

Education, Skills and Children's Services Select Committee 27 January 2015

Agenda Item

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- 8 **CHILDREN'S INTERNET SAFETY**
To agree the report and recommendations of the Children's Internet Safety
Select Committee Inquiry.

3 - 30

Contributors

Mrs Val Letheren – Chairman of the Education, Skills and Children's
Services Select Committee

Lin Hazell – Cabinet member for Children's Services

Mr Simon Billeness – Chairman of the Children's Internet Safety BSCB
Subcommittee

Mr Michael Carr – Scrutiny Policy Officer



INVESTOR IN PEOPLE





Buckinghamshire County Council

Education, Skills and Children's
Services Select Committee

Children's Internet Safety

Report

Published on Thursday 27th January 2015
by authority of Buckinghamshire County Council

The Education, Skills and Children's Services Select Committee

The Education, Skills and Children's Services Select Committee is appointed by Buckinghamshire County Council to carry out the local authority scrutiny functions for all policies and services relating to education and learning and children and young people.

Membership of the Committee

Margaret Aston
John Chilver
Dev Dhillon
Phil Gomm
Paul Irwin
Valerie Letheren
Wendy Mallen
Mark Shaw
Robin Stuchbury
Katrina Wood
Mr David Babb (Co-opted Member)
Mr Michael Moore (Co-opted Member)
Mrs Monique Nowers (Co-opted Member)

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Executive Summary & Recommendations

The internet continues to revolutionise the way we teach, learn, shop, work and socialise. It can be fun, engaging and makes life easier for busy parents, curious children and working professionals, however, it also presents new risks to children from across the age range who are increasing accessing the internet in more and more ways as the technology becomes more accessible and more a part of modern life of children.

Protecting children from the risks presented by the internet falls to a wide range of partner agencies involved in delivery services for children and young people and in protection of children and young people. The Select Committee has engaged with partners in its inquiry and its report and recommendations are addressed not only to the County Council, but also to agencies and stakeholders who are essential partners in keeping children safe.

The Select Committee inquiry was established by the Education, Skills and Children's Services Select Committee to consider how partners affiliated to the BSCB including the County Council promote children and young people's safe use of the internet. The inquiry received evidence from local partners and national experts and through drawing together the evidence it has received aims to flag some of the examples of local practice and put forward recommendations to contribute to this important agenda for the protection of children.

The inquiry set out to consider how the key messages about raising awareness cyber safety are being delivered to children, young people, parents and professionals and explore some current examples of current good practice. It also considered the role for the local authority, the work of other agencies currently involved in cyber safety work and the work undertaken in schools. It has considered the methods employed to promote to all services to utilise to keep children and young keeping safe online and how partners can enhance their effectiveness.

This is a report of the key findings and recommendations of the inquiry, which are summarised in the next section and detailed throughout the report.

Members of the Inquiry

This Inquiry was carried out by a Children's Internet Safety Inquiry working party of the Select Committee. They were:

Val Letheren,
Paul Irwin,
Robin Stuchbury,
Phil Gomm,
Katrina Wood and
Monique Nowers.

Expert Advisors

Mr Mark Bailey - Ambassador for the Child Exploitation Online Protection Centre (CEOP).

Witnesses to the Inquiry

The Select Committee has interviewed a wide range of expert witnesses and local stakeholders during its inquiry. The Select Committee has engaged with all schools in Buckinghamshire through the Bucks Association of Head Teachers (BASH) and the Primary Executive Board, as well as through an invitation to a special meeting of the Select Committee on 19th November 2014.

Members of the BSCB e-Safety Sub Committee, Simon Billenness – Chairman of the Internet Safety BSCB subcommittee, Graham Briggins Shaw Thames Valley Police, Graham Strachan – McAfee, Donald McPhail – Chairman of the BSCB, Coral McGookin - Safeguarding Business Manager CYP, Angela Macpherson – Cabinet Member for Children’s Services, Ed Mallam – Head of Children’s Partnerships Ann Windsor – Senior Children’s Centre officer CYP, Louise Chatterley – Operations Manager CYP, Vic Green -Project Manager - Action4Youth, Invitation to all Buckinghamshire Schools, Andrew Walker – Chairman, Bucks Association of School Governors, Jen Beer – Public health Practitioner, David Miles Director – Europe, Middle East and Africa, Family Online Safety Institute

For a full list of witnesses to the Select Committee Inquiry, see page 19.

During the inquiry members of the committee have visited the McAfee Cyber Security Exhibition and tutorial centre at Bletchley Park, Buckinghamshire and seen first-hand the training facilities and training facilitators available to young people and schools to promote cyber safety awareness.



Listen to Sir John Scarlett - McAfee Cyber Security Exhibit Launch

Members of the Select Committee have also visited schools to talk to school leaders and see some of the activities first hand, including visits to Stoke Poges School in Buckinghamshire.



Members of the Select Committee visit the McAfee Cyber Security Exhibition at Bletchley Park, Buckinghamshire.

