

Norfolk Safeguarding Adults Board

Annual Report 1 April 2019 – 31 March 2020

Did we make a difference?

We think so and here's why



norfolksafeguardingadultsboard.info

 @NorfolkSAB



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Message from Joan Maughan, independent chair



Welcome colleagues to the Norfolk Safeguarding Adults Board (NSAB) annual report for 2019/20.

I cannot help but reflect, as I sit here in splendid isolation, on the massive changes in working circumstances for everyone since the arrival of the Covid-19 pandemic.

The year 2019/20 was a very successful and busy one for NSAB. We have built on our network connections nationally, regionally and locally, to secure a high profile for the work of safeguarding adults in Norfolk.

NSAB colleagues in all disciplines have been kept well informed of all national developments and guidance in relation to safeguarding vulnerable adults through regular board manager blogs and notifications. A range of very well attended learning events have been held for all colleagues and a series of thematic workshops held on people who do not engage with services. A measure of the interest in and success of the learning events has been the speed with which colleagues 'book in'!

NSAB published two particularly contentious Safeguarding Adult Reviews (SARs) last year and as a result the board have especially appreciated the support offered by NPLaw to ensure that our work on SARs remains well within the parameters and requirements of the Care Act 2014.

We are immensely grateful for the support and commitment of our Locality Safeguarding Adult Partnerships (LSAPs) and the subgroups without whom it would be impossible to carry out the aspirations of the board. More about their work within the report.

As many colleagues will know a major problem for the NSAB team over the years has been lack of capacity and I am delighted to report that with the financial support of the partners, including the district councils, Norfolk & Suffolk Foundation Trust, Norfolk Community Health & Care Trust and others we have been able to appoint a deputy board manager, Becky Booth. Becky comes with a wealth of experience and, despite starting work just before lockdown we are really feeling the benefit. With thanks to colleagues in adult social care, we have been able to secure additional resource for support to the board from James Butler. James was initially covering the board coordinator role on a temporary basis. Andrea Smith, board coordinator was seconded to work alongside NCC colleagues to develop the NSAB dashboard. With a successful start, Andrea will continue to maintain and develop the dashboard as she returns to her substantive role.

As we arrived towards the middle of March 2020 everything changed with new arrangements for meetings, getting to grips with the technology, home working and an emphasis on the likely safeguarding concerns arising from the pandemic. On behalf of the board I must congratulate Walter Lloyd-Smith and the rest of the team on their hard work and commitment to 'business as usual' for NSAB and a lot more.

Joan Maughan
Independent chair, NSAB

Message from Walter Lloyd-Smith, board manager



Thinking back over this year, a clear standout feature has been evident, that is the increasing active engagement across our partnership to confront adult abuse – to call it out.

For everyone to have the confidence to ask when something does not look right and know what to do if it is not. I have been immensely proud to be a part of this work to make Norfolk a county which does not tolerate the abuse or harm of an adult.

This willingness of individuals, teams and partner organisations to be engaged with the board's work has made 2019-20 such an exciting and productive year. The work we delivered during 2019-20 is set out in the board's business plan, and the evidence of this activity captured throughout this report.

I would like to record my thanks to Andrea Smith (NSAB coordinator) for all her hard work and support she has given during a very busy year. In August, Andrea moved into a project officer role to lead the development of NSAB data dashboard (see page 17), with James Butler joining the board business support role as cover.

Some of the highlights have been:

- Going live with our new subgroup, PML (see page 19); Listening to Luke and Ryan Hart tell their incredibly impactful story of growing up with coercive and controlling domestic abuse;
- A seminar on safeguarding and homelessness, with Dr Adi Cooper, OBE;
- The positive response to my blogs, there were 693 unique downloads of the blog this year with the top three being:
 - **July 2019 | Self neglect – a surprising conversation starter (152)**
 - **June 2019 | The power of a piece of paper (99)**
 - **September 2019 | 'It's easier to get tickets for Glastonbury ...' (89)**
- Seeing NSAB's Twitter profile continue to grow (see page 22). Working with key partners in support of the **Norfolk Against Scams Partnership** and continuing to develop our links with the Norfolk Safeguarding Children Partnership.

We have also supported practitioners with the publication of a range of guidance, including:

- A Flow Diagram: What happens when I make a safeguarding adult referral? (August 2019)
- Allegations against people in positions of trust (September 2019)
- Making Safeguarding Personal - Best Practice (October 2019)

I am in no doubt that with the enthusiasm and commitment from our safeguarding partners and network, the forthcoming year will be even stronger.

Walter Lloyd-Smith

Board Manager, NSAB

About the board

The Care Act 2014 makes a safeguarding adults board a statutory requirement. The purpose of a board is to help safeguard people who have care and support needs.

The Norfolk Safeguarding Adults Board want to ensure that the person is at the centre of our attention. We will work to ensure that any agencies or individuals respond quickly when abuse and neglect have happened, and we need to ensure that safeguarding practice continues to improve the quality of life of adults in Norfolk.

