. Multi-agency and partnership working remains key to preventing adult abuse and neglect. Considerations will be made in 2025-26 in relation to how the Board can build on the relationships already established with organisations as well as developing new relationships with new organisations, particularly in the voluntary sector.

11 Conclusion

The annual survey results will assist in the development of the objectives and actions for the TSAB Strategic Business Plan 2025-28. It is recognised that there are some differing opinions between professionals and the general public, however these will be taken into account to ensure the Business Plan is responsive to all feedback provided by the Annual Survey.

The top three priorities identified from the survey will be included within the Strategic Plan 2025-26:

- Raise awareness of how professionals and organisations can better support those who have experienced trauma to access and engage with services.

- Work more closely in engaging with local communities and local services on how to report concerns of abuse and neglect.
- Work more closely with organisations to improve the lives of people and families most at risk of abuse and neglect.

The further three priorities which although scored lower, are equally as important to the work of the Board and will therefore be taken into consideration throughout 2025-26.

12 Appendix

Appendix 1 – Professional Survey



Professionals
2024-25

Appendix 2 – General Public Survey



Public 2024-25

Appendix 3 - General Public Survey Easy Read Version



2. Easy Read
2024-25.pdf