Recommendations

Recommendations for the County Council

Recommendation One: Taking the Lead

We recommend that Buckinghamshire County Council take the lead within the BSCB partnership to champion children's cyber safety as part of its general responsibility for children's safeguarding, to facilitate greater oversight and pool knowledge and resources from external agencies including CEOP, practice in schools and external agencies such as MacAfee and other cyber safety champions.

Recommendation Two: Lead Officer for Children's Cyber safety.

We recommend that Buckinghamshire County Council designate a lead officer for children's cyber safety.

Recommendations to the Bucks Safeguarding Children's Board

Recommendation Three: Schools

We recommend that BSCB ensures that it has a robust action plan for cyber-safety awareness in schools. This action plan should include promoting the implementation of the Byron report and Ofsted, as outlined in the Ofsted report [Inspecting e-safety in schools –Briefing for section 5 inspections](#) (Key features of good and outstanding practice).

Recommendation Four: Web Based Resources

We recommend that the BSCB ensures that parents, staff in schools and children in Buckinghamshire have access to key online resources and key resources including ensuring that the BSCB webpages signpost effectively to online resources and that schools can utilize communicate this information.

Recommendation Five: Raising Awareness of Cyber Safety

We recommend that the BSCB ensures that it has a clear communications action plan to deliver its e-safety strategy. The communications plan should include specific actions to raise awareness of different online risks with different audiences such as parents, schools staff and young people at different ages and map the existing communications and engagement in place against the strategy.

Recommendation Six: Cyber Safety Communications

We recommend that the BSCB review Cyber Safety Communications to make sure they are clear, effective, easily identifiable and attractive to young people, and badged to the local partnership, including the development an appropriate and distinctive logo to signpost children's cyber safety, involving young people, through schools and through individual submissions, with a competition to submit the best designs.

Recommendation Seven: Buckinghamshire Cyber Safety Conference 2015

We recommend that the Bucks Safeguarding Board host a Cyber Safety Conference in 2015 to review and refresh its e-safety strategy and ensure all partners are signed-up to actions to raise awareness of cyber safety.

1 Introduction

- 1.1. Child Protection and Cyber safety although not a recent issue, is becoming more of a concern as access to the internet becomes easier and part of our everyday lives. Accessing the internet is no longer limited to computers with the increased use of smartphones and tablets, gaming consoles, televisions and other devices which are increasingly becoming an everyday part of children's lives. 62% of 12-15 year olds now own a smartphone, there is a big growth in the ownership of tablets and web based technologies are increasing part of young people's learning environment¹.

Safer Children in a Digital World

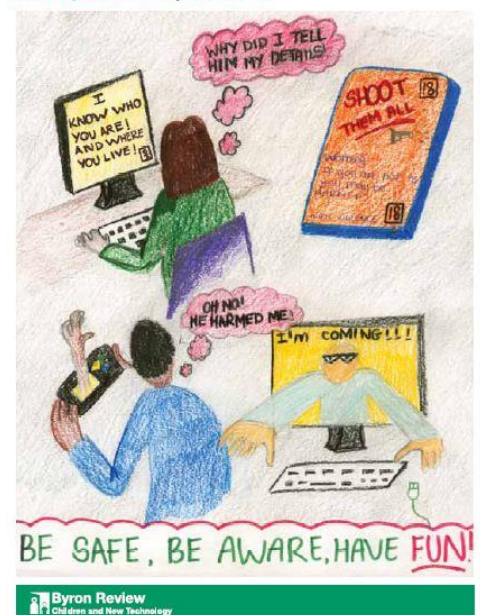
- 1.2. In 2007 a report was made by Dr Tanya Byron to the Department for Children, Schools and Families². The Byron Review focused on the use of video games and the Internet (particularly social networking websites) by children, and discussed the use of classification and the role of parenting in policing these

- 1.3. The breadth of issues classified within e-safety is considerable, but can be categorised into three areas of risk:
- **content:** being exposed to illegal, inappropriate or harmful material
 - **contact:** being subjected to harmful online interaction with other users
 - **conduct:** personal online behaviour that increases the likelihood of, or causes, harm³.

- 1.4. Content risks include exposure to inappropriate content, including online pornography, ignoring age ratings in games (exposure to violence associated with often racist language), substance abuse, lifestyle websites, for example pro-anorexia/self-harm/suicide sites and hate sites⁴.

- 1.5. Contact risks include child exploitation and "[online grooming](#)", cyber-bullying in all its forms and identity theft (including 'frape' (hacking Facebook profiles)) and sharing passwords. In a report by the charity Beat Bullying and parentdish surveyed 1000 8-16 year olds and 1500 parents about their online behaviour. The results identified 23% of 12-16 years spending more than 5 hours a day online. One in five (21%) of this age group have interacted with strangers online, 23% said they had seen verbal

