Safeguarding Communication Strategy

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HR & Remuneration Sub Committee

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1. INTRODUCTION

Active Lancashire is committed to the effective safeguarding or children, young people and adults across Lancashire who may be unable to protect themselves. We believe that all children, young peole and adults should be able to obtain appropriate interventions, which enable them to live free from fear, harm or abuse.

The aim of this communication strategy is to provide a plan of action for improving and strengthening communication to and from the organisation, and to ensure that communication is managed effectively and professionally.

To fulfil its objectives and effecitvely carry out its functions, Active Lancashire needs to raise awareness about how everybody can contribute to the safeguarding agenda. This should involve active listening to and consulting with participants, volunteers and staff, and ensuring their views and opinions are taken into account in the planning and delivering of safeguarding support.

We recognise that people will need information at different stages, in different formats and locations depending on their requirements. Active Lancashire aims to provide information that is accessible, of high quality and meets the needs of participants, volunteers, partner organisations and staff working across partner organisations.

Our strategic plan has a strong focus on engagement and communication, and aims to achieve the following outcomes:

- Children, young people, adults, staff and volunteers have an improved understanding of the aims and role of Active Lancashire,
- To provide two-way communication opportunities,
- Increased awareness of the key issues to promote the safeguarding of children, young people and adults,
- To learn lessons from local and national safeguarding reviews shared with staff and partner organisations to ensure these contribute to improving the safeguarding practice in sport & physical activity settings across Lancashire.

2. COMMUNICATION STANDARDS

Our approach will be based on the following principles:

- Making information accessible to everyone
- Communicating clearly and openly
- Using plain English (avoiding jargon and explaining acronyms) or giving clear explanations where this is not possible
- Promoting equality and valuing diversity
- Keeping accurate and up to date information
- Consultation and engagement is central to the continuous improvement of Active Lancashire Board, staff and volunteers

Effective information requires careful planning and Active Lancashire encourages the following approach to be considered and confirmed:

- Know who the audience is and what they want to see.
- Identify the key messages to be shared.
- Assess the method of communication.
- Identify where the information is to be shared and in what format.
- Understand how the information will be used.

- Ensure the outcomes will be consistent with the objective of learning and improving quality and safeguarding standards.
- Assess when information materials will need to be removed and reviewed.
- Actively facilitate opportunities for involving participants and staff in producing information.
- Ensure any service or actively being publicised is aware of the publicity/promotion so that preparations can be made to meet any increase in demand.

3. TARGET AUDIENCE

3.1 OVERVIEW

The main target audiences under this strategy can be broken down as follows:

- Participants
- Volunteers
- Staff
- Partner organisations
- Board members

We will seek to raise the profile of Active Lancashire to improve accessibility to safeguarding support and raise awareness of key issues to promote the safeguarding of children, young people and adults in Lancashire.

3.2 WHAT WILL BE COMMUNICATED?

Key Messages:

- Safeguarding is everyone's responsibility
- A focus on preventing or reducing risk of abuse or neglect and improving outcomes for all
- A committment to make safeguarding personal

Our aim is to raise awareness of safeguarding responsibilities for individuals, partner organisations and to promote good partnership working so that:

- Abuse and neglect can be recognised, know what to do in these circumstances and have confidence to take the action that is needed.
- All take responsibility for sharing information in a timely manner in the event of an emergency or safeguarding concern.
- Active Lancashire communicates in an accurate, timely and appropriate way to meet the needs of participants, volunteers and staff.
- Information is accessible and addresses any equality and diversity issues.
- Stakeholders and partners have an appropriate mechanism to communicate views and comments back to the Active Lancashire Board.
- Each Active Lancashire Manager/Project Lead is responsible for communicating to their team and to embed high quality practice for safeguarding.

