



Annual Communication & Engagement Report






2025-26



Contents

1. Introduction.....	4
2. Communication and Engagement Activity	5
3. Website	11
4. Training.....	11
5. Newsletters and Bulletins	11
6. Resources	12
7. Safe Place Scheme.....	12
8. Safeguarding Champions	13
9. Involving Individuals with Lived Experience	13
10. Annual Survey	14
11. Conclusion.....	21
12. Appendix.....	2

Communication and Engagement Highlights 2025–26

Website 109,452 Views 46,106 Visitors 	Social Media 109,452 Facebook Views 1264 (7.8% increase) Facebook Followers 	Annual Survey 614 Responses 442 Professionals 172 Public (including 60 Easy Read) 
Newsletter & Bulletins 2,041 Safeguarding Champion Bulletins delivered* 10,330 Newsletters delivered* 	Local Press, News & Radio 136,00 Local Magazine 1 Radio Podcast 1 Radio Advert 21,429 DAB impressions 136,000 FM Impressions 	Safe Place Scheme 100 Safe Place Scheme Venues Safeguarding Champions 554 (9.9% increase)

*Delivered electronically

Training

E-Learning 6560 learner registrations from 652 organisations 24,569 courses registered (5.7% increase on previous year) 20,953 courses completed	Training Courses 560 delegates attended virtual and face to face webinars
--	---

Key Campaigns & Events

- A Spotlight on Going Back to Basics
- National Safeguarding Adults Week
- A Joint Campaign with the Safeguarding Children’s Partnership -
Transitions for Young People into Adulthood

1. Introduction

The purpose of this report is to provide an overview of the Board's communication and engagement activity between 1 April 2025 and 31 March 2026 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 2025-28

The following **objectives** from the Board's 3-year [Strategic Plan 2025-28](#) also form the basis of this report.

Priority: Information, Engagement & Involvement

- Listen to the voice of adults with care and support needs, their families and carers, and facilitate sharing user experience to inform our future direction and priorities
- Further develop the Safeguarding Champions initiative to improve engagement with local communities and services
- Ensure that the TSAB website and all public facing materials are accessible and easy to understand, with clear information that signposts to support services
- Ensure adults who are at risk of abuse and neglect are aware of local sources of support and schemes such as the Safe Place Scheme

Priority: Confident, Competent Practice

- Learn from, and embed into practice and policy local, regional, and national Safeguarding Adult Reviews (SAR), applicable Domestic Abuse Related Death Reviews (DARDR), Child Safeguarding Practice Reviews (CSPR) and any other relevant reviews and implement action plans.

Priority: Emerging Challenges, Enabling Solutions

- Seek assurance that Board partners are working together effectively to protect adults with care and support needs from all forms of abuse and neglect

- Collaborate and align with Safeguarding Children Partnerships, Community Safety Partnerships, Health & Wellbeing Boards and other relevant partners to deliver on key joint priorities
- Work with partners to ensure there is a coordinated approach to protecting individuals with care and support needs who are most at risk of harm, with an appropriate offer of support and interventions, relevant to their needs

The following **actions** from the Board's Strategic Plan 2025-28 link to the Communication & Engagement Sub-Group's work plan and also form the basis of this report:

- Develop and deliver the annual Communication and Engagement Plan, including the 'Spotlight On' campaigns, ensuring the themes align with TSAB's priorities, and National Safeguarding Adults Week
- In conjunction with the LTD Sub-Group support the delivery of a joint learning event with the Safeguarding Children's Partnerships
- Continue to engage and involve local communities, including, harder to reach groups and the seldom heard, with the work of the Board, considering equity and equality of access across all aspects of work.
- Deliver the Annual Consultation Programme to ensure feedback from people who have accessed safeguarding services, professionals and the general public directly influences the Board's future priorities and promotes co-design with partners
- Support TSAB Safeguarding Champions to actively promote the work of the Board and improve engagement with local communities and services across all sectors
- Continue to develop the TSAB website and all hosted resources to comply with accessibility standards
- Promote and share information about innovative services and solutions available to safeguard and improve the lives of those most at risk within our communities
- Reviewing the ['Find Support in your Area' page](#) on the TSAB website to ensure all information is up to date and accurate.

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 2025/26. 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 platform grew by 7.8% in 2025-26, with 1264 followers reported at the end of the reporting period.¹ Social media provides a useful tool to share key messages with both members of the public and professionals.

The Board's X profile remains active, though following has continued to decline and analytical information remains restricted by a subscription fee. The use of X remains under review in response to significant changes to the platform's functionality, credibility, and reach. Ongoing use of X will continue to be monitored in 2026-27 in line with Local and National Guidance.

Due to the uncertainty of the Board's future presence on X, two new platforms were introduced in 2025-26:

- Bluesky, a social media alternative to platforms like X
- LinkedIn to broaden professional-facing online presence

As both of these platforms are in early stages of development, progress will be reported on in 2026-27.

YouTube 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 87 subscribers to the YouTube Channel (11.5% increase when compared to 2025-26).

Whilst social media, particularly 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, digital boards in public spaces (including screens in GP's), 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 2025-26, the Board hosted 2 Spotlight on Campaigns - Back to Basics and Transitions for Young People into Adulthood.

Focused campaigns involve collaborative work with partners across Tees to support awareness raising and a comprehensive evaluation is conducted at the end of the campaign to evaluate its

¹ Reporting period is from 1st April 2025 – 31st March 2026

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

2.3 Spotlight on Safeguarding: Back to Basics Campaign (8–12 September 2025)

The Back-to-Basics campaign was developed in response to feedback from TSAB’s 2024–2025 annual consultation survey, which identified a need to strengthen general safeguarding awareness among both the public and professionals. The campaign aimed to reinforce core safeguarding principles and highlight the shared responsibility of professionals, carers, communities, and organisations in protecting adults at risk.