By law, the board must have three members which are: Norfolk County Council, Norfolk Constabulary and the NHS Norfolk & Waveney Clinical Commissioning Group.

“Our vision is for everyone to work together effectively to enable the people of Norfolk to live free from abuse and neglect, and to promote widely the message that safeguarding is everyone’s responsibility.”

Our aim is for people to live safely in communities that:

- have a culture that does not tolerate abuse in any environment
- work together to prevent harm
- know what to do when abuse happens

To achieve its aims, the board will:

- actively promote collaboration, commitment and a positive approach to information collection, analysis and sharing
- work together on prevention strategies
- listen to the voice of clients and carers to deliver positive outcomes. Norfolk’s diverse communities will be recognised in everything that we do

“NSAB will actively collaborate and develop partnerships that expand the capacity of the board to ensure the people of Norfolk remain safe and the board achieves its outcomes”

About the board

The board has three core duties. They are:

- Develop and publish a **strategic plan** setting out how we will meet our objectives and how our member and partner agencies will contribute
- Publish an annual report detailing how effective our work has been
- Commission Safeguarding Adults Reviews (SARs) for any cases which meet the criteria for these

The membership of the board is made up of the following organisations/agencies:

- Acute hospitals, as represented by Norfolk & Norwich University Hospital NHS Trust
- Adult social services
- Association Representing Mental health Care (ARMC)
- BUILD independent charity
- NHS Norfolk & Waveney Clinical Commissioning Group
- Community health providers, as represented by Norfolk Community Health & Care Trust (NCH&C)
- District councils, as represented by Norwich City Council
- Healthwatch
- Elected councillor from Norfolk County Council
- Norfolk & Suffolk NHS Foundation Trust (NSFT)
- Norfolk Constabulary
- Norfolk Fire & Rescue
- Office of Police & Crime Commissioner for Norfolk
- Probation service
- Public health
- University of East Anglia (UEA)

Our annual highlights

**April
2019**

Over 300 people attend the first of a series of seminars with Luke and Ryan Hart on coercive control and domestic abuse

Two SAR panel meetings for cases F and G

**May
2019**

NSAB attend four Norfolk County Council pension events

200 people attend four seminars with Luke and Ryan Hart on coercive control and domestic abuse

Publication of: **What to do if you believe someone may have died: Guidance for staff in care and nursing homes**

**June
2019**

All LSAP meeting

NSAB attends Learning Disabilities University of East Anglia (UEA) event

60 people attend seminar and relaunch of self-neglect and hoarding strategy

**July
2019**

Symposium for faith leaders exploring safeguarding facilitated by Joan Maughan – NSAB Independent Chair

Continued on next page

Our annual highlights continued...

**August
2019**

Publication of flow diagram: **What happens when I make a safeguarding adult referral?**

First meeting of the new PML subgroup

Joan Maughan delivers safeguarding adult training to UEA student support staff

Data dashboard project starts

**September
2019**

Publication of multi-agency guidance: **Allegations against people in positions of trust**

NSAB safeguarding adults awareness week

Extraordinary NSAB meeting signed off report for SAR cases F and G

40 people attend non-engagement workshop in Aylsham

**October
2019**

NSAB development day considers strategic commitments for the coming year

120 people attend three non-engagement workshops in King's Lynn, Dereham and Great Yarmouth

