

Hartlepool and Stockton-on-Tees
Safeguarding Children Partnership

Media Strategy



Hartlepool & Stockton-on-Tees
**SAFEGUARDING
CHILDREN**
PARTNERSHIP



1. Media

1.1. Contact with the Media

1.1.1 It is essential for the HSSCP to have a single point of contact for the media. This is the press office of Hartlepool Borough Council in association with the HSSCP Chair. All press enquiries will be managed through the Council's Press Office in consultation with the press offices of partner agencies particularly that of the Police Service.

1.1.2. Hartlepool Borough Council's Head of Communications & HR or a suitably qualified and experienced member of his / her team will act as the HSSCPs Media Advisor and will act as a single point of contact for the media in relation to HSSCP matters. He/she will liaise with the HSSCP Chair and Development Manager prior to any response or proactive media involvement on behalf of the Board.

1.1.3. The press office will inform the media who the HSSCP contact point is and requesting that all media enquiries for the Board should be directed to Hartlepool Borough Council's press office.

1.1.4. The Executive Partnership, Engine Room and the wider HSSCP should only talk to the media on behalf of HSSCP when they have cleared this with Hartlepool Borough Council's press office and they are clear about what they want to get over to the media.

1.1.5. The key local media are:

Daily Newspapers:	The Gazette, The Northern Echo, the Hartlepool Mail
Weekly Newspapers:	The Herald & Post Group, The Darlington & Stockton Times
Local Radio:	BBC Tees, TFM Radio
Regional TV:	Tyne Tees TV, BBC TV North East

1.1.6. Hartlepool Borough Council's press office will provide contact details for these where necessary on request.

1.1.7. Executive Partnership Members speaking to the media directly in respect of safeguarding children matters on behalf of their own agencies should make it clear if references are made to the HSSCP that their statement is not the official view or comment of the HSSCP.

1.1.8. The press office will collate any relevant press cuttings and include them in regular reports to the Executive partnership via the HSSCP Development Manager.

1.2. Press Releases

1.2.1. All press releases must be authorised by the HSSCP Chair and should bear the logo - with the words "PRESS RELEASE" in bold capitals to fill the top of the page.

1.2.2. News releases should contain the name of the writer, a release date, contact number and a HSSCP Logo.

1.3. Media Contact Details for the Executive Partnership

Agency	Title	Tel:	E-mail
HSSCP	Chair		
Cleveland Police	Corporate Communications Officer Kimberley Walker	01642 301287	Kimberley.walker@cleveland.pnn.police.uk
Hartlepool & Stockton CCG	Senior Communications Manager Judith McGuinness	07785601944	judith.mcguinness@nhs.net
Hartlepool Borough Council	Communications and Marketing Manager Ed Turner	01429523578	public.relations@hartlepool.gov.uk
Stockton-on-Tees Borough Council	Media Manager David Crosby	01642 526162	david.crosby@stockton.gov.uk

1.4. Reactive Media - Public and Media Interest in Serious Child Care Incidents / Criminal Convictions

1.4.1. It is the responsibility of all partners, alongside the Chair of HSSCP to anticipate public and media interest in the death or serious injury of a child, or in the investigation of criminal convictions of abuse.

1.4.2. When agreeing a strategy for managing public information, consideration will be given to the following:

- The need to maintain confidentiality in respect of personal information contained within reports on the child, family members and others;
- The accountability of public services and the importance of maintaining public confidence in the process of internal review;
- The need to secure full and open participation from the different agencies and professionals involved;
- The responsibility to provide relevant information to those with a legitimate interest;
- The constraints on sharing information when criminal investigations or proceedings are outstanding; in that access to the contents of information may not be within the control of HSSCP.

1.4.3. It is the duty of HSCCP to ensure that all staff are aware of the agreed communications strategy and response to approaches by the public and media representatives, and are enabled to proceed with their work without excessive public pressure and exposure.

1.5. Reactive Media Requests

- 1.5.1. If a request from the media for information in respect of HSSCP activity is received:
- Contact Hartlepool Borough Council's Press Office to alert them and ask for their assistance.
 - Advise the relevant Executive Partnership Member of the request and action taken.
- 1.5.2. The Press Office will:
- Liaise with the HSSCP Chair, via the Business Manager.
 - Engage with key contacts to determine who will take lead responsibility for responding to media enquiries relating to a specific event if the HSSCP Chair is not available to do so, where it is not appropriate or it has been agreed a partner could lead on the issue.
 - Gather facts about the case / issue.
 - Propose a strategy regarding how, who and when a response should be made which the Chair will be asked to consider and authorise
 - Liaise with the Press Officer(s) in partner agencies to make them aware of the media interest, share press statements, and avoid duplication and confusion.
 - Co-ordinate the response and be aware of who is talking to whom about what.
 - Ensure that any statements are approved and authorised by the HSSCP Chair prior to their release.
- 1.5.3. Ongoing responsibility for co-ordinating this activity will remain with the Press Office except where the key contacts agree that the press office of another HSSCP partner will take the lead in a particular case. The HSSCP Chair should still be consulted about any statements made in the name of HSSCP and authorise their release. The HSSCP Business Manager will be kept informed of all actions undertaken and will be sent a copy of all communication with the media for inclusion in the audit trail.

1.6. Proactive Media – Awareness Raising Campaigns

- 1.6.1. HSSCP will use a variety of ways to promote awareness of safeguarding generally and the work of the partnership in particular with its various audiences, co-ordinated through the Business Unit. Member organisations are encouraged to make use of these articles, amending them with quotes etc. where appropriate.
- 1.6.2. There will be occasions when HSSCP develops a proactive stance in relation to particular areas of work they are engaged in, for example when a Serious Incident / Local or National Child Safeguarding Practice Review (CSPR) is commencing. On such occasions the HBC Press Office will be informed at the start of any Serious Incident / CSPR or other work taking place by the HSSCP Development Manager to allow them to prepare for any enquiries that may be made and to liaise with partner agencies press officers. This proactive stance will be project managed by the HBC Press Office in association with the HSSCP Business Unit and the HSSCP Chair who is responsible for authorising any press releases.

Appendix A



PRESS RELEASE

Date

xx/xxx (if applicable: Embargoed)

HEADLINE

Intro on topic.

Body of text

Quote from HSSCP representative.

ENDS¹

NOTE TO EDITORS: For further information on this release, please call XXXXX on (01429) XXXXXX
