

## **CHILD PROTECTION LINE – NATIONAL IMPLEMENTATION GROUP**

### **Minutes of the 5<sup>th</sup> Meeting – 2 February 2007**

**Convened by the Scottish Executive (SE) and held at COSLA, Rosebury House, Haymarket Terrace**

Present:	Maggie Tierney	-	Scottish Executive (Chair)
	Gaynor Davenport	-	Scottish Executive
	Nicola Macnaughton	-	Scottish Executive
	Alyson Lees	-	Marketing Unit, Scottish Executive
	James Pinkerton	-	Access & Duty Services Manager
	Gillian Buchanan	-	Lead Officer, Glasgow CPC
	Debbie Smith	-	Development Officer, NESPCPC
	Donald Urquhart	-	Midlothian CPC
	Sandra Thain	-	Continuous Improvement Officer, ELBCPO
	Pene Rowe	-	Highland CPC
	Ann Rowe	-	IAS Smarts
	Liz Johnson	-	City of Edinburgh Council
	Joyce Nisbet	-	Communications Manager, Children & Families Division, City of Edinburgh Council
	Astrid Telfer	-	Lead Officer, Edinburgh CPC
	Alwyn Bell	-	Lothian and Borders Police
	Craig Mathison	-	The Essentia Group

### **Welcome and Introductions**

1. The Chair welcomed everyone to the meeting and invited introductions.
2. Apologies had been received from Pam Armstrong of Edinburgh City Council and Peter Reilly of Grampian Police.

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3. It was requested that the first action point on page 2 be changed to read '*Lothian and Borders Police* agreed to forward the core script currently being used by ELBEG Force Control Centre'.
4. It was agreed that Agenda Item 8 ('3 Year Funding Commitment') from the previous meeting should not be hurried, and that it was unrealistic for it to be resolved before the 12 February launch.
5. Midlothian CPC brought attention to a typo on page 6. The telephone number for the Lead Officer should read 0131 271 3674.
6. Gordon Fyfe is to be named as the main representative for Highland CPC.

## **Media discussion and sign off of detailed action points**

7. The Scottish Executive Marketing Unit updated the group on the ChildProtectionLine campaign. Since the last meeting in January, the group were informed that new campaign leaflets had been printed and the five different posters had been reprinted with the new telephone number. **Action:** SE Marketing Unit to send out posters to Glasgow and Midlothian CPCs.
8. The group were informed that the letter for GP and library poster distribution would be sent out by both the SE and by CPC areas. **Action:** SE to circulate an electronic copy of the GP and library distribution letter to the group.
9. The website ([www.infoscotland.com/childprotection](http://www.infoscotland.com/childprotection)) will be operational from the 12 February, with a geographical map of Scotland which will have electronic links to all CPC areas.
10. IS Smarts thanked the CPC representatives for providing local information for the advertising campaign within a short timescale.
11. IS Smarts outlined that additional promotion leaflets and magnets are to be distributed in all Scotmid stores (in the Highlands Morning, Noon and Night) across Scotland on the 19 March. **Action:** IS Smarts to provide Highland CPC with the names and locations of the stores in the north of Scotland.
12. The group were informed of local and national media platforms that IS Smarts were using to launch the ChildProtectionLine. This included articles in 108 local newspapers, The Big Issue, the Daily Record, and broadcasts on Commercial radio stations. Local press releases will be done in each area. **Action 1:** CPCs were asked to provide IS Smarts with further contributions for the media launch, **Action 2:** CPCs were asked to put forward individuals from the front line or people with positive experiences from service involvement in order to strengthen the marketing campaign.
13. After some discussion over the size of the marketing posters, SE Marketing Unit agreed to produce a number of posters in A4 size. **Action:** SE Marketing Unit to order posters in A4 size.