70 people attend seminar on self-neglect and hoarding strategy

**November
2019**

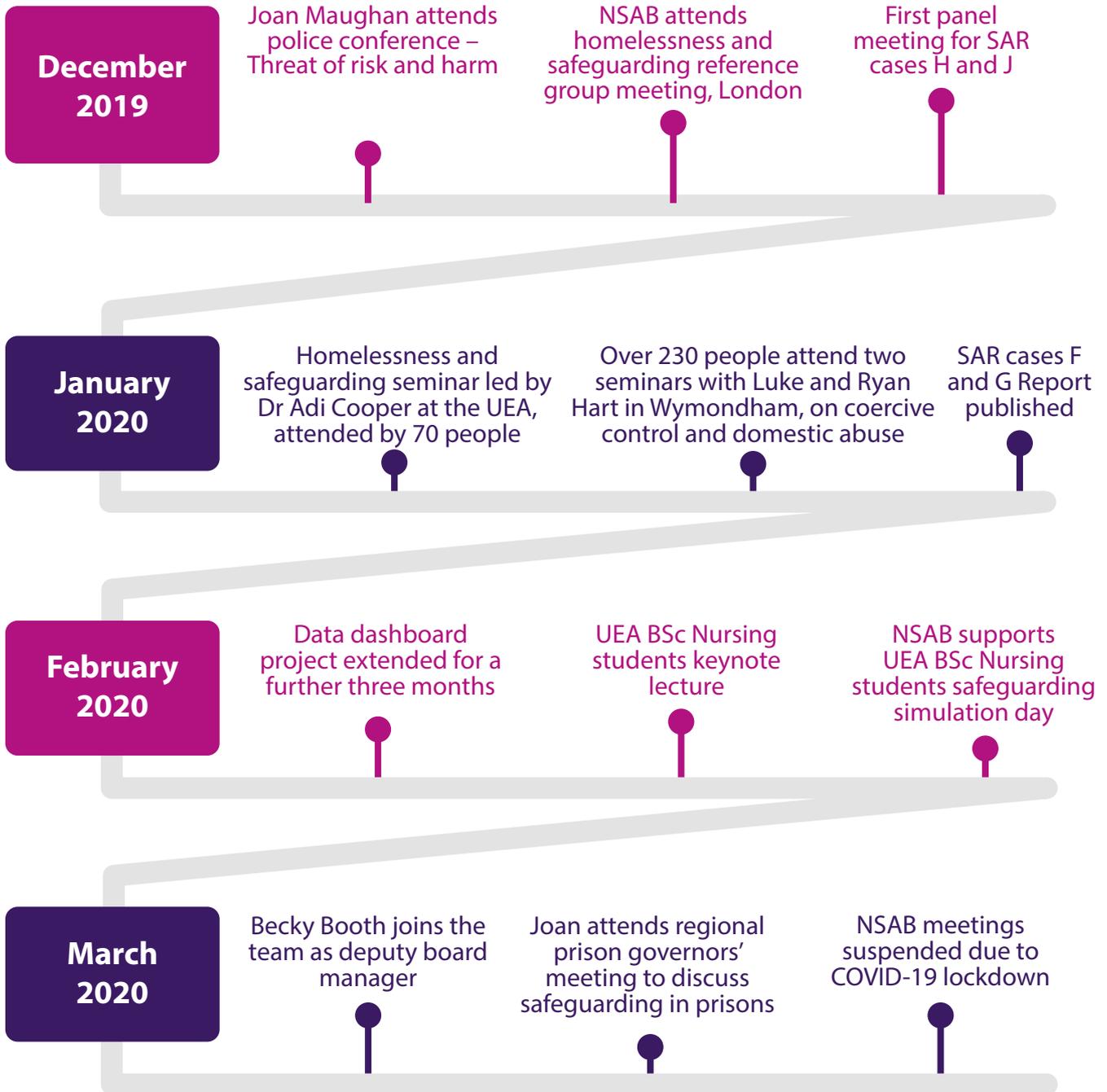
40 people attend non-engagement workshop in Norwich

Safeguarding adults training delivered to UEA clinical psychology students

NSAB attends Domestic Abuse Change Champions conference

Continued on next page

Our annual highlights continued...



Meeting title	Frequency per year
Board	5
Board development day	1
Business group	6
SAR group	7

In 2019/20 the Safeguarding Adults Board received no complaints.

The Board is pleased to be receiving acknowledgements from other Safeguarding Adults Boards, as we continue to share our work nationally.

Safeguarding Adult Reviews published

Section 44 of the Care Act states that we must carry out a Safeguarding Adults Review (SAR) if certain criteria are met. This is so that we can learn lessons where an adult, in vulnerable circumstances, has died or been seriously injured, and abuse or neglect is suspected. It is not to apportion blame to any known individual or organisation.

The board has published two Safeguarding Adult Reviews in the past 12 months. The reviews were into the deaths of a female, Ms F, and a male, Mr G, who lived in the same Norfolk care home. Ms F lived with dementia, as did Mr G. The two residents were not related to each other in any way, and their cases are quite different. There were overlaps in several learning themes therefore the board agreed it would be useful for both cases to be reviewed jointly.

The report was published in January 2020 and can be found on the ***Norfolk Safeguarding Adults Board website***.

There have been ten referrals to the Safeguarding Adults Review Group (SARG) within the last year. One of those met the criteria for a SAR, along with a further case which was received by the review group back in March 2019. The board agreed that these two SARs should be reviewed together as both people were residents in the same private hospital. A panel of professionals from agencies involved in the cases was identified and chronologies gathered.

The first meeting was held in December 2019 and the second meeting was due to be held in March however this unfortunately had to be postponed due to Covid-19. The meetings will continue as soon as it is safe and practical to do so.

Referrals to NSAB	Criteria for a SAR met	Criteria for a SAR not met	Pending decision
10	2 (inc 1 from March 2019)	2	7

Safeguarding Adults Reviews published

Recommendations from the reviews commissioned by the Safeguarding Adults Review group are collated on a composite action plan and monitored during regular meetings to see where progress has been made.

Those recommendations are allocated to the most appropriate person or agency and work is coordinated so that learning is disseminated across the county to all relevant parties.

Examples of progress made over the past year:

SAR E recommendation: Adult social care and the police within adult MASH are to ensure that the national crime reporting standards are met where single agency safeguarding investigations are carried out by an agency other than the police

- ✓ The police are reviewing every adult protection investigation to ensure that no crime has been missed and that any found have been properly recorded

SAR E recommendation: Norfolk County Council are to communicate with care homes about the importance of efficient and timely arrangements for securing residents' medication and appropriate guidance for care home staff

- ✓ Norfolk County Council's quality assurance team have issued communications to care homes to this effect

SAR E recommendation: The Care Quality Commission (CQC) and Norfolk County Council are to ensure robust communications between them about any concerns relating to business continuity, staff supervision, essential facilities and viability of a care home with a clear plan about which agency is supporting and monitoring progress in cases where improvements are required

- ✓ The Association of Directors of Adult Social Services (ADASS) has since published guidance between the CQC and local authorities that covers this



Learning from SAR referrals

Several of the SAR referrals that were received at the beginning of 2019 had, as a theme, people who chose not to engage with services. To try and support partners explore the difficult issue of non-engagement and balancing the questions around mental capacity and best interest, the board held five separate seminars on these themes around the county.