Safer Children in a Digital World
The Report of the Byron Review



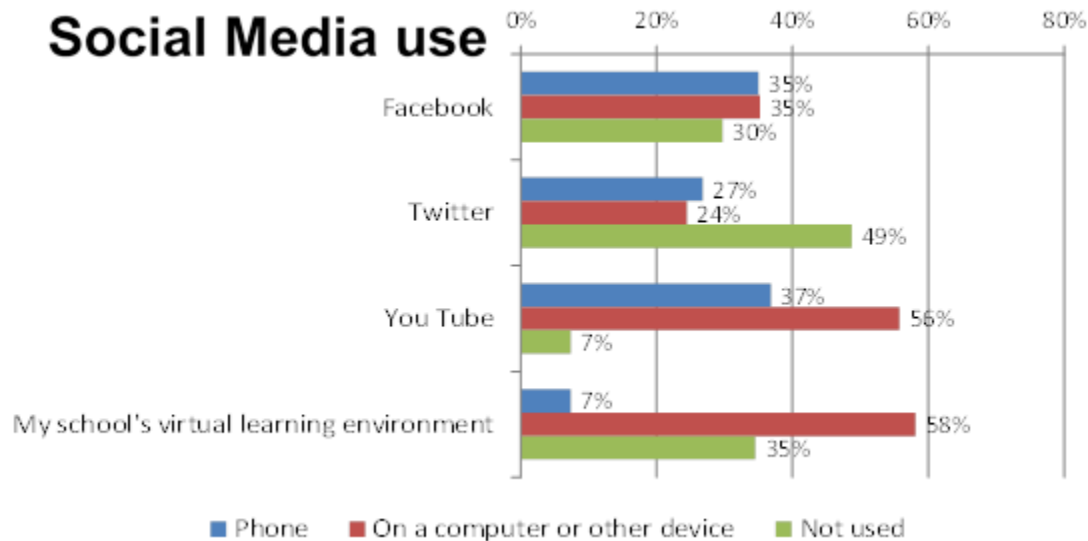
¹ Ofcom's Communications Market Report (8/2011 and Oct 2013
<http://media.ofcom.org.uk/news/2013/younger-children-turn-from-phones-to-tablets/>

² Safer Children in a Digital World © Crown copyright 2008

³ Inspecting e-safety in schools, Briefing for section 5 inspection (ofsted)

⁴ Inspecting e-safety September 2013, No. 120196 6

abuse online. They also discovered of those survey 12-16 year olds think being bullied online is a part of life⁵.



Results from Buckinghamshire County Council Young People residents survey 2013

- 1.6. According to the Buckinghamshire County Council Young People resident's survey 2013, 31% of users have accepted someone they don't know as a "friend" on their social networking sites.
- 1.7. Conduct risks are unsafe behaviours by young people online and include:
 - privacy issues, including disclosure of personal information
 - digital footprint and online reputation
 - health and well-being (amount of time spent online (internet or gaming))
 - "sexting" (sending and receiving of personally intimate images) also referred to as SGII (self-generated indecent images)
 - purchasing - eg mis-use of parental credit cards, in app and in game purchasing etc.
- 1.8. Unsafe use of the internet can also place children in danger of inappropriate relationships with adults, sometimes masquerading with a false identity. [RUSafe](#) works with young people to promote safety, healthy relationships, reduce risky behaviour and increase self-worth and self-esteem, so as to raise their aspirations and enable them to make positive choices for the future.

Cyber Bullying

- 1.9. The charity ChildLine says it has seen a large increase in the number of children contacting it with concerns about online bullying. It saw 4,507 cases of cyberbullying in 2012-13, up from 2,410 in 2011-12.

⁵ www.beatbullying.org



- 1.10. High profile cases of Hannah Smith from Leicestershire and Thomas Mullaney from Birmingham who took their own lives after experiencing target online bullying. This underlines the need to maintain our work to help keep children and young people safe online.
- 1.11. The Buckinghamshire County Council Young People resident survey 2013 showed that 11% of young people identified that they had been Cyberbullied. The table shows the type of bullying from those experiencing bullying. (Bullying questions are also relevant for those being bullied online).

Young People

- 1.12. An important part of the strategy to keeping young people safe online is building awareness and responsibility of young people against risky behaviours. Young people need to be made aware, in appropriate ways depending on their age, of how

“taking and storing indecent images on their mobile devices and sending over the internet could lead to criminal prosecution”

Mark Bailey – Expert Advisor for Online Safety

to keep themselves safe and what to avoid, just as in the “real” world.

The National Crime Agency’s Child

Exploitation and Online Protection Centre (CEOP) has produced a wealth of online material to help promote online safety and young people, parents and schools should be signposted to the relevant sections at www.thinkyouknow.co.uk. The material can also be used in awareness building sessions and signposted on online content (eg school sites, computers, emails etc).

“It’s only a picture – what’s the problem?”

Nudes, sexts, fanpics - whatever you call them - taking pics of your bits and sending them to someone else is never a good idea. Whether it’s to your boyfriend or girlfriend or someone you’ve met online, a quick snap can have long term consequences.

REMEMBER - If you have shared something you regret, or you’re being bullied because of it, it’s never too late to get help.

CEOP Thinkuknow campaign message

Thinkuknow
5-7 year olds

Thinkuknow
8-10 year olds

Thinkuknow
11-13 year olds

Thinkuknow
14 years plus

2 Children's Safety Partnerships



- 2.1. Young people use the internet in an increasing variety of ways and contexts and making sure they are using the web safely is the responsibility of different people and agencies in different settings. To be effective, online safety strategies need to be based on partnerships working together to keep children safe.
- 2.2. The Buckinghamshire Safeguarding Children Board is the statutory body responsible for local children's partnerships, made up of the many agencies in Buckinghamshire that work with children and their families.