The campaign centred on three key safeguarding messages:

- Recognise the signs of abuse and neglect
- Listen and keep the person at the centre
- Report concerns to the appropriate services

These messages were supported through daily themed content and activities throughout the week.



Campaign Activity

- A Communication, Engagement and Social Media Plan was circulated ahead of the campaign.
- Two online learning sessions for professionals were delivered: “A Hierarchy of Testimony” (Findaway Service²) and “Trauma-Informed Reflective Practice” (Nottingham Trent University).
- A range of daily safeguarding messages and resources were promoted across Facebook, Bluesky and X aimed at raising awareness among the public as well as professionals.
- Resources were shared digitally and in print with partners, voluntary organisations and community groups.
- In-person engagement took place with Thirteen Housing, Touch Point Stores and a local Care Provider Forum.
- Campaign information was included in the July Safeguarding Champion Bulletin and September TSAB Newsletter, reaching 3,048 professionals.

Impact and Engagement

Social media and website engagement increased during the campaign, supported by strong partner promotion.

- Increase views, reach and interactions across social media.
- Increased website traffic, including more visits to key safeguarding pages.
- Partners re-shared social media posts & campaign resources through newsletters, intranets, staff briefings, social media and community venues.

Learning session feedback:

Feedback was highly positive, with 100% reporting increased knowledge and skills and confidence to apply the learning in their role. Both sessions received an overall satisfaction rating of 4.6/5.

² A service dedicated to supporting the family & friends of victims of Domestic Abuse
<https://www.wefindaway.org.uk/>

Participants provided positive feedback:

“This session has made me aware of my own practice, how to reflect on it, which will help to support me and service users in future practice.”

(Trauma Informed Reflective Practice attendee)

“I have enquired with our commissioned Domestic Abuse service, asking what work they do to engage with/support family and friends and will use the learning in any future DHRs [now known as DARDR - Domestic Abuse Related Death Reviews].”

(A Hierarchy of Testimony attendee)

2.4 National Safeguarding Adults Week (17th–21st November 2025)

The Board led and coordinated communication and engagement activity for National Safeguarding Adults Week (NSAW) across Tees. The Ann Craft Trust³ set the national themes for the week, with the overarching theme of **“Prevention.”**

Each day focused on a specific area:

- **Monday:** Change the Conversation – Preventing abuse and amplifying individual voice
- **Tuesday:** Prevention in Practice – Safeguarding in everyday practice and leadership
- **Wednesday:** Creating Empowering Environments – Trauma-informed approaches and co-production
- **Thursday:** Trust Your Instincts – Building confidence to speak up (aligned with **Carers Rights Day**)
- **Friday:** Celebrate Safer Cultures – Highlighting good practice and safer systems

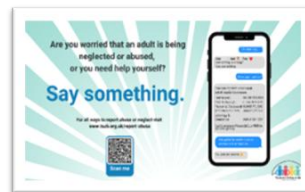
A range of awareness-raising activities took place across the week, including (but not limited to):

- A comprehensive **social media campaign**, with Facebook reach increasing to **28,295** during the week.
- **Hits Radio advertising**, with **62 broadcasts** and over **157,000 impressions** across DAB and FM.
- **Five professional workshops**
 - Safeguarding Adults – From Prevention to Practice
 - Understanding & Managing Vicarious Trauma
 - Recognising Carers in Safeguarding & Upholding Rights & Reducing Risks
 - Community Guardians Safeguarding for Every Stage of Life
 - Help me tell my story - Adult Survivors of Sexual Harm
- CVFM radio activity, including bilingual adverts, daily safeguarding content, social media posts and a [podcast featuring the TSAB Independent Chair](#).
- Articles and adverts in local media, including Hartlepool Life and Stockton-on-Tees News, reaching over **136,000 households** in total.
- Safeguarding information shared through local libraries, community venues, housing touchpoint stores, hospital sites, and multiple partner communication channels.

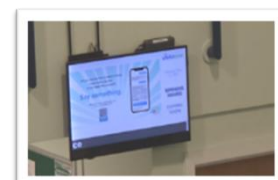


³ Leading UK Authority on Safeguarding Adults <https://www.anncrafttrust.org/>

- Promotion of the Safeguarding Champions Scheme, resulting in **18 new Champions** and **30 new subscribers** to the TSAB Newsletter.
- A dedicated NSAW webpage launched to host resources, contributing to **9,587 website views** during the period.



For the first time, the campaign utilised **digital promotion via GP surgery screens across all four local authorities**, further strengthening links with local health settings and helping to raise awareness among those who may be harder to reach. This new approach increased visibility within communities and ensured that key safeguarding messages reached residents at the heart of primary healthcare.



A comprehensive evaluation highlighted the wide reach of the campaign and the success of partnership working in raising awareness of adult safeguarding among both professionals and the public.

Workshop Feedback

"[It] Will inform not only my own practice but also that of the team I manage and individuals I mentor."

Prevention to Practice Workshop

"When I am supporting newly qualified Social Workers, there are some techniques that I will be able to use with them to ensure their wellbeing"

Understanding and Managing Vicarious Trauma: Supporting Staff Wellbeing Workshop

2.5 A Spotlight on Transitions for Young People into Adulthood (16th – 20th February 2026)

The Transitions for Young People into Adulthood was a week-long campaign between 16th-21st February 2026, and was delivered in conjunction with the Teeswide Safeguarding Adult Board, Hartlepool and Stockton's Safeguarding Children's Partnership and South Tees Children's Safeguarding Partnership.

