

## Your complete digital safeguarding toolkit



The Safer Schools App is available for free to school and LEA customers that have their insurance programme with Zurich Municipal.

# Welcome

As the former and founding head of the Child Exploitation and Online Protection (CEOP) Centre and current Independent Chair of a number of safeguarding children boards, I recognise the opportunities and the real challenges that schools face in the digital world.

My experience tells me that the best way to help make children safer is by educating and empowering them, together with those responsible for keeping them safe. That is why your new school App is central to our Safer Schools Partnership with Zurich Municipal Insurance. The App puts the information that you and your school community need, in your pocket.



Jim Gamble QPM

## Most Frequently Asked Questions about the Safer Schools App

### Is Safer Schools too good to be true?

The most frequent statement we hear from Safer Schools' partners is that on first sight the scheme simply seems too good to be true. However, be assured there is no catch and you pay nothing for it. Your membership and access to the benefits come as part of your schools insurance cover from Zurich Municipal.

### Is Safer Schools GDPR compliant?

We recognise the importance of compliance with GDPR and the App is designed in line with the principals of data minimisation. Access is provided via an entry or QR code, and information capture is limited to the role of the user, the age range of pupils is also considered. Each user is provided with access to content and alerts tailored specifically to meet their needs, without the need to share personal data.

### How is the content kept up-to-date and quality assured?

The INEQE Safeguarding Group's Safety & Content and Learning & Development teams monitor specialist safeguarding news and alerts in real time. They also gather feedback from safer schools partners on the issues they face and capture lessons emerging from Serious Case and Local Practice Reviews. This is how the prompts, alerts and the information we provide to users remains contemporary, credible and relevant.

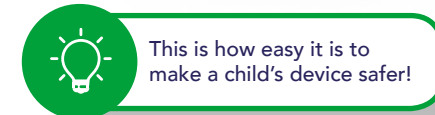
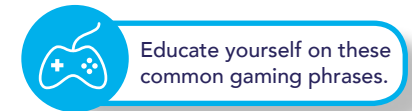
### How are content and courses quality assured?

A dedicated team of subject matter experts and associated safeguarding professionals inform and develop our content and CPD accredited courses. All of our material is subject to robust quality assurance processes. These processes are overseen and informed by our in-house counsel (the former Head of Legal at CEOP) and an editorial panel comprising Local Authority and school safeguarding professionals.



# Safeguarding Content

## Information to educate, empower & protect



The Safer Schools App contains contextual safeguarding information, advice and guidance tailored to meet the needs of individual users. All roles have access to the safety centre which explains safety settings, reporting and blocking functions for apps, games and other platforms.

### School staff

School staff have access to contemporary safeguarding information and a range of resources. Content addresses issues relating to safeguarding in the context of social media, including digital imagery, bullying, sexting and gaming.

Amongst other information available, staff and teachers also have access to professional information, advice and CPD accredited courses on Appropriate Use of Social Media, Safeguarding Level 1 and Managing Mental Health in Schools.

### Parents

Parents and carers have access to information on the popular social media platforms used by their children and their friends. They are also provided with an insight on critical issues such as bullying, sexting and gaming and given easy to follow advice on how they can make their homes and the devices they give their children safer.

Parents can build their level of confidence by completing Parental Digital Proficiency tests in the App.