Children Board Esafety Subcommittee

- 2.3. Since 2009 the esafety subcommittee of the Buckinghamshire Safeguarding Children Board as a multiagency group has been working together to raise awareness about the safe use of information and communication technologies by children and young people.
- 2.4. The BSCB esafety strategy is set against the aims set out by the UK Council for Child Internet Safety ([UKCCISS](http://ukcciss.org)). These are: creating a safer on line environment; giving everybody the skills, knowledge and understanding to help children and young people stay safe on line; inspiring safe and responsible use and behaviour.
- 2.5. The BSCB webpages provide access to information and support on a range of issues for professionals, parents and children and young people including how and where to report internet abuse to CEOP. For more information visit www.bucks-lscb.org.uk/information-e-safety

Child Exploitation and Online Protection (CEOP)

- 2.6. CEOP's Thinkuknow programme provides a range of free educational resources - films, lesson plans, presentations, practitioner guidance, games and posters - to professionals working with children and young people. Through the use of our educational materials you can help to empower and protect young people from the harm of sexual abuse and exploitation, both online and off.
- 2.7. CEOP is part of the National Crime Agency works with child protection partners across the UK and overseas to identify the main threats to children and coordinates activity against to bring offenders to account. They protect children from harm online and offline, directly through NCA led operations and in partnership with local and international agencies.
- 2.8. The subcommittee maintain a list of Thinkuknow trainers in Buckinghamshire who have been trained by CEOP to deliver training to professionals, parents, children and young people. The ThinkuKnow training raises awareness of the visits, how to

behave online and to know what to do if you feel unsafe or at risk. CEOP also deliver training to parents, teachers and KS 1 and 2 pupils.

www.thinkuknow.co.uk

Taking the Lead

- 2.9. Buckinghamshire County Council jointly chairs the multi-agency Buckinghamshire Children and Young People’s Mental Health and Emotional Wellbeing Group. We believe that this group, as well as other relevant strategic groups such as Children’s safeguarding board all need to have a clear role and clear communication pathways in any approach to tackle issues in relation to cyber safety.
- 2.10. The inquiry has heard of lots of good practice across the local partnership in delivery cyber safety awareness and resilience to young people and families. This has included hearing from the Chairman of the BSCB E-Safety Subcommittee and attending a meeting of the subcommittee, which the committee believes is an example of good practice in effectively bringing partner agencies together to co-ordinate activities. We were, however, unable to clearly identify a lead agency within the local partnership and this led to concerns that there may be difficulties in co-ordinating as effectively as possible, in facilitating shared knowledge of what is happening locally and in driving forward local initiatives.
- 2.11. We are recommending, therefore, that Buckinghamshire County Council take the lead within the BSCB partnership to champion children’s cyber safety as part of its general responsibility for children’s safeguarding, to facilitate greater oversight and pool knowledge and resources from external agencies including CEOP, practice in schools and external agencies such as MacAfee and other cyber safety champions.

Recommendation One: Taking the Lead

We recommend that Buckinghamshire County Council take the lead within the BSCB partnership to champion children’s cyber safety as part of its general responsibility for children’s safeguarding, to facilitate greater oversight and pool knowledge and resources from external agencies including CEOP, practice in schools and external agencies such as MacAfee and other cyber safety champions.

- 2.12. The Committee commends the work of the Chairman of the BSCB E-Safety Subcommittee. Members of the Committee felt, however, that there ought to be a more explicit officer lead working within the County Council as a key agency in the delivery of children’s safety and we are recommending that Buckinghamshire County Council designate a lead officer for children’s cyber safety.

Recommendation Two: Lead Officer for Children’s Cyber safety

We recommend that Buckinghamshire County Council designate a lead officer for children’s cyber safety.

- 2.13. We would suggest that this is a fairly senior Programme Director-level role given its responsibilities, scope and importance within the current political and social climate.

Children's Centres

2.14. During the inquiry we considered the role of early years settings for promoting cyber safety at an early age and to parents. We believe Children's Centres have a very important part to play in engaging with families and with improving awareness of cyber safety. Children's Cyber safety now forms a part of the new Ofsted Inspection Framework for Children's Centres. The framework states that inspectors will look at the impact of how "parents understanding of their responsibilities for their children's safety including e safety" can be measured and evidenced⁶.

"When making their judgements, inspectors must consider: parents' understanding of their responsibilities for their children's safety and well-being, including their e-safety¹"

Children's Centre Inspection Handbook - Handbook for inspecting Sure Start Children's Centres in England

2.15. We heard evidence from Ed Mallam – Head of Children's Partnerships, Ann Windsor – Senior Children's Centre officer and Louise Chatterley – Operations Manager for children's centres from the Buckinghamshire County Council Children and Young People Service, who provided an overview of the work of the Buckinghamshire County Council directly managed Children's Centres in raising the awareness of and families in Cyber safety.

2.16. Cyber safety events were being planned, developed and held in a number of the Buckinghamshire County Council run Children's Centres and Cyber safety is considered one of the priority areas for the Children's Centres as it is a need that has been identified by a number of parents asking questions about keeping their children safe online.