The campaign was informed by key findings from the [Evie Safeguarding Adults Review \(SAR\)](#) which highlighted significant learning about the challenges young people face when moving from children's to adults' services and the need for stronger multi-agency coordination. Using the Evie SAR as the foundation ensured the event focused on recent local learning and areas where practice could be strengthened.

Key campaign themes included:

- Thinking beyond child/adult silos
- Transitions for Young People into Adulthood event
- E-Learning
- Summary of Event (Evie SAR)
- Week Summary

Online Event

The workshop explored several core issues connected to Transitional Safeguarding and the findings of the Evie SAR:

- Mental health needs and access to support
- Pressures and responsibilities experienced by young carers

- Suicide prevention and early intervention
- Transitional pathways between services
- Bereavement and anticipatory care support

A joint professional online learning session was attended by **229 participants**.

- A live poll was used to understand the spread of professionals, showing a well-balanced mix of those working in adults' services, children's services, and across both.
- A coordinated social media campaign ran across **X, Facebook, Bluesky and LinkedIn**, aligned to a daily communications plan.
- Posts highlighted Transitional Safeguarding, cross-agency working, key learning from the Evie SAR, and relevant local resources.
- Partners were encouraged to reshare content throughout the week to strengthen regional reach.

Impact and Engagement

The event supported greater shared understanding between adults' and children's services, reflecting Transitional Safeguarding as a collective area of responsibility. The wide spread of professional roles contributed to cross-sector learning and the strengthening of multi-agency practice. Social media activity across X, Facebook, Bluesky and LinkedIn increased during the campaign week, supported by partner promotion and re-sharing.

Participant Feedback

Feedback from professionals who attended the session was highly positive, demonstrating clear impact on practice and understanding:

"Working as a Safeguarding social worker this will improve my assessment of risk for those transitioning to adult services. Additionally, I will be more aware of young carers that are supporting those open to safeguarding."

"Biggest take away is considering how developmentally ready the young person is and trying to meet their needs, rather than them not meeting the service needs."

"I support both child and adult trauma survivors so this will help me with any young people transitioning."

"I work with a lot of teenagers with trauma, health issues and a language barrier who are transitioning to adulthood so it will definitely help to co-ordinate support around them and access services I wasn't aware of."

2.6 Other National Campaigns

The Board engaged in National Campaigns throughout the year, using social media, Newsletters and Safeguarding Champions Bulletins to promote key messages and resources. Examples include:

- **World Autism Acceptance Month:** Shared the TSAB [Working with Autistic People webpage](#) and highlighted the campaign in the Champions Bulletin.
- **Deaf Awareness Week:** Promoted the updated *Deaf Awareness poster* and the TSAB [What is Safeguarding? \(BSL\) video](#) on social media and in the Safeguarding Champions Bulletin to raise awareness amongst professionals.

- **National Day of Memory for Victims of Honour-Based Abuse:** Added the [Karma Nirvana free HBA Identification tool for frontline professional's](#) link to the website, and shared additional resources—such as the *HALO Project⁴ Honour-Based Abuse Risk Indicator Wheel*, via social media and the TSAB newsletter.
- **White Ribbon Day & 16 Days of Action:** Attended the VAWG *1 in 3: The Silent Emergency* event at MFC Stadium and promoted the [newly published joint report](#) from White Ribbon UK and the Centre for Protecting Women Online through social media.

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.

The website had a total of **46,106 visitors** across the year and **227,491 views**.

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 2025/26 to ensure that all contact details were up to date and that any newly established support services across Tees were included. Following the [Evie SAR](#), practitioners were asked about 'Bereavement support Services', this resulted in additional services being added to the Find Support in Your Area page.

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 remains a popular learning resource which is utilised by a wide range of professionals across Tees.

As the TSAB's comprehensive online training offer continues to expand, the decision was taken to discontinue paper-based workbooks. Training is delivered through e-learning modules, virtual webinars and face-to-face sessions, providing a high-quality range of options to support different learning preferences.

In total, **6560** learners across **652** organisations registered for **24569** courses, of which **20953** (85%) were completed. **560** delegates also attended virtual training webinars and face-to-face sessions.

5. Newsletters and Bulletins

The Board publishes quarterly [Newsletters](#) and Safeguarding Champions Bulletins, both of which are available in a webpage format on the TSAB website to support accessibility. During the year, the publications featured a "Service Spotlight" section, providing an opportunity to showcase specialist services within Tees, often aligned with key campaigns or learning from

⁴ HALO Project Specialist Domestic Abuse Services for Black & Minoritised Women <https://www.haloproject.org.uk/>

Safeguarding Adult Reviews. Spotlights have included [Glowsticks Project](#) (Dedicated Charity for children & young adults that have Autism & ADHD) & the [IRISi Project Middlesbrough](#) (a partnership between GPs and Specialist Domestic Abuse Support Services).

As part of planned improvements to the Newsletter and Safeguarding Champions Bulletin, a full review of both publications is scheduled for 2026. Initial consultation with Safeguarding Champions has begun to support this process.

6. Resources

The Board continues to host and develop leaflets, posters and a range of other resources aimed at the public, carers, service users and advocates. This year, work concluded on the redevelopment of the [Safe Place Service User leaflet](#), carried out in collaboration with members of Independent Voices and Hartlepool Day Centre. An [educational video](#) produced by Newcastle City Council that highlights the issue of **cuckooing**, was adopted by TSAB as a new resource and made available on the Board's YouTube channel and website.

The Board supported Stockton-on-Tees Borough Council's wider co-production work by contributing to the development of the "**Co-Pro and Grow, Glossary of Acronyms**", helping to ensure the resource was co-designed, accessible and reflective of shared understanding across Adults, Health and Wellbeing services.