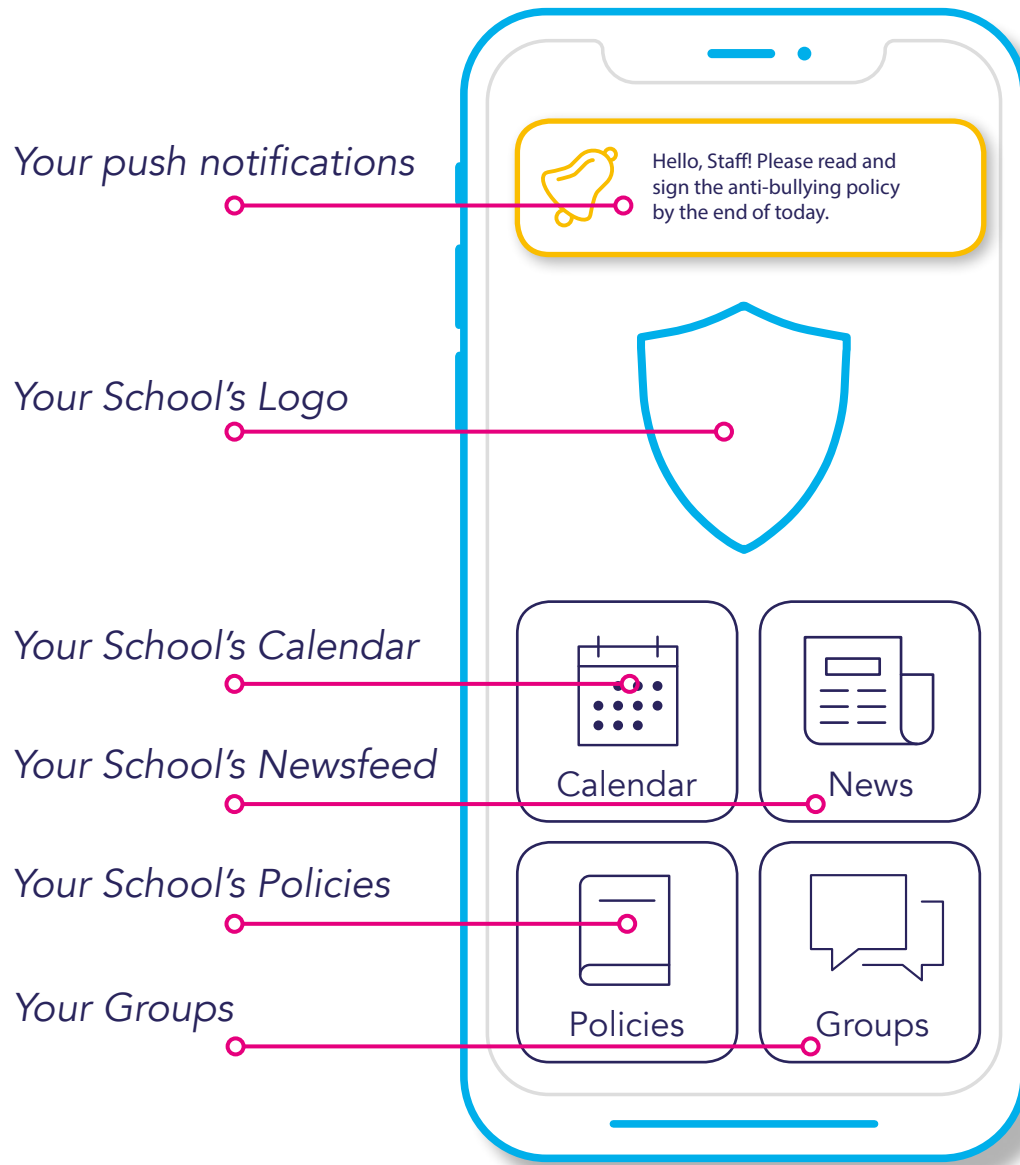
### Pupils

Pupils have access to age appropriate information, advice and guidance on keeping themselves safe online. This includes sharing images, information and privacy considerations. They also have access to content on bullying and sexting and are sign posted to pathways for help.

Schools and pupils can build their levels of online competence by participating in the Pupils Online Proficiency Tests in the App.



# Your School's App



**Most schools are familiar with and use Apps or text messaging alert systems to engage and keep their school community up to date with key events and issues.**

Many of those in use replicate aspects of the school's website. Standard features include a home/menu page, calendars, newsfeeds and access to policies, as well as the ability to send school push notifications. Costs vary depending on the provider and quality of the build, but tend to range from around five hundred to over one thousand pounds.

The good news is that all of these features are included in your free Safer Schools App along with a range of content and other functionalities.