## **Operational Service: Discussion and sign off of detailed action points**

14. The Chair introduced Craig Mathison from the Essentia group, who went on to explain Essentia's remit.
15. The group discussed the detail of how the service would operate, at the outset of the launch period. Concern was expressed in a number of areas. Firstly, on call handling, in particular, whether or not follow-up mechanisms were in place for when a transfer cannot be made. Secondly, how Essentia were planning to deal with difficult calls. And thirdly, what the service is specifically designed to provide.

16. It was confirmed that the line will not be a counselling line, but a gateway service with the primary aim of making it simpler for the public to contact relevant persons when they have concerns about a child.
17. Edinburgh City Council outlined the difficulties associated with providing standard answering and response times, in particular, because different local authorities have different targets and protocols. It was agreed that CPC areas could provide individual response times, but that this could not be done before 12 February.
18. Essentia outlined call handling options. Option 1: to continue trying the local agency telephone number insofar as the caller was happy to hold the line. Option 2: to give the caller the telephone number and they could call back later. Option 3: to gather information on the caller and email data to a relevant person in the local agency. It was established that the final option would be difficult to achieve before the 12 February launch.
19. A number of difficulties were expressed with the options provided. The Chair explained to the group that the service to be launched on 12 February needed to be simple yet robust, and development of more advanced operational procedures would be worked up by Essentia over the coming months. **Action:** Edinburgh City Council was asked to provide some thoughts on 24 hours out-of-hours services and the issues surrounding access standards.
20. It was agreed that each message delivered to CPC areas by Essentia (where a caller could not be directly transferred) should be treated as a child protection inquiry for the first period of the launch of the line.
21. Lothian and Borders Police suggested that particularly urgent and serious cases may be reported through the ChildProtectionLine, whereby the caller should be directly transferred to the police. It was outlined that Force Control Centres were not yet aware of the ChildProtectionLine, and that they should be notified. **Action:** Lothian and Borders Police to inform Force Control Centres through ACPOS and at the next meeting, inform the group of the details.
22. It was agreed that the SE would write to CPCs week beginning Monday 5 February recording agreed items from the meeting, and setting out ambitions for the following months. The CPC areas agreed that they needed written confirmation that they were to be held responsible for informing their staff of the launch and remit of the line. **Action:** SE to write to CPCs.

**Specific areas for agreement:**

Local effects on CPC areas of a 12 February launch of the service

23. The Chair emphasised that local authorities should treat all call transfers by Essentia as if the caller had called the service provider directly themselves. It was outlined that this should not disrupt local authorities from their standard procedures, even if there is a slightly larger number of calls than usual. The

detailed call handling procedures will be subject to continual revision as experience is gained.

#### Training sessions – dates and timings to be confirmed

24. The Chair informed the group that ChildLine had been commissioned to provide some of the orientation training for the call handlers. This was to be undertaken in the form of role play, orientation and policy intent. It had been arranged previously that CPC areas would assist with these training sessions.
25. The Chair asked the group if they were confident about the launch of the line on the 12 February after the morning's discussion. It was offered to Glasgow CPC that if they wanted to opt out of the media activity in their area announcing the scheme it would not be a problem, and that press and radio releases could be cancelled in the Glasgow area.
26. It was requested that the impact of child abuse enquiries on call handlers themselves be added into the imminent training sessions.

#### Agree call handling script and procedures

27. It was requested that the PDF form of the ChildProtectionLine leaflets be circulated. **Action:** SE to circulate.

#### Discuss client expectations (minimum response times)

28. The issue of client expectations and protocols was discussed. Edinburgh City Council suggested that it would be difficult to provide Essentia with standard call back times to apply across all local authorities. It would not be possible to have a list of call back times compiled by 12 February.

#### Discuss FAQ's

29. The Chair expressed the need for CPC areas to become involved in providing answers for the Frequently Asked Questions drawn up by Edinburgh City Council and Midlothian CPC. **Action:** Secretariat to circulate FAQs to the group and assign individuals to each question for answering.

#### **Any Other Business**

30. There was no other business raised.

#### **Date of next meeting**

31. 15 March at COSLA.