7. Safe Place Scheme

The [Safe Place Scheme](#) continues to be overseen by a dedicated Steering Group under the governance of the Board. The TSAB website hosts an interactive map of Safe Place locations, venue lists and information packs for participating sites.

During 2025, the Steering Group met twice to monitor venue numbers, review activity across the four Local Authorities and consider areas for further development. Members provided updates on local promotion, annual audits and opportunities to strengthen engagement with voluntary and community organisations. A particularly positive development this year is that a Police Front Desk in each of the four Local Authorities has now been registered as a Safe Place location.



One of the key focuses this year was the continued review of the Safe Place Scheme resources, including the redevelopment of the [leaflet for Service Users](#)<https://www.tsab.org.uk/campaigns-and-initiatives/find-support-in-your-area/safe-place-scheme/>. Members of Independent Voices and Hartlepool Day Centre reviewed the leaflet and provided valuable feedback, which informed the redevelopment of the resource. The updated leaflet was approved in May 2025 and published on the TSAB website. Additional work included reviewing the audit feedback processes and associated documentation.

The Steering Group will continue to support Local Authorities and partner organisations in promoting the Safe Place Scheme. This remains a key area of work highlighted within the 2025–26 Annual Survey, and activity will continue into 2026–2027 to ensure the growing network of venues remains accessible, visible and responsive to community needs.

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 2025–26 included an action to “Support TSAB Safeguarding Champions to actively promote the work of the Board and improve engagement with local communities and services across all sectors”.



The number of Safeguarding Champions increased by 9.9% in 2025-26, with **554** Champions recorded at the end of the reporting period.

A quarterly bulletin was shared with Champions during 2025–26, providing resources, learning from SARs, updates to Policies, Procedures and Guidance, and campaign materials. Champions were also invited to online events hosted by the Board to support their ongoing development.

Throughout the year, activity has focused on promoting the scheme during key campaigns and through engagement with local community services to increase the number of Safeguarding Champions, with a particular emphasis on engaging the voluntary sector, which had been identified as under-represented. This included promotion of the scheme with Refugee Futures, Amputation Foundation, The National Trust, Together in a Crisis and Vision25 (further information on these organisations can be found in Section 9).

As part of the wider development work planned for 2026, champions are being consulted through an open feedback questionnaire to help shape the future of the Scheme and the Champions Bulletin. Their input will inform decisions on content, format, and priority areas moving forward.

9. Involving Individuals with Lived Experience

The Board has strengthened engagement with a wide range of VCSE organisations and community groups to ensure that adult safeguarding activity is informed by the voices and experiences of local people. Throughout this work, the Board met with several organisations to better understand the needs of adults with care and support needs, identify safeguarding challenges, and build strong foundations for ongoing collaboration. This included engagement with:

- [Vision25](#) – Based in Stockton who support young people with learning disabilities, helping them develop independence and life skills across Tees.
- [Together in a Crisis \(EveryturnTIAC\)](#) – Providing non-clinical crisis support to adults experiencing emotional distress across Tees.
- [Glowsticks Project](#) – a newly launched charity supporting autistic and ADHD children and young people aged 2–25 across Tees offering activities, groups and meaningful employment opportunities through an inclusive café based in Middlesbrough.
- [Changing Lives Young People's Community Hub](#) – a trauma-informed hub supporting young people aged 16–25 in Middlesbrough.

These engagements offered valuable insight into safeguarding issues linked to disability, neurodiversity, mental health and young adults at risk. Further activity included meetings with:

- [Open Door North East \(ODNE\)](#) – who support refugees and asylum seekers in Middlesbrough & Stockton with housing, welfare and integration.
- [Refugee Futures](#) – who help newly arrived asylum seekers in Stockton settle into the community through welcome meetings, orientation and practical support.
- [The Amputation Foundation support hub](#) – based in Middlesbrough, which provides peer support and practical guidance for people living with amputation across Tees, offering important lived-experience insights around isolation, health inequalities and unmet support needs.

Alongside this, the Board attended a wide range of in-person community events across the Tees Valley, including the Stockton Refugee and Asylum Seekers Fair, the Multicultural Awareness Event, the Winter Wellbeing Event at Thornaby Pavilion, the Our Place, Our Say events for autistic and learning-disabled people and their families, the Our Stomping Grounds: Learning Disabled Artists as Leaders conference, and the Improving Adult Social Care: A Conversation with the VCSE Sector event held in Redcar Council.



Further engagement included attendance at Health & Social Care (Adult Provision) Stockton Riverside College, Liaising with Teesside University Social Work Department and the *Violence Against Women and Girls (VAWG), 1 in 3: The Silent Emergency* event at The Riverside Stadium, Middlesbrough on 5th November 2025.

The Making Services Easier for People to Engage in Guidance was produced in 2024 with the support of individuals with lived experience who accessed Recovery Connections. Following local and national Safeguarding Adult Reviews, continuing to identify engagement as a theme, it was agreed to review the guidance with further support from individuals with lived experience. This work will continue into 2026-27 and will be further reported on in 2026-27.

This work directly supports the Communication & Engagement Sub Group's priority to engage and listen to the voice of adults with care and support needs, their families and carers, and to facilitate the sharing of user experience to inform the Board's future direction and priorities. Activity this year has focused on building relationships, strengthening trust and laying the foundations for future engagement. These strengthened relationships support meaningful involvement and continued partnership working, underpinning the Board's ongoing commitment to ensuring that people with lived experience can continue to shape its approach to adult safeguarding.

10. Annual Survey

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 surveys⁵: one for professionals⁵ and one for members of the public⁶ (including an easy read version⁷). The questions between the professional's survey and public survey, although they differ slightly to meet the needs of the intended audience, are comparable and can be collated. The survey opened in October 2025 and closed in January 2026.