Your Safer Schools App includes specialist safeguarding content, alerts, quizzes, CPD accredited training, classroom and homework resources and functions like 'Teachers Alerts and Prompts' (TAP). TAP facilitates safe communication between specific teachers and individual classes/parents groups, school trips, clubs and other school associations.

Enhance your Child Safety procedures with the App by prompting teachers, staff, parents and carers to read new policies and guidelines through enabling push notifications.

Read on to discover how you can connect your school community with an App that drives safeguarding engagement, communication and shared learning.

# Discover Surveys & Polls

Identify what matters most within your school community using the in-App surveys and polls.

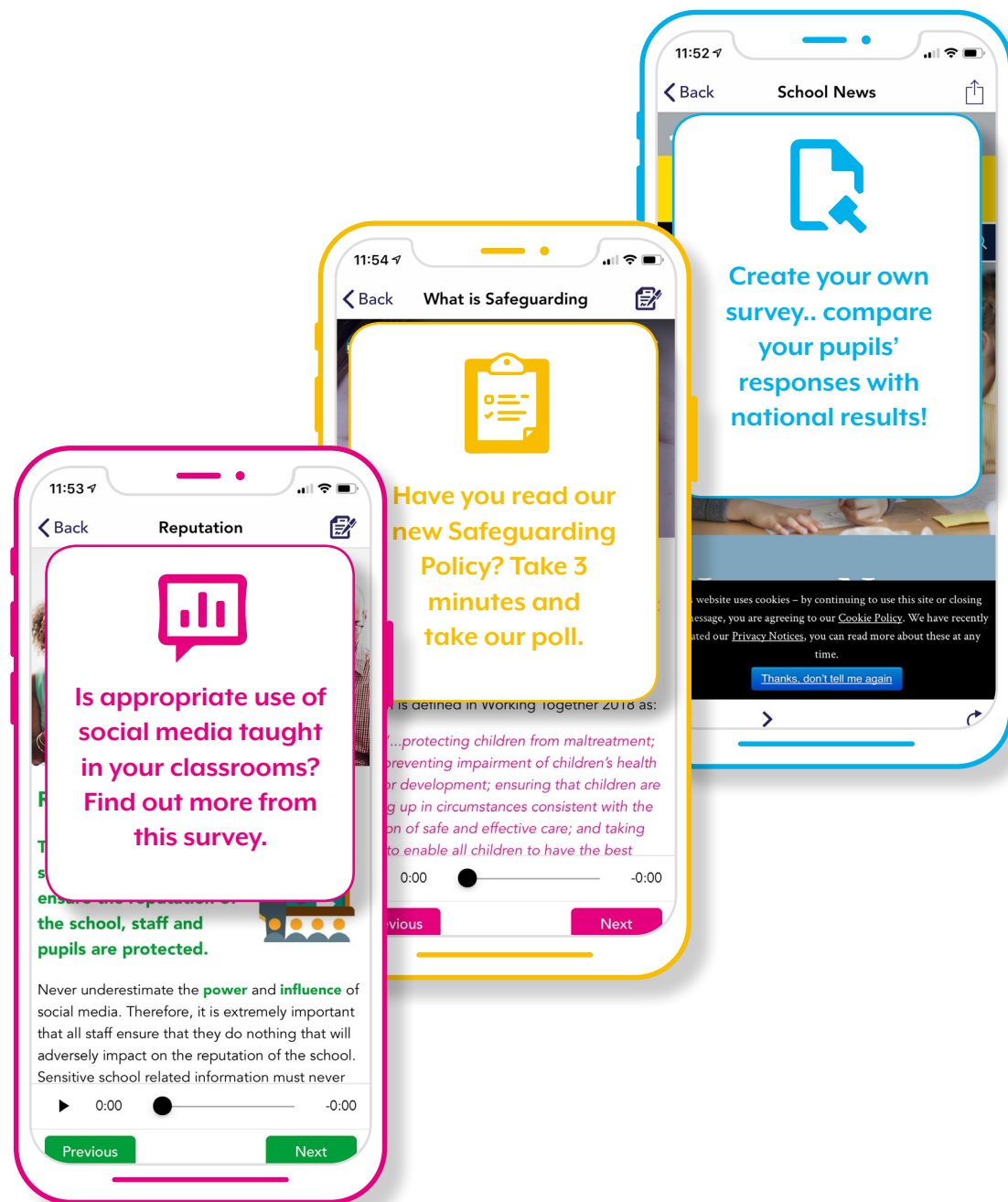
## Your Digital Footprint

The Safer Schools 'Digital Footprint' survey function allows your school to develop a better understanding of the platforms, devices and digital spaces most frequently used by pupils, parents and staff.

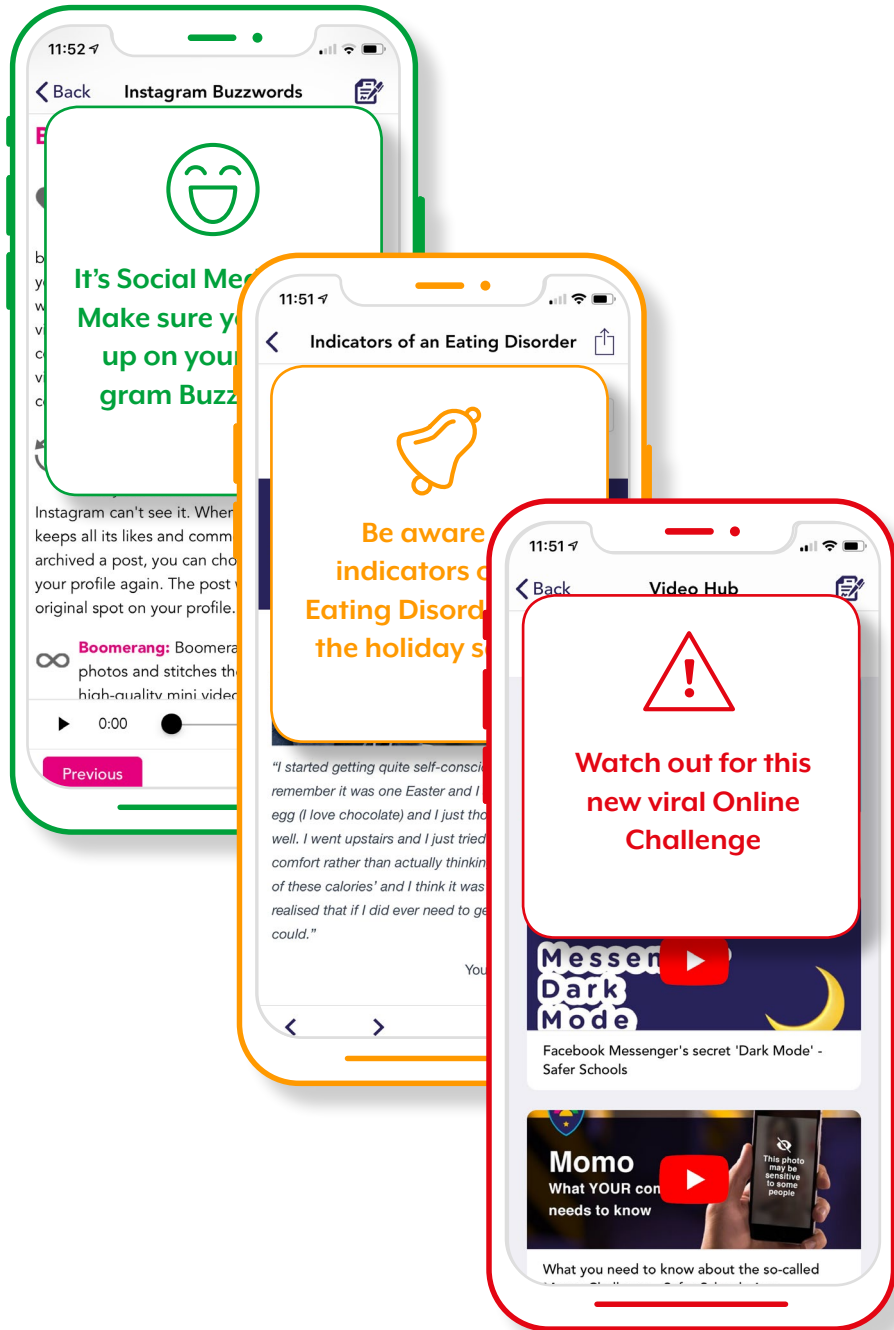
The Digital Footprint Analysis Report is a function generated at your request by the Safer Schools Support Team. It can help you place the online activities and behaviours identified in your school survey in a national context.