2.17. Buckinghamshire County Council Centres are working in partnership with PACEY (Professional Association of Childcare and Early Years, formerly National Childminding Association), Adult Learning and Thames Valley Police all of whom have staff that are CEOP trained to deliver sessions in the Centres for both parents and staff.

2.18. The Committee commends the work to promote awareness of children's cyber safety through Children's Centres and it is hoped that cyber safety sessions will be planned and delivered in every centre and Children's Centre staff trained to be able to help deliver sessions on Cyber safety. Impact evaluations will be a useful way to make sure that the message is getting across to parents and it will be important to share good practice with other Buckinghamshire Children's Centre providers in Buckinghamshire.

3 Schools

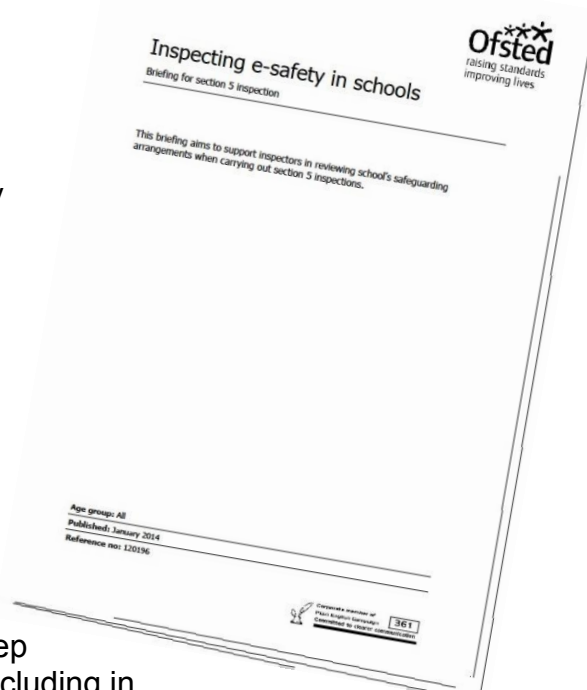
3.1. Schools are key partners in delivering cyber safety awareness and resilience to children, young people and parents. Cyber safety is now also included in the new Ofsted Inspection Framework for schools.

⁶ E Safety delivery in Children's Centres, Ann Winsor, Buckinghamshire County Council, 7th October 2014.

- 3.2. In 2007 the government commissioned from Dr Tanya Byron a review of the risks that children face when using the internet and video games. Following publication of the review in 2008, Ofsted was asked to evaluate the extent to which schools teach pupils to adopt safe and responsible practices in using new technologies.

Ofsted and Cyber Safety

- 3.3. Ofsted have published their inspection regime in *Inspecting e-safety in schools* and outlined how they will grade schools on cyber safety.
- 3.4. In “Outstanding” schools pupils are fully aware of different forms of bullying, including cyber-bullying and prejudice-based bullying, and actively try to prevent it from occurring. Bullying and derogatory or aggressive language in all their forms are rare and dealt with highly effectively. All groups of pupils are safe and feel safe at school and at alternative provision placements at all times. They understand very clearly what constitutes unsafe situations and are highly aware of how to keep themselves and others safe in different situations, including in relation to e-safety.
- 3.5. In “Good” schools pupils have a good awareness of different forms of bullying. There are few instances of bullying and these are dealt with effectively by the school and pupils are safe and feel safe at school and at alternative provision placements and understand how to keep themselves safe in different situations.
- 3.6. According to Ofsted, e-safety may be described as the school’s ability:
- to protect and educate pupils and staff in their use of technology
 - to have the appropriate mechanisms to intervene and support any incident where appropriate.
- 3.7. In schools which “Require Improvement” behaviour and safety require improvement as these aspects are not good and in schools which are “Inadequate” incidents of bullying overall or specific types of bullying are frequent, and/or pupils have little confidence in the school’s ability to address bullying successfully and pupils or particular groups of pupils are not safe or do not feel safe at school and/or at alternative placements.
- 3.8. We recommend that schools should review their arrangements for keeping children safe online and implement the recommendations of the Byron report, as outlined by Ofsted.



Recommendation Three: Schools

We recommend that BSCB ensures that it has a robust action plan for cyber-safety awareness in schools. This action plan should include promoting the implementation of the Byron report and Ofsted, as outlined in the Ofsted report [Inspecting e-safety in schools –Briefing for section 5 inspections](#) (Key features of good and outstanding practice).