⁵ Appendix 1

⁶ Appendix 2

⁷ Appendix 3

10.1 Survey Distribution

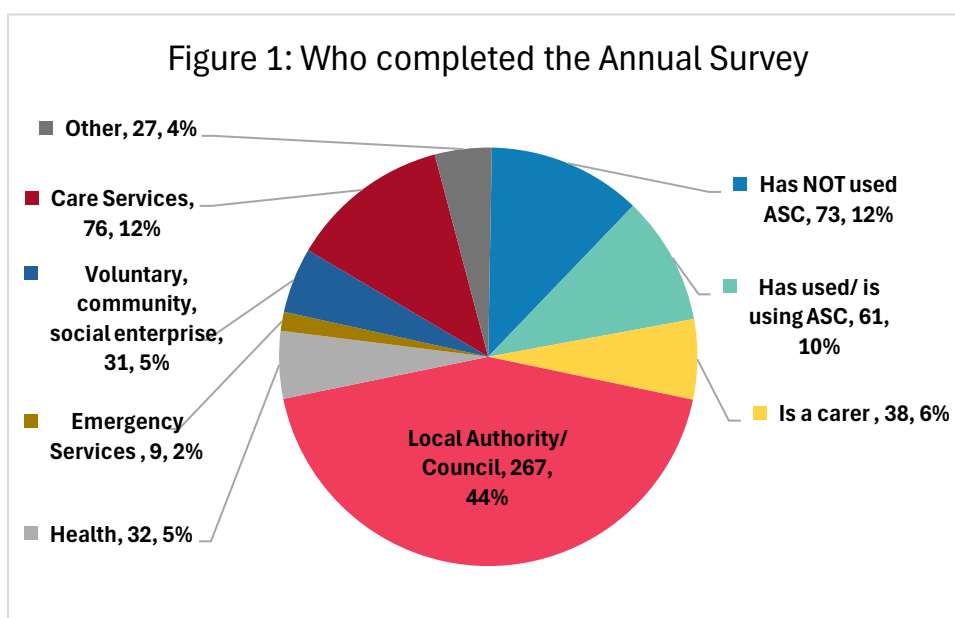
The survey was distributed by the following methods:

- TSAB website
- TSAB Newsletter and Safeguarding Champions Bulletin
- TSAB Social Media platforms (X, Facebook, LinkedIn & Bluesky)
- 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
- Posters were shared with statutory and voluntary organisations for them to display.
- QR code shared during service visits.
- Links shared when attending services visits
- 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 highlight target areas. The results were shared with partners to encourage targeted promotion within organisations.

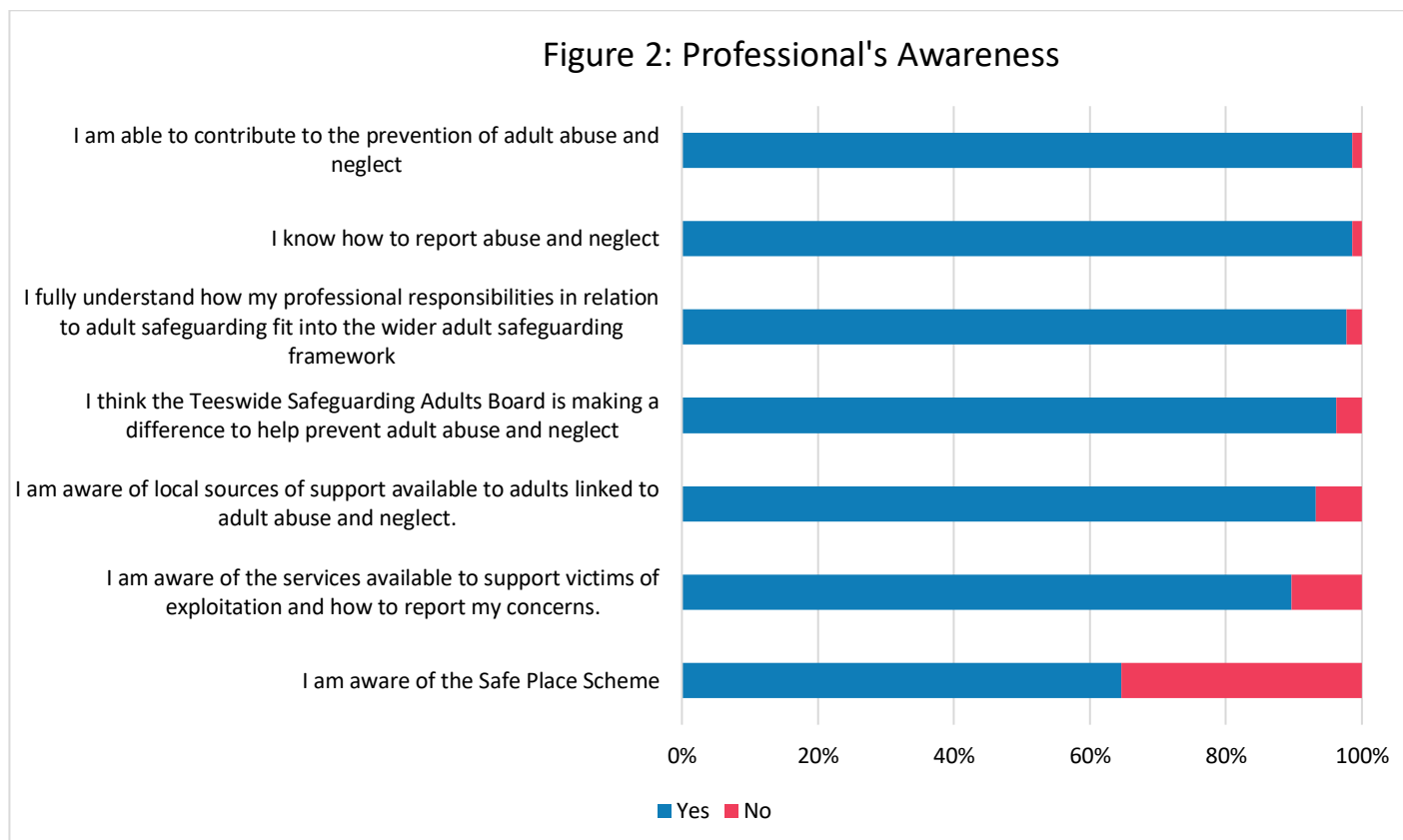
10.2 Who completed the annual survey?

