

North West Media Ltd

UNITY RADIO

Unity Radio Project CSB - Changing Self-Belief Second Interim Evaluation Report



Report

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The Voluntary, Community and Social Enterprise Sector Specialists

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Contents

1	Introduction	4
1.1	Terms of Reference	4
1.2	Report Objectives	4
1.3	Approach	4
1.4	Report Structure	5
2	Background	7
2.1	Unity Radio	7
2.2	Project – Changing Self-Belief	7
2.3	Engagement	9
3	The Cost of Missing from Home and Care	10
3.1	Local Authority	10
3.2	Greater Manchester Police	10
3.3	National Health Service	11
4	Outcomes Matrix	12
5	Analysis of Outcomes	14
5.1	Reduction of Incidents of Young People Going Missing from Home	14
5.2	Beneficiaries Gaining Qualification	14
5.3	Improved Wellbeing	15
5.4	Reduce Risk Taking and Promotion of Safer Choices	17
5.5	Reduction in Anti-Social Behaviour	17
5.6	Increased Resilience	17
5.8	Pathways for Young People	19
5.9	Wider Impact	19
5.10	Quotes from Participants, Parents and Social Workers	20
6	Conclusion and Recommendations	22
6.1	Conclusion	22
6.2	Recommendations for Future Projects	23
	Appendix 1 Case Studies	24
	Case Studies -	25
	Case Study 1 – MYP1 – Male – 14 Years Old	25
	Case Study 2 – MYP9 - Female – 15 Years Old	26
	Case Study 3 – MYP2 - Female – 15 Years Old	26
	Case Study 4 – MYP4 - Female – 15 Years Old	27
	Case Study 5 – MYP5 - Female – 15 Years Old	28
	Case Study 6 – MYP5 - Female – 17 Years Old	29
	Appendix 2 – Resources Deployed to Respond to MFH	30

1 Introduction

1.1 Terms of Reference

Pulse Regeneration Ltd was appointed by North West Media, T/A Unity Radio, to undertake an evaluation of Project CSB – Changing Self-Belief (CSB) funded by the Greater Manchester Combined Authority. CSB aimed to help protect some of the most vulnerable people in Greater Manchester from crime through a targeted preventative intervention with young people at risk from going Missing from Home and Care.

The project had evolved from earlier work seeking to help young people protect themselves from Child Sexual Abuse. Based on evidence from that project, they had identified that an unexpected outcome of engaging children at risk from Missing from Home and Care had greatly reduced instances of going missing. CSB therefore sought to replicate outcomes to reduce risks to beneficiaries and, through specialist programmes broadcast through the station, young people across Greater Manchester.

By reducing instances of missing from home and care the project sought to create significant savings for Greater Manchester Police, Local Authorities, the NHS and other public-sector organisations.

1.2 Report Objectives

The main aim of the second interim evaluation is to critically examine Project CSB by collecting and analysing information about program's activities, characteristics, and outcomes of the first three cohorts. Its purpose is to make judgments about the program, to improve its effectiveness, and to inform programming decisions in future delivery.

During the year long programme, the outcomes for each cohort have been periodically evaluated to support to Unity Radio to adapt activities to ensure they are as effective as they could be.

The evaluation seeks to identify areas for improvement and ultimately help Unity Radio realise their goals more efficiently and to enable the organisation to demonstrate the programme's success or progress and better communicate the programme's impact to operational staff and to attract and retain support from current and potential funders.

This second interim report focuses on outcomes of the three cohorts from Salford, Stockport and Manchester who completed the 12-week programme. Beneficiaries were referred into the project where they had a record of six or more Missing From Home incidents in the previous 12 months.

1.3 Approach

The approach was agreed with Unity Radio representatives following an inception meeting to discuss the requirements of the evaluation. The approach has included collating and analysing EPOCH and SWEMWBS scores for the cohort, attendance, achievement and progression rates.

In addition, an analysis was carried out to identify potential cost savings to the public purse, where costings could be accurately identified, from reducing incidents of Missing From Home.

1.4 Report Structure

The report continues in six sections, as follows:

- Section 1:** Introduction.
- Section 2:** Sets out the background to Unity Radio and Project Changing Self Belief and what Unity Radio hoped to achieve in terms of improving wellbeing and reducing incidents of Missing From Home.
- Section 3:** Highlights the costs to the public purse from responding to incidents of Missing From Home and potential savings through extending the project.
- Section 4:** The Outcomes Matrix in this section was developed before delivery of the programme by which Unity Radio sought to measure the impact on the young people.
- Section 5:** Presents analysis of the outcomes achieved against the measures outlined in the Outcomes Matrix.
- Section 6:** Presents conclusions on the effectiveness and cost effectiveness of the project and makes recommendations for the delivery of the project and collection of data for future cohorts.