Over **180 people** attended the seminars, and many provided feedback to say that they liked the opportunity to look at case studies and network with colleagues from other agencies. They also valued a mixture of presenters who were described by respondents as being informative and knowledgeable. Overall, 87.5% of respondents who completed our evaluation form said that they would recommend the seminar to a friend or colleague.



Contributions from our three statutory partners

Adult Social Care

Safeguarding services sit within the adult social services department (ASSD), which is led strategically by Executive Director of Adult Social Services, James Bullion. James also sat on the Norfolk Safeguarding Adults Board throughout 2019/20, prior to taking up his role as president of the Association of Directors of Adult Social Services in April 2020

Craig Chalmers, Director of Community Social Work leads our operational safeguarding service via Helen Thacker, Head of Service, for Safeguarding. Safeguarding adults remains a high-profile commitment for ASSD, with increased focus on quality and safeguarding identified as a key priority; safeguarding continues to be discussed at monthly locality accountability meetings. Helen represents ASSD at the SAR group and the department is fully involved in making SAR referrals gathering and analysing information when referrals are received.

During 2019/20 our key achievements have been:

- Working in partnership with NSAB to deliver a series of workshops working with people who don't engage (see page 12).
- Communication of SAR outcomes and learning across the department via briefing notes, Organisation Wide Learning (OWL) briefings, team meetings and consultation processes – five in total (including an extraordinary OWL for SARs F and G and financial safeguarding)

Adult Social Care (continued)

- Ongoing improvement of safeguarding recording on our computer system, LiquidLogic Adults System (LAS) via a committed group of practitioners, managers, system and performance colleagues. Prompts have been introduced to support recording of feedback to referrers and to capture the views of the person at the heart of the enquiry.
- We have utilised a new function in LAS where a chronology can be gathered electronically for some aspects of the safeguarding recording
- Representatives from the department have been instrumental in setting measures and gathering data for the new NSAB dashboard. These measures help the board to focus on its areas of highest priority
- Close work with SafeLives to pilot and evaluate domestic abuse services and roll-out training for our practitioner staff on 'trauma informed practice', 'Domestic Abuse, Stalking and Harassment (DASH) risk checklist' and 'creating a culture of engagement'
- Roll-out of a medication incident decision tool capturing CQC and quality assurance requirements
- Introduction of guidance for staff who record safeguarding concerns on: falls, pressure ulcers and incidents occurring between two residents; sexual abuse; unexplained bruising and reporting individuals who have gone missing
- Support to providers via Norfolk & Suffolk Care Support Ltd to develop safeguarding champions in provider settings
- Upskilling of Living Well 'community connectors' to deliver safeguarding messages
- Engagement in NSAB's new prevention/management/learning subgroup (see page 19)
- Improvement of the process for locality staff to request consultations from the safeguarding team
- Introduction of a new case closure system for safeguarding cases. This has helped speed up the process
- Development of a reporting system, with health and private sector partners, on the use of long-term segregation
- Set up a new meeting schedule with independent hospital sector partners which has improved the consistency of meeting content amongst these services
- Streamlining of the reporting of pressure ulcers with the support of our safeguarding colleagues from health. Triage by health colleagues is happening earlier in the process.

The reporting year ended during the pandemic and the safeguarding service have been instrumental in developing guidance and supporting our staff to continue assisting and empowering those in need of safeguarding at this time.

Norfolk Constabulary

Norfolk Constabulary continues to be committed to active membership of the safeguarding adult board. During the past year we have been represented at executive and board level by Assistant Chief Constable Nick Davison (head of local policing), Detective Chief Superintendent Chris Balmer (head of safeguarding and investigations) and Detective Superintendent Andy Collier (head of safeguarding). The constabulary is also represented at all the key subgroups to the board where we continue to engage with all our partners on the board's priorities.

Alongside other agencies the police represent a bridge across from adult safeguarding into other vital areas of public protection including domestic abuse and child safeguarding.

Our work on the pernicious issue of county lines drug dealing sees both children and vulnerable adults being exploited by the same offenders and we will continue to work across all partnerships to protect victims while targeting offenders. We also recognise the challenges for both victims and perpetrators in accessing services between the ages of 16-25, as they transition from childhood to adulthood.

A highlight of the year from a policing perspective was the events jointly hosted by Norfolk Constabulary and NSAB at Wymondham Rugby Club in January 2020. These two events saw hundreds of members of the police force, along with similar numbers of colleagues from other agencies, take part in seminars led by Luke and Ryan Hart. These powerful events brought home to many the stark realities of coercive and controlling behaviour and underlined the importance of professionals recognising and responding to it when they see it.