- Across the two surveys, a total of **614** responses were received. **442** surveys were completed by professionals and **172** completed by members of the public, including **60** via the easy read survey.
- Whilst overall, there was a **13% decrease** on submissions when compared to the 2024-25 survey, there was a 45% increase in submissions by the public.
- 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.



10.3 Responses from professionals

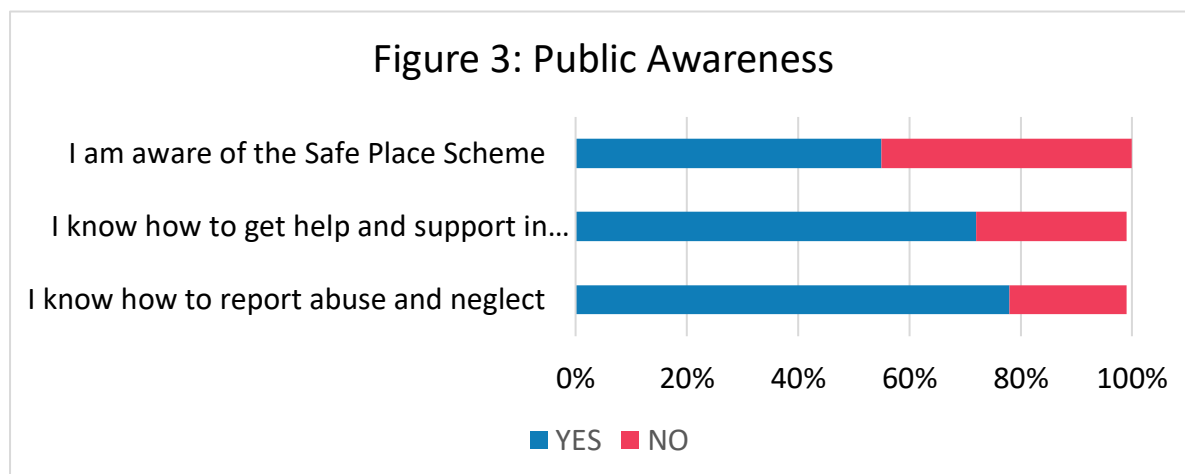
The professional survey included seven Yes/No questions which aim to identify whether professionals have the knowledge they need to recognise, respond to, and report adult abuse and neglect, and to highlight any areas where further communication, training, or support may be required. The results can be seen below in Figure 2.



- **98%** felt they were able to contribute to the prevention of adult abuse and neglect (1% decrease when compared to 2024-25).
- **99%** knew how to report abuse and neglect (this remains the same when compared to 2024-25).
- **97%** 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 2024-25).
- **96%** think that TSAB is making a difference to help prevent adult abuse and neglect. (This remains the same when compared to 2024-25).
- **93%** are aware of local sources of support available to adults linked to adult abuse and neglect. (This remains the same when compared to 2024-25).
- **87%** are aware of the services available to support victims of exploitation and how to report their concerns. (3% decrease when compared to 2024-25).
- **67%** are aware of the Safe Place Scheme (3% increase when compared to 2024-25).

10.4 Responses from the Public

Similar to the professional’s survey, members of the public were asked three questions in relation to awareness. This allows areas to be highlighted where further communication, and awareness raising may be required. The findings can be seen below in Figure 3:

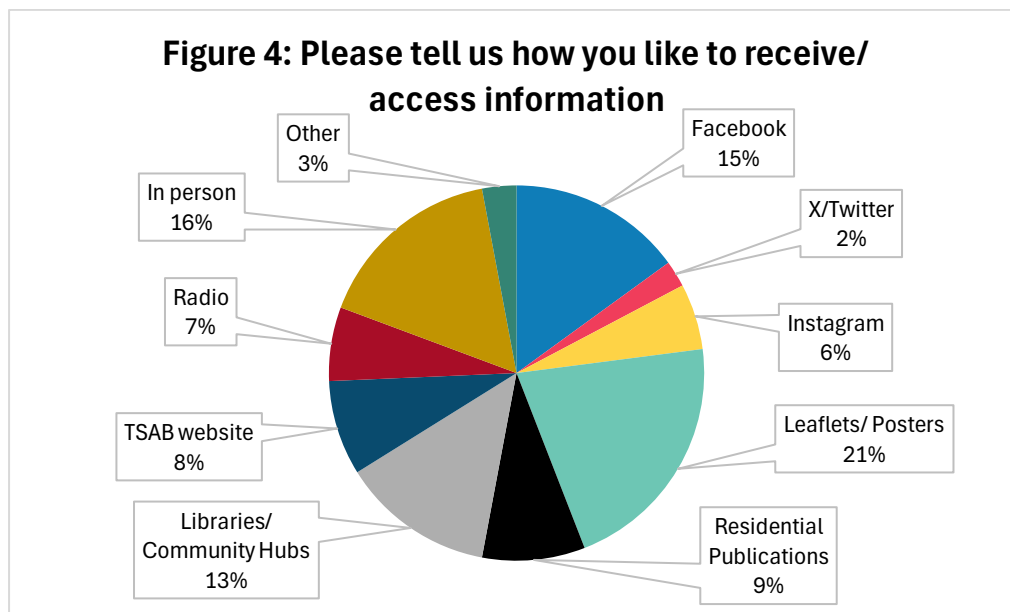


- **55%** of the public were aware of the Safe Place Scheme (1% increase when compared to 2024-25)
- **72%** know how to get help and support in relation to abuse and neglect in their area (1% increase when compared to 2024-25)
- **78%** know how to report abuse and neglect (2% decrease when compared to 2024-25)