3.9. Key recommendations for schools are:

- a. Appoint a lead governor and a lead member of staff to champion children's cyber safety (this is may be existing leads for safeguarding)
- b. Cyber safety policies be reviewed by schools to make sure that they include provision for effective awareness and resilience building, awareness by parents and policies for mobile phones and new popular telecommunications technologies.
- c. use pupils' and families' views more often to develop e-safety strategies
- d. involve young people themselves and
- e. audit the training needs of all staff and provide training to improve their knowledge of and expertise in the safe and appropriate use of new technologies
- f. work closely with all families to help them ensure that their children use new technologies safely and responsibly both at home and at school
- g. manage the transition from locked down systems to more managed systems to help pupils understand how to manage risk; to provide them with richer learning experiences; and to bridge the gap between systems at school and the more open systems outside school
- h. provide an age-related, comprehensive curriculum for e-safety that enables pupils to become safe and responsible users of new technologies
- i. work with their partners and other providers to ensure that pupils who receive part of their education away from school are e-safe
- j. systematically review and develop their e-safety procedures, including training, to ensure that they have a positive impact on pupils' knowledge and understanding.
- k. Use of eSafety monitoring and filtering software (e.g. Point2Protect) that will allow parents, schools and children to work together.

3.10. We further suggest that schools appoint a cyber safety champion within their school to oversee delivery of cyber safety programmes.

3.11. Given the high pace of change in information technologies, it would be beneficial to carry out an annual audit within schools. We believe that schools should share information with the BSCB e safety subcommittee to recognise good practice and monitor potential opportunities; this could be done through the Buckinghamshire Association of Secondary Headteacher (BASH) and the Primary Executive Board (PEC).

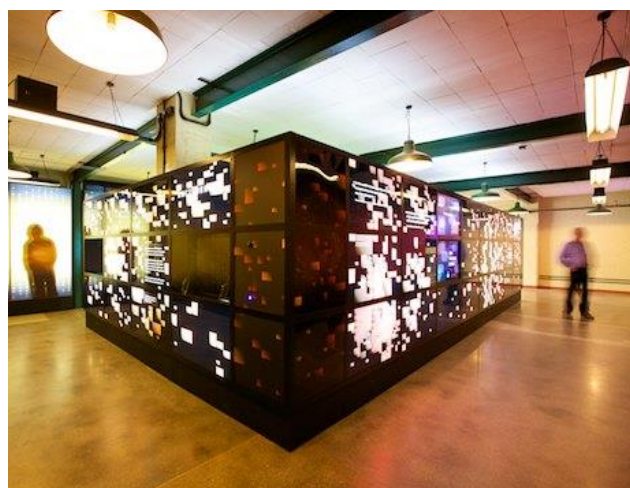
3.12. We suggest that the information and key messages from the surveys be shared widely across partners to raise awareness and understanding of current and

emerging issues. We would like to put a continuous learning loop in place to ensure that best practice is shared and replicated.

- 3.13. We have heard in evidence examples of how the BSCB esafety subcommittee have supported schools in Buckinghamshire to raise awareness for both children and young people through engaging a theatre company to deliver a production to highlight how to keep safe online and online risks, which we were told was a very successful programme and produced evidence of young people changing their online behaviour.

Cyber Safety Training

- 3.14. CEOP Ambassadors offer training to schools and parents on Cyber Safety and awareness, as well as training to staff to become trained in delivery of cyber awareness. During the inquiry, we visited the MacAfee Internet Security Exhibition at Bletchley Park, which caters for school visits and is also available to the public. MacAfee also offer free cyber safety training to schools.



MacAfee Internet Security Exhibition at Bletchley Park

- 3.15. CEOP cyber safety training is also available to schools from a number of other providers. Beaconsfield school, for example, have received training from the Computer Society for their year 7 pupils to be carried out in spring 2015. For details see www.bcs.org/category/14422

4 Communication and Engagement

- 4.1. Delivery of cyber safety strategies is a lot to do with effective communications and engagement. Engagement across the partnership of agencies working with young people, with parents and with young people themselves. To do this we need to establish a range of proven methods to promote to all services to utilise in order to evidence how children and young people are actively keeping safe online. It is suggested that Buckinghamshire County Council can play a lead role to support the BSCB communication and engagement campaign.

Online Resources

- 4.2. The CEOP thinkuknow resources provide some very effective online tools and messages targeted at different ages of young people and parents and these can be signposted by partners using their own communications, eg on school websites and school communications.
- 4.3. We also believe the BSCB partnership could do more to propagate cyber safety messages to young people, schools and parents, to promote awareness and understanding of appropriate online behaviour.

Recommendation Four: Web Based Resources

We recommend that the BSCB ensures that parents, staff in schools and children in Buckinghamshire have access to key online resources and key resources including ensuring that the BSCB webpages signpost effectively to online resources and that schools can utilize communicate this information..

- 4.4. We believe that there is a real opportunity to stand out here as many local partnerships, that we have seen, don't promote eSafety in a particularly engaging fashion. However, the suggested approach is to improve the front facing media material and signpost information linking to sites that deal with them in greater depth, rather than investing resources in recreating the generalist content on websites such as Internet Matters, and thinkuknow.
- 4.5. It is suggested that this would include using Bucks online design and branding as far as possible to ensure that the campaign is "owned" by the partnership and doesn't come across as merely paying lip-service to Ofsted requirements. It should focus on Bucks-specific issues and events where possible, linked to creating content that is directly relevant to local people, for example, this could include a diary of internet workshops being run in Bucks, eSafety competitions etc which should garner greater involvement.
- 4.6. It needs to be clear about the target audiences and cater for their different requirements, not just in terms of content, but also the tone and address each audience separately and offer links that are specific to each audience.