Clinical Commissioning Groups (CCGs)

During 2019/20, and in line with the requirements of the Care Act 2014, the CCGs as commissioners of local health services needed to assure themselves that the organisations from which they commission services had effective safeguarding arrangements in place.

This process was overseen by the directors of nursing. In November 2019, the five CCGs moved to a single management team and the safeguarding responsibilities are now strategically led by Chief Nurse, Cath Byford.

Overall responsibility and accountability for safeguarding sits with the accountable officer, Melanie Craig. Cath has revised the nursing structure in which a very senior and experienced nursing team provides a more seamless CCG and health service response to safeguarding.

The CCG adult safeguarding team provide advice and support to colleagues but as a commissioning organisation they also ensure that compliance and quality are closely scrutinised, supported and where appropriate, challenged. The team also supports the safeguarding response and recovery plans for those organisations falling short of these essential standards and their statutory partners within adult social care.

As statutory partners of the NSAB, the CCG maintained a presence at board meetings, significantly contributing to the delivery of the assurance processes of NSAB. The duty to participate in and oversee the health contributions to Safeguarding Adults Reviews and Domestic Homicide Reviews was fully met.

The CCGs reviewed their safeguarding adult resource in line with recommendations outlined in the intercollegiate document **Safeguarding Adults: Roles and Competencies for Health Care Staff**, and increased staffing levels to allow better delivery of safeguarding requirements and duties. A substantive general practitioner post was also agreed and recruiting process commenced.

The CCGs' adult safeguarding team continue to work cohesively and in collaboration with other partner agencies and has a shared commitment to safeguard those at risk of harm and abuse in Norfolk.

On 1 April 2020 the five NHS Clinical Commissioning Groups (CCGs) for Norwich, North Norfolk, South Norfolk, West Norfolk, and Great Yarmouth and Waveney will be merged, forming NHS Norfolk and Waveney CCG.



NSAB dashboard

The board has been working towards the development of a dashboard containing multi-agency data for several years and, in May 2019, adult social services agreed to fund a temporary post to develop one. The project started late August 2019 and was initially to run for six months.

The board agreed that the dashboard would focus on performance and be in line with the NSAB strategic plan, ie focusing on three main areas: prevention, managing and responding and learning lessons. Six suggestions for key performance indicators were put forward to the board and these were taken on for development. In addition, following the board's development day in October, two further key performance indicators were discussed and approved as shown below.

Adult safeguarding dashboard performance indicators

An agreement was reached to publish the dashboard online. Data will be collected on a quarterly basis, to fit in with the NSAB business cycle. To ensure that the first time a board member saw their agency's data wasn't by viewing it on the dashboard, it was agreed that data would be collected for the previous three months.

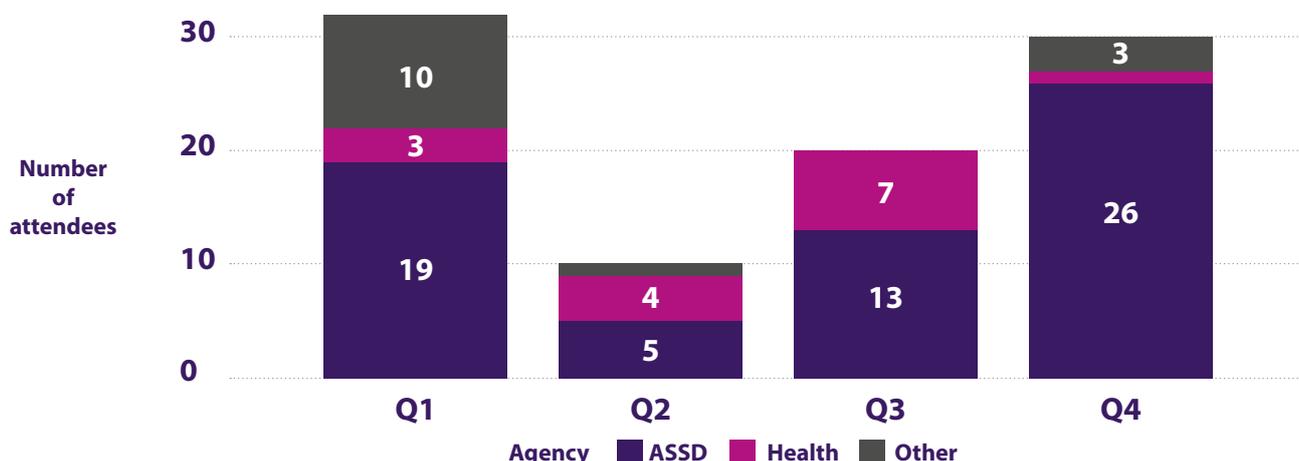


The project was extended for a further three months (until the end of May 2020) to ensure that the dashboard was fully functioning and covered the wishes of the board.

The snapshot below shows what a page of the dashboard looks like. Each indicator has its own page with filters (so that you can select the year of interest, for example), along with a definition of the indicator, some context and then a further box for performance narrative to be added.