## Create your own surveys

Capture data and information to inform school policy by promoting your own school surveys and reassurance audits directly through your Safer Schools App.



# Seasonal Prompts, Alerts & Warnings



At Safer Schools, we monitor and respond in real time to current trends, issues and emerging risks to young people online. We use our PAW (Prompts/Alerts/Warnings) system to respond to concerns, threats and dangers by pushing notifications direct to users whenever appropriate.

By keeping track of awareness days, weeks & months, we ensure that you are up to speed and can increase awareness across your entire school community.

We use a Red, Amber and Green (RAG) system to help you understand the level of importance attached to the message.

## Example Prompt:

Green Prompts relate to awareness raising initiatives and events or general information sharing notifications.

## Example Alert:

Amber Alerts relate to important information relating to specific contemporary issues that users face and are constructed in a manner consistent with the needs of individual groups. Bespoke alerts can be sent to different audiences including school staff and teachers, parents, carers and when appropriate pupils.

## Example Warning:

Red Warnings are used to inform parents and teachers of high risk incidents, Apps or worrying online trends that may require an immediate, balanced and informed response.

# Log in & Learn

At Safer Schools, we provide contemporary, credible and relevant content and resources for your entire school community. We also provide a platform for professional learning & development.

These key features within the App help to fulfill our commitment to educate, empower and protect all users by encouraging them to develop their understanding and expertise on the most important issues.

**Current & upcoming CPD Accredited Professional Development Courses include:**

- Safeguarding Level 1
- Appropriate Use of Social Media
- Mental Health in Education
- PREVENT (Coming Soon)