How to report abuse and neglect had a further 2% decrease when compared to 2024-25 results (2023-24 had a 10% decrease, likely due to the change in questioning from a 5 option response - strongly agree, agree, did not know, disagree and disagree to a yes/no response).

The feedback from the public has highlighted the continued need for general safeguarding awareness-raising, particularly around how to report abuse and neglect, information on local services (including the *Find Support in Your Area* webpage), and increased promotion of the Safe Place Scheme. These themes will be considered as part of the Communication and Engagement Plan for 2026–27.

Building on last year’s engagement activity, the public were asked how they prefer to receive or access information (see Figure 4). Respondents were able to select multiple communication methods, with an “other” free-text option included to capture additional ideas. Positively, the most commonly selected methods align closely with the communication channels that are already utilised by the board on a regular basis.



- **Leaflets and Posters remained the most popular method**, increasing slightly from **20%** last year to **21% this year**. Leaflets remain accessible online and available on request via the business unit. The Board will continue to use the suite of printable resources across campaigns, at in-person events and through partner distribution networks.
- **Facebook has remained in second place**, representing **15%** of responses this year compared with **19%** last year. Although this reflects a small decrease, the Board’s Facebook platform continues to grow, and work will continue in 2026–27 to use it effectively both during and outside of key campaigns.
- **In-person communication is in third place** accounting for 16% of responses. The Board will continue attend public events throughout 2026–27.
- **The “other” option accounted for 3% of responses**, with free-text comments including communication methods such as **email** (5 responses) and **text messages** (2 responses). These insights have been noted.

10.5 Public and Professional’s awareness of the different types of abuse

To support the identification of priority areas for the Board’s work in 2026–27, including targeted awareness-raising campaigns, both professionals and members of the public were asked which types of abuse they would like more awareness. The results can be seen in Figure 5 (the arrows represent any changes in position when compared to 2024-25 results).

Figure 5: Ranking of which type of abuse professionals and the public would like more awareness of

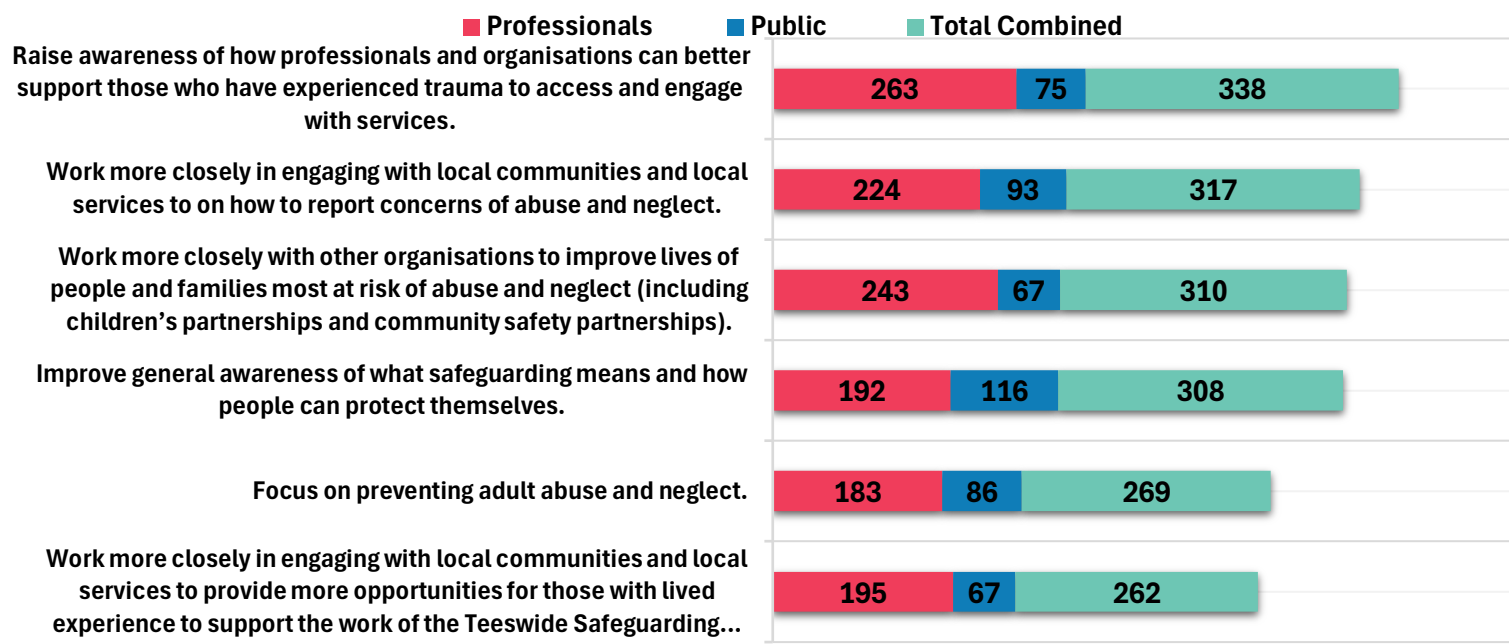
Ranking	Professional	Public	Combined
1	Organisational	Psychological	Organisational
2	Self-Neglect ↑1	Financial ↑1	Self-Neglect ↑1
3	Modern Slavery ↓1	Discriminatory ↓1	Modern Slavery ↓1
4	Discriminatory ↑1	Domestic	Psychological
5	Financial ↑1	Neglect ↑4	Financial ↑1
6	Psychological ↓2	Organisational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