Although the dashboard is up and running, and data routines established, Covid-19 has meant that it hasn't been possible to obtain some of the required data. There is still work to do to refine the indicators. The foundation is there, and it is a work in progress to be amended and streamlined in the coming months. Below is an example of one of the indicators.

Number of partners who have attended 'Learning from SARs' training



Definition:

This indicator measures the number of individuals at Norfolk County Council and partner agencies who have attended the 'Learning from SARs' training. Q1 begins in April of the given year.

Good performance means: higher numbers

Measures owner: TBC

Context:

The purpose of the safeguarding adult review (SAR) is for agencies to take learning from the reviews. SARs are undertaken where the service user has died, or experienced serious harm, and there are concerns about how agencies have worked together.

It should be noted that this course is free to Norfolk County Council employees.

Around six of these workshops are offered each year.

Performance narrative: TBA

PML - a different way of working

The year 2019-20 marked an important change to NSAB's subgroup structure.

Like other SABs, we had several subgroups focusing on different streams of work. At the board development day in September 2018 we discussed ways that we could streamline this.

The consensus was that we could do things differently. Work to restructure our eight subgroups saw fruition at the first meeting of our new subgroup - Prevention, Managing, Learning (PML) in August 2019. Our new architecture has reduced eight subgroups to four, using the three 'pillars' in **NSAB's 2018-21 strategic plan.**

Three of these subgroups focus on:

- preventing abuse and neglect (Prevention)
- managing and responding to concerns (Managing)
- learning lessons and shaping future practice (Learning lessons)

This new model for Norfolk has in part been inspired by the principles of **Holacracy** – a contemporary organisational methodology which distributes power, increases autonomy and reduces hierarchy.

This exciting approach to our work means that the three subgroups now meet on the same day, in the same room, at the same time to all work on the same safeguarding problem. Trigger questions are used to focus discussion and work on a particular 'knotty' problem we have not been able to solve or improve with extended meeting time our aim is to see a clear output from each meeting.

There have been four meetings from August 2019 to March 2020 and topics worked on include:

- Why is MCA a recurring challenge in adult safeguarding?
- The Suffolk Safeguarding Adults Framework – can we adopt it for Norfolk?
- Delivering learning from SARs and making it stick

'... meet on the same day, in the same room, at the same time to all work on the same safeguarding problem.'

Locality Safeguarding Adults Partnerships (LSAPs)

There are five LSAPs in Norfolk, each aligned with adult social care geographical boundaries. The aim of these local networks is to support NSAB work within their localities to ensure that communities: have a culture that does not tolerate abuse, work together to prevent harm and know what to do when abuse happens.

Central LSAP is based in Norwich and a new chairperson, Laura Coote, was chosen in 2019. Holding meetings at The Forum has provided a useful central meeting point and attendance has improved, with the partnership keen to improve the involvement of voluntary and community sector organisations. This year they have had a range of topical speakers, including female genital mutilation (FGM), modern slavery, dementia and safeguarding and falls prevention in hospital settings. They also supported the distribution of 'No cold calling' leaflets in the Norwich area.

A very successful safeguarding awareness event was held at The Forum on 16 October (photo) with the opportunity to speak directly to people about their experiences and understanding of what safeguarding means.

All those involved found it a meaningful event, a great location (they were near the main entrance) and lots of footfall (a coffee morning was being held at the same time!) Lots of promotional material provided by NSAB was appreciated by members of the public.

Western LSAP meets six times a year, with a wide representation of organisations and agencies from the local area. The new chair, Paula Hall, and deputy, Roy Crane, have worked hard to maintain and build on the energy in this partnership with regular speakers attending to promote learning and awareness. The introduction of safeguarding champions for the area and promotion of the western early help hub are two key areas that have been worked on. They actively support *Safeguarding Friends* (a developing scheme where skilled volunteers visit local care homes to talk about safeguarding to residents, families and staff.) The Safeguarding Friends recruited a third member this year and plan to expand their reach.

To raise safeguarding awareness in the area, the group have created a central point for promotional material which can be easily accessed by members and taken to, or used at, various local events held over the year. Partners provide feedback on what they have done and how it was received. This has proved to be a popular and effective model, which all the LSAPs will hopefully be able to utilise in future. You can also follow @WLSAPKL on Twitter.



Locality Safeguarding Adults Partnerships (LSAPs)

Northern LSAP hold their meetings in North Walsham and have seen some increase in their group membership this year although new chair, Nina Savory, is still looking for a deputy to support the work of the partnership. They have had several guest speakers to present on subjects such as FGM and modern slavery.

Over the last year the group has expressed particular interest in hoarding and professional curiosity as themes they would like to explore further.

NLSAP held a safeguarding awareness event last year at Fakenham Community Centre, with a really good representation of provider organisations. While building access proved a bit of a challenge for footfall, partners also met with members of the public in the market place, and the local foodbank were keen to support distribution of the safeguarding promotional material.