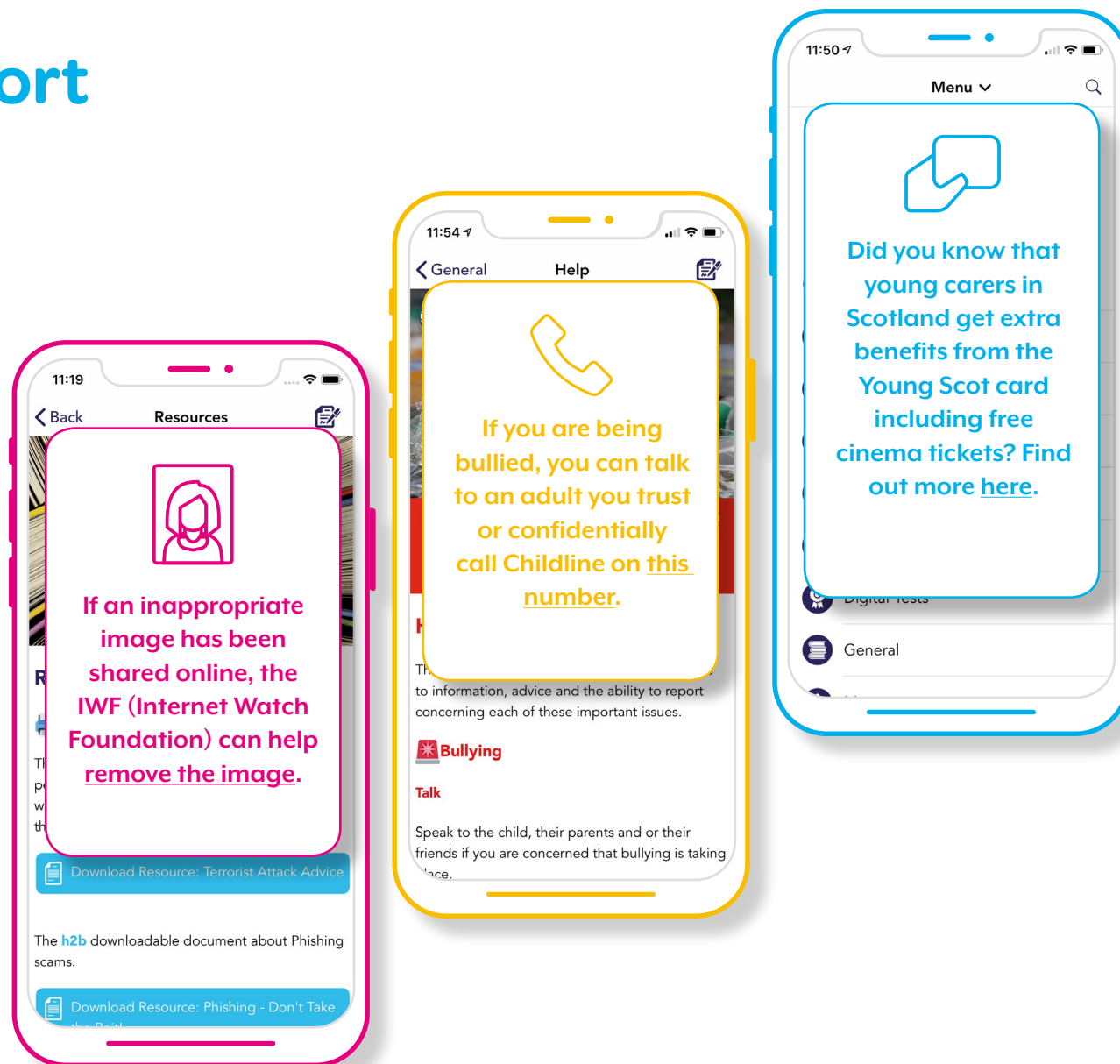
# Help

## Signposting to support

The help section of your App includes a list of support organisations for parents, school staff and pupils. Each role has a tailored list of support pathways and resources relevant to their age, role and reading ability. This information is organised by theme, which allows users to quickly access support and advice when they need it most.

Teachers and parents will have access to information to support them in a crisis, for example when an image is shared, or their child is being bullied. The help section also includes information on national referral mechanisms, and access to gateway teams to report safeguarding concerns.

**Schools can choose to embed their own reporting pathways into the App.**





# AI Prompts



Hey! You're up late.  
Are you okay?

...

If you're worried about something, you  
can always talk to an adult you trust.  
Tap [here](#) for more info.

Would you like to speak to someone right  
now? Contact Childline by tapping [here](#).

**Your App is intelligent by design. Our artificial intelligence: 'Arti', intuitively reacts if users repeatedly visit content, prompting them with safety messages and guidance on where to seek support.**

**These safety alerts are tailored for staff, parents and pupils:**

For example, if a pupil accesses the 'sexting' section at 2am, or has frequently visited it over a short period of time, Arti will recognise that the young person may be worrying about an issue related to themselves or a friend. Arti will then engage them and signpost to relevant information.

This can include direct access to Childline. Remember we do not collect personal data so all Arti knows is that this user is a child.

If a parent accesses the 'bullying' page twice or more in one day, our AI will identify that they might need some support. A prompt will direct them to a parent's guide to supporting their child when they are experiencing bullying.

Arti works 24/7 to give your community the advice they need, when they need it most.