Communications and Engagement Mapping

- 4.7. To better understand how to reach all of the key audiences we suggest that there is a mapping exercise undertaken to check what communications and engagement there is, to estimate how effective it is and any gaps; anyone who we need to engage with where we might not be reaching at the moment.

Recommendation Five: Raising Awareness of Cyber Safety

We recommend that the BSCB ensures that it has a clear communications action plan to deliver its e-safety strategy. The communications plan should include specific actions to raise awareness of different online risks with different audiences such as parents, schools staff and young people at different ages and map the existing communications and engagement in place against the strategy.

- 4.8. We also recommend that BSCB review Cyber Safety communications to make sure they are clear, effective, easily identifiable and attractive to young people, and badged to the local partnership. This includes the suggestion that we should have an identifiable emblem for Buckinghamshire cyber
- "for some parents there is a great deal of confusion surrounding eSafety – we need to dispel this by promoting clear, simple and actionable messages"***
Howard Jones - Internet Matters

safety that people will recognise and we can engage schools and young people in the development of the logo, which in itself would help to promote the campaign.

Recommendation Six: Cyber Safety Communications

We recommend that the BSCB review Cyber Safety Communications to make sure they are clear, effective, easily identifiable and attractive to young people, and badged to the local partnership, including the development an appropriate and distinctive logo to signpost children's cyber safety, involving young people, through schools and through individual submissions, with a competition to submit the best designs.

Parental Engagement

- 4.9. Parents also have a critical role to play and it is important to engage parents in children's online safety. There is a generational digital divide and many parents do not understand the media. This can mean that parents can either be overprotective through fear of what is available, or unaware of the risks.
- 4.10. Parents should be available to assist their children in making decisions about and during use of the media and we need to promote a shared culture of responsibility between families, government, and industry, to restrict availability of inappropriate material to children. To do this, all partners need to make sure that parents are included in awareness raising and appropriate ways to help children use internet media responsibly and safely. For media for parents see:

www.thinkuknow.co.uk/parents/

- 4.11. Young people they told us that their parents wouldn't know what to do and they need more information to be able to support them. Current work plans include events to engage with parents to raise awareness of cyber safety and to offer practical advice of how to make their internet safer for young people to use.





Safer Internet Day

- 4.12. We would like to see organised an opportunity to bring partners together to pool knowledge and resources in promoting cyber safety in Buckinghamshire. This would help to improve knowledge about what resources are available and what other partners are doing and to help facilitate collaboration. It would also be an opportunity to consolidate and inform the BSCB Cyber Safety Strategy.
- 4.13. One opportunity for this is Safer Internet Day. In 2015 this is on Tuesday 10th February.

Recommendation Seven: Buckinghamshire Cyber Safety Conference 2015

We recommend that the Bucks Safeguarding Board host a Cyber Safety Conference in 2015 to review and refresh its e-safety strategy and ensure all partners are signed-up to actions to raise awareness of cyber safety.

5 Conclusion

- 5.1. In order to offer advice and support to children and young people about being safer online and to be risk adverse, we need to ensure as many professionals as possible working with children, young people and families are trained. Educating and informing both staff, parents and children about cyber safety can help to protect children and increase the level of reporting to CEOP when issues arise.
- 5.2. Public Health are commissioning surveys in schools as part of a social norms approach. These will provide us at county level with more intelligence in relation to cyber safety, cyber bullying etc, which will be used in order to reduce peer pressure experienced by young people to get involved in unhealthy or risky behaviours – as young people tend to over estimate how much their peers are engaging in unhealthy/risky behaviours. These key messages need to be shared widely across partners to raise awareness. We suggest that the information and key messages from the surveys be shared widely across partners to raise awareness and understanding of current and emerging issues.
- 5.3. Resilience needs to continue to be promoted in young people to equip them with healthy coping strategies etc. This is an approach to reduce mental illness, unhealthy behaviours, and could also include reducing risky behaviours in relation to cyber safety. This is currently taking place in a number of secondary schools and Bucks County Council Public Health team are in the process of expanding the project to include more secondary schools, and primary schools.
- 5.4. We hope that our inquiry has helped to galvanise local partners about raising awareness cyber safety are being delivered to children, young people, parents and professionals.

- 5.5. We recognise the good work being carried out throughout the local partnerships, in schools and the work being undertaken by MacAfee and we would like to see greater profiling of examples of current good practice and key resources for local practitioners and we hope that this report has played a small part in helping to signpost some examples of what we are doing in Buckinghamshire to promote online safety for young people.
- 5.6. We have addressed our recommendations to the Buckinghamshire County Council Cabinet and to the Buckinghamshire Safeguarding Children Board and we look forward to their executive response. The Select Committee should keep this area under review and receive an update on the implementation of agreed recommendations in six months' time and after a year as the local partnership bring the local strategy forward to help keep young people safer online.