Southern LSAP meetings take place in Long Stratton. They have a good attendance of local partners but are always keen to expand representative groups. They held a community impact day in Diss on 16 October 2019 which participants found enjoyable and was very well supported. This year they have rolled out county lines training across partners and this has already made a real difference in the community.

Eastern LSAP hold their meetings in Great Yarmouth and the positive attendance and engagement from the locality has continued throughout the year. Another new face, Sue Robinson, joined Steven Whitton as deputy to his chair role. As coordinator of the eastern early help hub, Sue has already supported excellent joined up working in the partnership which is key to further improving links with the locality safeguarding children's group and the restructured CCG. The eastern LSAP is also working to improve coordination of events in the area and county to maximise opportunities for raising awareness.

Coercive control and county lines workshops in the area have been well attended and guest speakers well received. The following issues have been identified as areas of interest in the local area: an increase in fire deaths; homelessness; counterfeit cigarettes; county lines. Self-neglect and hoarding remain strong areas of focus.

Website

Over the past year we have had 17,212 users to the website (of these, 16,538 were new visitors.)

The website has an average number of **1,715 users** each month and most users find the site through an organic search ie by entering one or several search items as a single string of text into a search engine. After the Home page, the most popular pages were: News and Training.

A user spends an average 2 minutes and 30 seconds on the website, and the bounce rate has remained close to 40% which would indicate users find what they are looking for quickly.

The most popular news story for the year was that announcing that Luke and Ryan Hart were returning to Norfolk to deliver seminars (January 2020) Also, in January, the news story announcing publication of two new SARs in respect of Ms F and Mr G was very popular.

Our social media presence



NSAB widely use Twitter now for all sorts of communications from the latest social care news, to events that NSAB are hosting, or to promote job vacancies within the safeguarding arena.

During the last year the NSAB has continued to strengthen its profile on Twitter and is now one of the leading SABs on the platform. We have put out 940 tweets, we were retweeted 1,197 times, had 2,279 likes and had 2,655 profile visits.

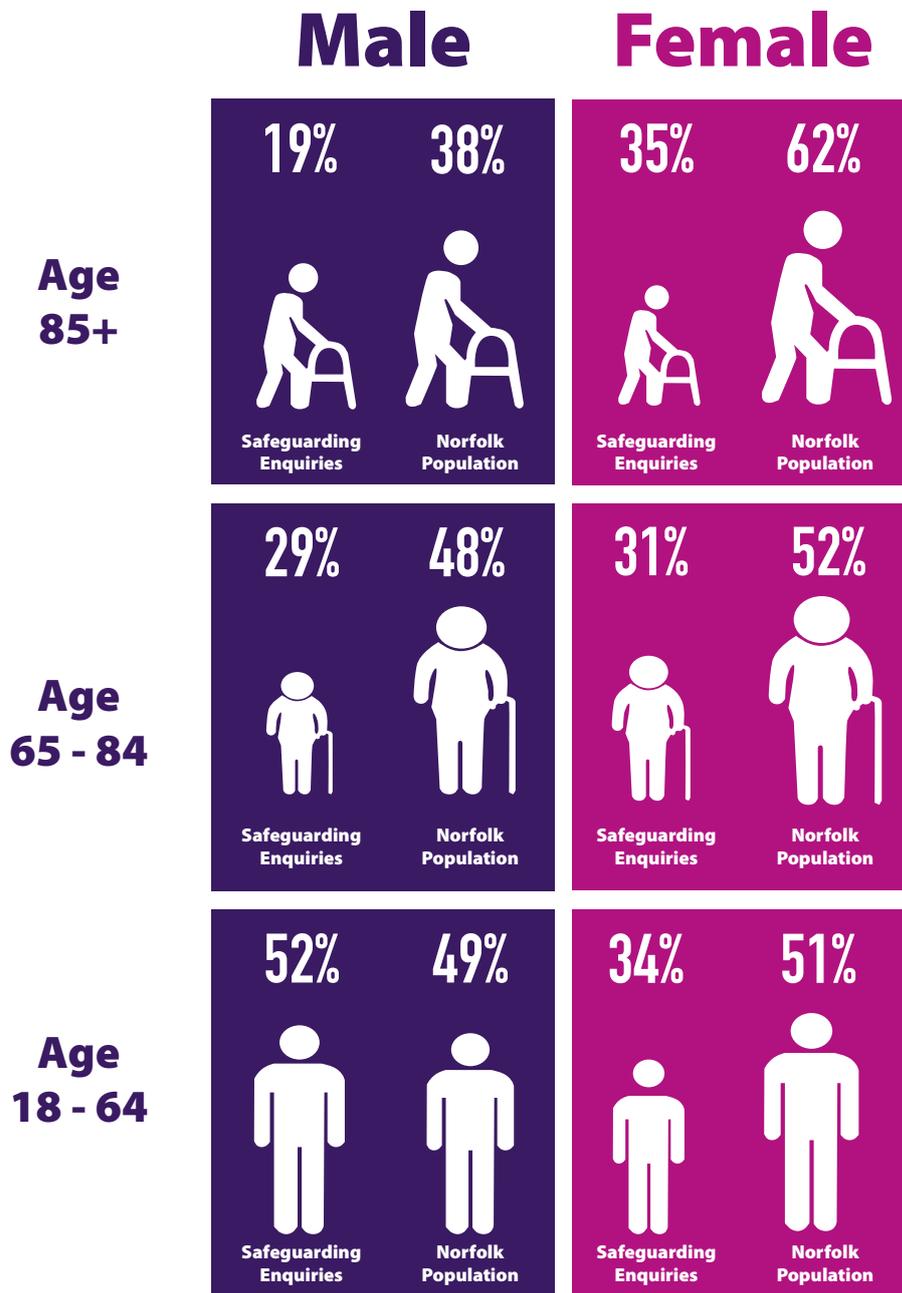
Our top tweet was promoting the Luke and Ryan Hart seminar in January 2020. It had over 8,500 impressions.