# Admin Portal & Support

## Insights, Tools & Support Resources

### Analyse, prepare and evidence

Our admin portal allows you to login and find information about how your pupils, staff and teachers are engaging with the App:

- View test results from our Need to Know quiz and Safeguarding Level 1 course module
- Analyse test scores from courses such as Safeguarding Level 1 and evidence knowledge of e-safety policies in preparation for Ofsted, Education Scotland, Estyn or other inspections or audits.

### Send Push Notifications

Create customised push notifications to ensure that pupils, parents and staff across the school community receive relevant information in real time.

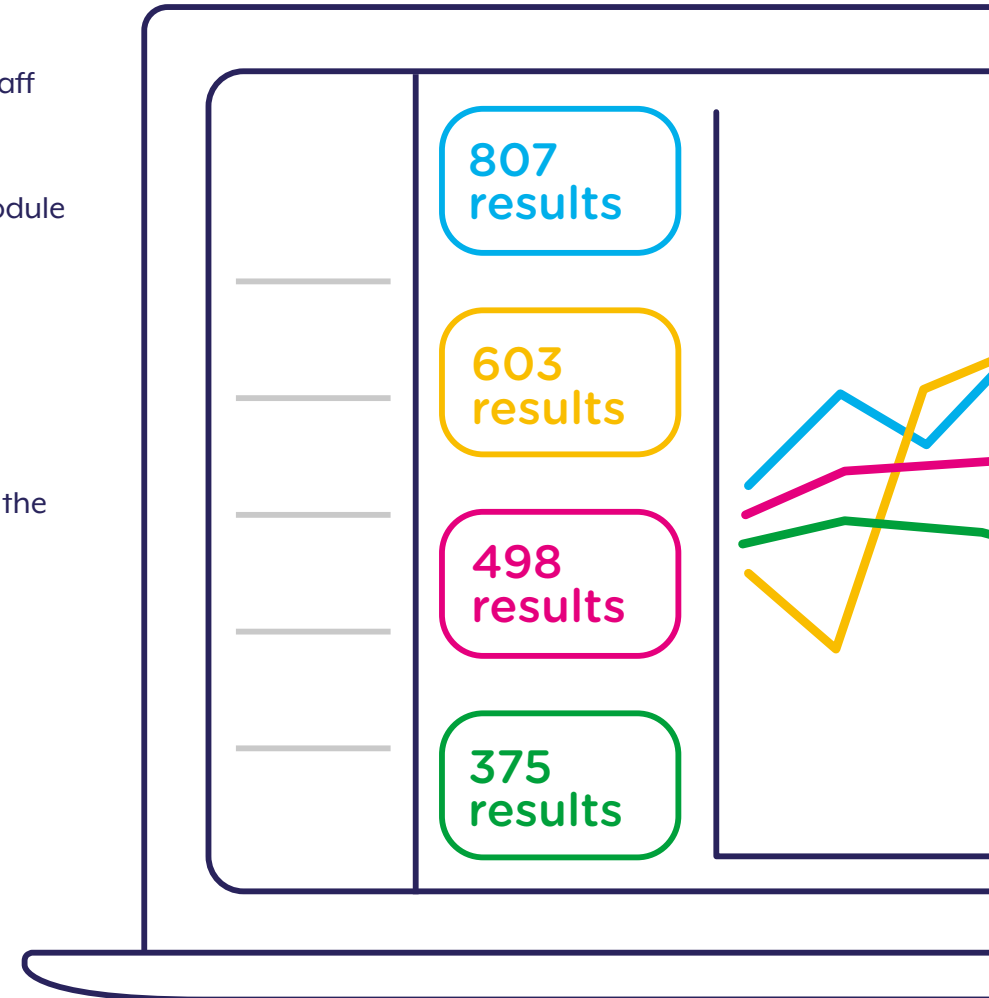
Our step-by-step guide will help you send notifications directly to App users. This provides a powerful communication tool when signposting to urgent information and useful content.

### Learn about the App

Login to the Admin Portal for useful guidance and resources on how to use the App and work with user analytics, set up extra admins and download certificates.