3.3. WHAT IS THE PURPOSE OF OUR COMMUNICATION?

- Informal
- Promotional
- Behavioural

3.4 KEY MESSAGES ACTIVE LANCASHIRE WILL PUBLICISE INCLUDE:

Target Group - Children & Young People
• What safeguarding is and what it means to you. • The difference types of abuse and neglect and signs that someone may be being abused or neglected. • What to do if you are worried about a child or young person. • That safeguarding is everyone's responsibility. • What the different responsibilities are to safeguard and how they should be fulfilled. • Key changes in national and local safeguarding and what this means to them. • Raising awareness of Active Lancashire's priorities.
Target Group - Adults
• What safeguarding is and what it means to you. • What to do if you are worried about yourself or someone you know. • How to keep safe. • What to do if you or someone you know is being harmed or abused. • How to let us know issues affecting your safety Advocacy: what it is and what it means to you. • A basic understanding of the safeguarding adults procedure and what it means. • The process of making a safeguarding concern.
Target Groups - Staff, Board Members and Volunteers
• What to do if you are worried about a child, young person or adult. • How to raise a safeguarding concern. • The role and aims of the Active Lancashire Safeguarding Team and how to contact them. • Understanding your roles and responsibilities for safeguarding adults. • Training available to them. • Understanding what is good safeguarding practice and how it can be improved. • Local issues affecting the safety and wellbeing of adults. • Staff and volunteer safer recruitment. • Dealing with allegations against staff and volunteers. • Encourage strong partnership working across outside agencies.

4. HOW WILL ACTIVE LANCASHIRE COMMUNICATE?

MATERIALS/FORMAT/LOCATIONS

- ActiveL Lancashire website
- Electronic materials
- Active Lancashire Newletters / Digital Noticeboards
- Training
- Annual Reports
- Leaflets, Factsheets and Pocket Guides
- Emails
- Meetings, workshops and events
- Social Media (e.g. LinkedIn, Facebook)

5. MEDIA PROTOCOL

5.1 OVERVIEW

- Proactive use of social media to promote good safeguarding practice.
- Any communication with the media in the name of Active Lancashire should be undertaken by the Chief Executive or a nominated substitute where appropriate.
- In the event of a safeguarding review, all communication to be directed to the Chief Executive of Active Lancashire before any social media press releases are made.
- Funded partner organisations should avoid responding independently and all social media or press releases to be agreed with the Chief Executive to ensure a consistent response.
- Any funded partner organisations must ensure that any public communication does not negatively affect any other partner organisation.

5.2 DEALING WITH MEDIA ENQUIRIES

The work undertaken for Active Lancashire is confidential and this is of priority. It is the intention of Active Lancashire to be open and transparent about its work, whilst protecting the personal details of all individuals.

Active Lancashire commites to ensuring joint responses where safeguarding concerns are linked with a partner organisation wherever possible.

5.3 PROACTIVE MEDIA / COMMUNICATIONS ACTIVITY

Active Lancashire will issue proactive information for staff, partner organisations, volunteers, the Board and other stakeholders.

Active Lancashire has opportunities to promote safeguarding awareness amongst staff, partner networks, social media, newsletters, training and the website.

6. MONITORING AND EVALUATION

We will work to be able to evidence that improvement informed by feedback from those who access and deliver activities and training.

The success of this strategy will be monitored via:

- Number of visitors to the Active Lancashire website
- Numbers in attendance at workshops or training
- Completed evaluations/feedback from participants and learners
- Partner contributions to the Board communications
- Feedback from children, young people and adults involved in the safeguarding process
- Auditing activity
- Board Review / Nomination & Renumeration Committee report
- Feedback from independent bodies e.g. ACT, NSPCC Sport, LSAB, CSAP

This will provide:

- Greater understanding of key messages for all audiences, including learning from cases, audit and research, thus improving safeguarding practice across the organisation.
- Improved awareness of safeguarding issues.
- Enhanced knowledge and understanding of the role of Active Lancashire and its staff.
- Better outcomes for children, young people and adults involved in safeguarding.

7. ROLES AND RESPONSIBILITIES

All staff and managers have a responsibility to ensure that information is shared with all relevant people and partner organisations. They are also responsible for ensuring that any issues raised by participants, volunteers or partners directed to the Designated Safeguarding Lead.

Active Lancashire Terms of Reference specify the following tasks and obligations for all staff and volunteers:

- Promote awareness of safeguarding issues and share accessible information to ensure that abuse is recognised, reported and immediate action taken wherever it arises.
- Representatives of wider groups such as independent providers, volunteers and participants must have access to appropriate networks to communicate information to and from Active Lancashire's Designated Safeguarding Lead.

8. RISK MANAGEMENT

Active Lancashire anticipates the following communication risks:

- Inconsistent and unclear messages delivered across the network
- Not sharing information which could result in mixed messages presented to partners, staff and volunteers
- Communication leaks of confidential information

All staff working within the framework of the Safeguarding communications strategy to mitigate any potential risk of misinterpreted messaging or breach of confidentiality.

9. CONTACT

Nathan Moulds
Designated Safeguarding Lead
Office Tel: **07465 759911**
Mobile: **07877 647519**
Email: **nmoulds@activelancashire.org.uk**