Witnesses

The Select Committee Inquiry has received oral evidence from the following witnesses:

Members of the e-Safety Sub Committee

Simon Billenness – Chairman of the Internet Safety BSCB subcommittee

Graham Briggins Shaw Thames Valley Police

Graham Strachan and Joanne Cowdery – McAfee Aylesbury site executive assistant and event project manager McAfee Cyber Security

Donald McPhail – Chairman of the BSCB

Coral McGookin - Safeguarding Business Manager CYP

Angela Macpherson – Cabinet Member for Children’s Services

Vic Green -Project Manager - Action4Youth

Ed Mallam – Head of Children’s Partnerships

Ann Windsor – Senior Children’s Centre officer CYP

Loiuse Chatterley – Operations Manager CYP

Buckinghamshire Schools

Mr Andrew Walker – Chairman, Bucks Association of School Governors

Jen Beer – Public Health Practitioner

David Miles Director – Europe, Middle East and Africa, Family Online Safety Institute.

Ray Plimsaul, Headteacher of Brushwood Junior School

Howard Jones - Internet Matters

Members of the Buckinghamshire County Council Corporate Parenting Panel

Members of the BSCB e-Safety Subcommittee

Acknowledgements

Thank you to all of the schools in Buckinghamshire who have contributed evidence to the Select Committee Inquiry and Case Studies and especially those that have allowed us to come and see some of their programmes in action. Thank you to all of the expert witnesses who have given their time to contribute their valued expertise.

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Appendix 1 – Terms of Reference for the Inquiry

The terms of reference for the Inquiry, as agreed by the Education, Skills and Children's Services Select Committee were:

Aim

To consider how comprehensively the messages about raising awareness internet safety are being delivered to children, young people, parents and professionals?

Objectives

- i. Explore current examples of current good practice and what is the best role for the local authority.
- ii. Investigate the level of impact awareness raising in keeping children and young people safe online.
- iii. Examine who is currently involved in internet safety work and the work undertaken in schools.
- iv. Establish a range of proven methods to promote to all services to utilise in order to evidence how children and young people are actively keeping safe online.

Out of Scope

The Inquiry will be limited to the strategic role that the Council and its partners has on identification of risks to young people, the strategic multi-agency approaches and engaging with young people, parents and stakeholders. The Inquiry will not be able to venture into detailed interventions and programmes of individual partner agencies but may be able to signpost issues and key resources.

Appendix 2 – Evidence Programme include dates of committee sessions, visits, informal discussions

Date of Meeting	Purpose of Meeting	Documentary Evidence/reports	Witnesses
22nd July 2014	informal meeting		
BSCB e-Safety Sub Committee 12th August 2014 (Chairman only) Private Meeting	To engage with the BSCB partners on the Select Committee Inquiry.		BSCB e-Safety Sub Committee
Wednesday 24th September at 2.30pm in Mezz 2 Open Meeting	To receive oral evidence and an introductory report from the Chairman of the Internet Safety BSCB subcommittee and Mr Graham Briggins Shaw Thames Valley Police.	A report on Internet Safety, background, strategy in Buckinghamshire, an update on implementation, guidance and training available to schools, and local partner agencies.	Simon Billenness – Chairman of the Internet Safety BSCB subcommittee (2.30pm) Graham Briggins Shaw Thames Valley Police (3pm) Graham Strachan – McAfee (from 3.30pm)
Tuesday 7th October 10am (SC meeting) in Mezz 2 Open Meeting			Donald McPhail – Chairman of the BSCB Coral McGookin - Safeguarding Business Manager CYP
Tuesday 7th October 2pm (after SC meeting) in Mezz 2 Open Meeting	To receive oral evidence from the Cabinet Member for Children's Services, Head of Children's Partnerships and key officers in Children's Centres delivery.	A report on Internet Safety in Children's Centres – may inc. guidance or protocols on internet safety at or through children's centres, or any background logistical information.	Angela Macpherson – Cabinet Member for Children's Services (first on the agenda) Ed Malle – Head of Children's Partnerships Ann Windsor – Senior Children's Centre officer CYP Loiuse Chatterley – Operations Manager CYP ??Councillor Mike Appleyard Cabinet Member for Education and Deputy Leader of Buckinghamshire (TBC) <i>from 2pm</i> (confirm with Patricia Weedon)

<p>21st October 2014</p> <p>9:30am– 3:30pm</p> <p>Bletchley Park</p>	<p>Visit to McAfee Centre at Bletchley Park</p>		<p>All councillors</p>
<p>Wednesday 29th October at 10am in Mezz 1</p>			<p>Vic Green -Project Manager - Action4Youth (TBC)</p> <p>Ed Mallem – Head of Children's Partnerships</p> <p>Ann Windsor – Senior Children's Centre officer CYP</p> <p>Loiuse Chatterley – Operations Manager CYP</p>
<p>Wednesday 19th November at 1pm in 4th Floor, Room 2</p>			<p>Councillor Mike Appleyard Cabinet Member for Education and Deputy Leader of Buckinghamshire (TBC) <i>from 2pm</i></p> <p>Chris Munday - Service Director - Learning, Skills and Prevention (TBC)</p> <p>Invitation to all Buckinghamshire Schools</p> <p>Mr Andrew Walker – Chairman, Bucks Association of School Governors</p>
<p>Wednesday 3rd December at 2.15pm in Mezz 3</p>			<p>Jen Beer – Public health Practitioner</p>

Buckinghamshire County Council

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