### Support Resources

Further resources include how to launch the App in your school; logos, template letters and presentations are available on our website: [oursaferschools.co.uk](https://oursaferschools.co.uk)



# Testimonials

“I have been working in safeguarding for 30 years and this is the most exciting initiative to happen concerning Local Authorities.”

**Sarah Stokoe**  
**Safeguarding Manager, Doncaster Council**

“I’m passionate about keeping children safe & I think that this App brings together a wide range of credible resources from a really experienced team with a lot of knowledge behind it... I’m really excited by the CPD resources, quick quizzes & some of the deeper surveys; but most importantly, how surveys can be used for monitoring the impact of training.”

**Danielle Ratcliffe**  
**Assistant Principal, Broadland High School**

“The role that you have as a DSL in school is so complex. So, I believe that it is so important that the message is being spread, because other schools are entitled to this resource & need to know about it, alongside all of the support that is available to them in the app. There is always a level of suspicion regarding anything that’s free but if you’re insured by Zurich Municipal there’s nothing to pay and nothing to lose!”

**Karen Ward**  
**Deputy Headteacher, Bure Park Primary School**

“I highly recommend the programme to anybody that wants to be involved... The number one role & responsibility for anyone working in education is to protect children; the ambassador programme & the Safer Schools App work as a real vehicle to do that.”

**John Bryant**  
**Headteacher, Arthur Bugler Primary**

“The fact that you have a visual, an audio & a written element to the Safer Schools App means that it is applicable to a multitude of learners... For us to combat anything, whether that be mental health or bullying; you have to be where they (young people) are, the Safer Schools App provides a portal to their world.”

**Marie James**  
**Designated Safeguarding Lead, St Wilfred’s Catholic High School**

“I believe that the App will create a ‘safer school’ - as the name suggests. This resource is going to educate & support parents, staff & especially students to be more knowledgeable on keeping themselves safe... I would unreservedly recommend the Safer Schools App and the services that it provides. The content & the quality of content, for me, is one of the key reasons why I’d recommend it to colleagues up & down the country.”

**Liam Hussey,**  
**E-Safety Co-ordinator, Ormiston Bolingbroke Academy**

# Learn more about Safer Schools

## What support can the Safer Schools team offer?



**Phone** – We can talk you through the launch plan over the phone at +44 (0) 2896 005 777.



**Launch** – A member of the Safer Schools team can attend the launch presentation to staff, parents and carers. Contact us for more details (please note this is subject to availability).



**Email** – We can answer any questions via email: [saferschools@ineqe.com](mailto:saferschools@ineqe.com)



**Online Chat** – Visit the chat on our website at [www.oursaferschools.co.uk](http://www.oursaferschools.co.uk)



**Resources** – We have a number of resources dedicated to supporting your launch of the App. These are all available on the admin support site.



**Meet me** – You can schedule a phone call or video call with a member of our Safer Schools Team at a time that suits you. (Meet me is available on team member's email signatures or on the 'contact us' section of our website at [www.oursaferschools.co.uk/aboutus](http://www.oursaferschools.co.uk/aboutus)).



# About the Partnership

## Who are Zurich Municipal?

Zurich Municipal is a leading provider of risk and insurance solutions to UK's public services. We are dedicated to providing expert advice and support to public service providers including local authorities, social housing providers, educational institutions and charities and voluntary organisations.

For information visit [www.zurich.co.uk/municipal](http://www.zurich.co.uk/municipal)



## Who are Ineqe Safeguarding Group?

INEQE Safeguarding Group believe in empowering people to stay safer through education and the use of innovative technology. As a leading independent safeguarding organisation we are unique in so far as; whilst we are first and foremost safeguarding specialists, we also have an advanced in house software development capability. The company delivers safeguarding solutions to a wide spectrum of clients, including both public and private sectors across the UK, Ireland and beyond. Our services include consultancy, independent reviews, confidential advice and face to face training, as well as technical solutions and e-learning via our App Based Learning Experience (Able) platform.

Visit our website to explore how we can help make you safer. [www.ineqe.com](http://www.ineqe.com)





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