- Overall, **Organisational Abuse** remains the highest-ranked area for further awareness for professionals and overall.
- **Self-Neglect** has moved into second position for professionals and overall, an increase of 1 when compared to last year.
- Whilst **Modern Slavery** moved slightly down the ranking, it still remains a key area of interest in 3rd position for professionals and overall. Work remains ongoing in this area via the Adult Exploitation Strategy.
- For the public, **Psychological Abuse** remains a priority, with other notable increases in requests for awareness of **Financial Abuse**, and **Neglect**.
- In the combined results, **Self-Neglect** and **Financial Abuse** both rose in the rankings, while **Modern Slavery** and **Discriminatory Abuse** showed small decreases.
- A decrease in requests for additional **Sexual Exploitation Awareness** was observed in the public group and combined group, with no change in the professionals group. Work will remain ongoing in this area via the Adult Exploitation Strategy.
- The themes identified will be incorporated into the Board’s **2026–27 CE Plan**, alongside ongoing work linked to the [Adult Exploitation Strategy](#).

10.6 What should the Board’s Priorities be for 2026/27?

Similar to previous years, members of the public and professionals were asked to select their top three priorities for the Board to focus on in the following year. The results are shown in Figure 5, illustrating the professional responses (Red), public responses (Blue) and combined responses (Green)

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



Interestingly, the same three priorities as last year emerged as the highest-ranked overall although the specific rankings chosen by professionals and the public differed slightly.

The top priority identified for 2025–26, shared by professionals and reflected in the overall results is ***‘improving awareness of how professionals and organisations can better assist individuals who have experienced trauma to access and engage with services’***.

Complexities relating to trauma and barriers to engagement remain evident across local and national contexts. While professionals rated this as their first priority, the public ranked it lower as their fourth priority, demonstrating differing perspectives between the two groups. The [Making Services Easier for People to Engage In](#) Guidance will be undergoing a review in 2026-27 with the support of lived experience groups to strengthen awareness in this area.

The second-ranked priority overall is ***‘to strengthen engagement with local communities and services around how to report concerns of abuse and neglect’*** The strong response by the public makes it the public’s second priority and professionals third priority with an overall combined score placing it in second place, highlighting the continued importance of community-focused communication. Enhancing understanding of how to recognise abuse, report concerns and access support will be a key element of the Board’s 2026–27 communication and engagement plan.

The third priority is to ***‘work more closely with other organisations to improve the lives of people and families most at risk of abuse and neglect’*** including the Safeguarding Children’s Partnership’s and the Community Safety Partnership’s. Professionals ranked this as their second priority, while the public placed it lower, in their joint fifth and sixth position. Despite this difference, the combined results highlight the ongoing importance of multi-agency collaboration. The Board will continue to strengthen relationships across all sectors, statutory, voluntary, community and wider partners, to ensure a coordinated and consistent approach to prevention and support.

The annual survey findings will inform the development of the objectives and actions within the [TSAB Strategic Business Plan 2025–28](#). While differing priorities between professionals and the general public have been identified, all feedback will be considered to ensure the Strategic Plan remains responsive and reflective of all views gathered through the Annual Survey. The responses to the other three priorities have also been noted. Whilst they scored lower in terms of responses they still remain relevant and important to the work of the board and will therefore be taken into consideration throughout 2026-27.

11. Conclusion

This report demonstrates the breadth, impact and continued development of the Board's communication and engagement activity during 2025–26. Through a combination of strategic planning, partnership working and responsive delivery, the Board has reached a wide and diverse audience across Tees, raising awareness of adult safeguarding, promoting key messages and encouraging shared responsibility for the prevention of abuse and neglect.

Strong digital engagement, well-coordinated awareness campaigns and effective use of newsletters, training and community networks have supported increased visibility of the Board's work. The continued growth of the Safeguarding Champions Scheme and the Safe Place Scheme reflects positive engagement with communities and professionals, whilst the delivery of targeted campaigns and national events has strengthened understanding of key safeguarding priorities.

Engagement with VCSE organisations and community groups throughout the year has provided valuable insight into local needs and safeguarding challenges, laying important foundations for ongoing collaboration and future involvement of people with lived experience. The relationships developed and the community links strengthened in 2025/26 represent a positive step forward in the Board's journey towards co-production.

The annual consultation survey continues to be a vital tool for understanding perceptions, identifying gaps in awareness and shaping future priorities. Feedback from both professionals and the public highlights continued progress, while also clearly identifying areas where further communication, engagement and awareness-raising are needed.

The findings and learning from this year will directly inform the Communication and Engagement Plan for 2026–27, ensuring that future activity remains focused on prevention, accessibility and meaningful engagement. The Board remains committed to continuous improvement, working collaboratively with partners and communities to ensure safeguarding messages are clear, inclusive and effective, and that adults with care and support needs are supported to live safer lives.

The top three priorities identified from the survey will be included within the Strategic Plan 2026-27:

- 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

12. Appendix

Appendix 1 – Professional Survey



1. Professionals
2025-26 Survey - Acc

Appendix 2 – General Public Survey



3. Public Survey
2025-26 - Accessible.p

Appendix 3 - General Public Survey Easy Read Version



2. Easy Read 2025-26
- Accessible.pdf