And we had 271 new followers during the year and 1,192 followers at the end of March 2020. If you're a Twitter user and you haven't yet followed us, please do!



Safeguarding Adults Collection (SAC) Return 2019/20

Safeguarding Enquiries completed by age group and gender, compared with relative proportions of the Norfolk population



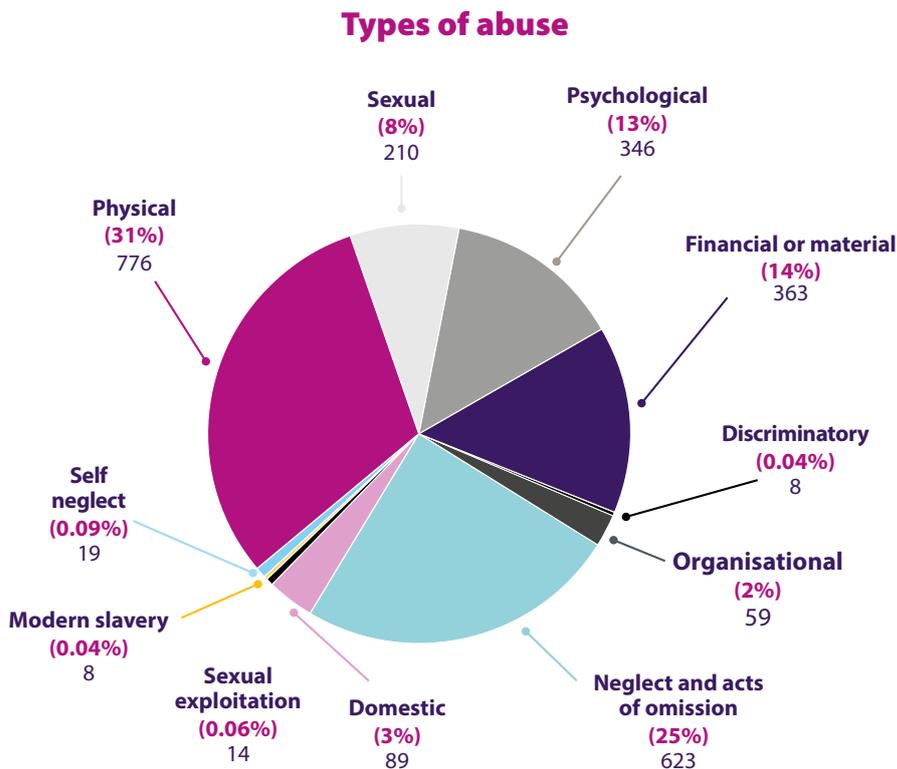
Norfolk demographic data – an ageing population

	2019 (est)	2041 (projected)	Source
Population	907,760	1,002,300	ONS via Norfolk Insight (26/08/20)
Age (over 65)	222,666 (24.5%)	305,976 (30.5%)	

Safeguarding Adults Collection (SAC) Return 2019/20

Completed Safeguarding Enquiries by Age	
Age	Enquiries
18-64	716
65-84	512
85+	492

Completed Safeguarding Enquiries by Gender	
Male	Female
692	1,028



During the year there were 4,174 concerns raised resulting in 1,877 safeguarding enquiries, some of which are ongoing. This represents a 45% conversion rate. Last year’s conversion rate was 59% so there has been a slight drop. This reduction could suggest that more people are contacting us, which is good, but their needs are then being met in different ways.

Men between 18-64 were more likely to be subject to a safeguarding enquiry than women in the same age group, but this changes in the higher age group, possibly as there are fewer men in the population aged 85+. Of the safeguarding enquiries completed, physical abuse has increased by 24% on last year’s figure, sexual abuse has increased by 38% and cases of neglect increased by 42%.

Domestic abuse enquiries completed have reduced by 15% on last year’s figure and those enquiries completed on organisational abuse have reduced by 13%.

We continue to work with partners to understand the context for changes each year so that we are all able to target specific interventions more effectively. Some change may be down to more or less reporting in certain categories, or changes in the county. For example, some care homes have closed in the last 12 months so there are fewer organisations where neglect may be identified.



Norfolk
**Safeguarding
Adults Board**

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