Learning to Relax

2 Background

2.1 Unity Radio

Unity Radio is an independent, value led, social enterprise community radio station, broadcasting dance and urban music to 15-25-year olds across Greater Manchester. It provides a credible and trusted multi-media and lifestyle brand capable of delivering creative diversionary activities to improve the wellbeing of hard to reach and vulnerable young people.

Public-Sector commissions, advertising and campaign promotion generates income and plays an important role in the delivery of targeted messages and the engagement of young people.

Unity Radio are recognised by the Public and Private Sector as an effective vehicle for the communication of information to young people across the Greater Manchester area. Their clients include the Greater Manchester Combined Authority, the BBC, Footasylum, The Chill Factor, Topman, Megabus, Tropical Sun, 5 day, Parklife and Manchester City Council.

By working in partnership with other agencies, they deliver creative activities which are the vehicle through which other professional services can be delivered and young people are signposted to pathways of volunteering, further education, skills and training.

Impact of previous projects delivered by Unity Radio include:

- In 2017 significant reduction of 156 incidents of young people going Missing from Home and Care
- Broadcasting campaigns on issues such as Child Sexual Exploitation, Missing from Home and Care, anti-social behaviour and bullying to 80,000 people each week
- Reducing gun violence and gang related crime
- A 68% reduction in anti-social behaviour in Oldham on summer evenings

2.2 Project – Changing Self-Belief

Through the Project - Changing Self-Belief (CSB) programme, Unity Radio aim to use radio production, broadcasting and a wider skills development programme to engage and through creative activities improve the emotional wellbeing and resilience of hard to reach and vulnerable young people and reduce instances of going missing from home and care.

The Project sought to engage a total 40-48 young people each year, in four 12-week cycles with beneficiaries working together in groups of 10 to 12. The project was open to all young people across Greater Manchester; however, the focus was primarily with young people with Missing from Home or Care records. Specific marketing was therefore deployed aimed at young people in care and work in conjunction with partner agencies and organisations to encourage referrals.

Referrals to the first project cohort came from the Salford City Council through the Missing from Home Lead, Children's Services and Social Care referrals teams; from Manchester Children's Services, The Children's Society MFH Team and Manchester Social Care and from Stockport MBC from the Stockport MFH Hub, Children's Services, the Family Coordinator Team and Mosaic Young Peoples Drug and Alcohol School Based Service.

Open access to the project was available to other young people from mainstream youth provision such as the Factory Youth Zone and the Oasis Academy Youth Club. This was intended to help develop core beneficiary's social networks by associating with and befriending young people with different experiences to the core group.

At the start of the project Unity Radio aimed to focus on the core target group with an estimated split of 75% referred and 25% open access. This was achieved with 33 of the 42 (78%) attending having a record of Missing from Home incidents.

Once engaged, the young people attended two weekly workshops and presented a live 2-hour radio show each week broadcast across Unity Radio's FM and Digital platforms. Each workshop was delivered by radio facilitators. The young people were trained in all aspects of radio production before being able to specialise in roles, such as producer, DJ or presenter.

The groups worked together to research and produce the weekly radio show. The groups were encouraged to focus discussion for each broadcast on key safeguarding themes affecting all young people, their motivation for going missing and understanding of the risks their actions pose.

They were supported through mentoring by staff until able to run every aspect of the show with little support. Case workers provided one to one support where required to help beneficiary's wellbeing and in developing new skills.

The broadcasts were uploaded online and promoted to encourage listen back through regular promotional adverts and social media posts to try to ensure that young people had opportunity to access the content outside of broadcast hours.

All beneficiaries worked towards accreditation through the Arts Awards scheme at an appropriate level.

Unity Radio worked with other programmes and partners to create Pathways for young people at the end of 12 weeks. These included mainstream local Youth provision, continuing in Unity Radio as volunteer in broadcast and digital opportunities and access to further education and learning opportunities through established relationships with Salford and The Manchester College.

The project sought to forge relationships with local secondary schools to help with referrals and develop an understanding of other possible outcomes for the young person – such as increased school attendance, initially schools from who the young people on the project attend.

2.3 Engagement

Against an initial target of engaging 40 to 48 young people in the programme, Unity achieved a total of 42 beneficiaries.

The young people were aged between 12 and 18 years old, with an average age of just under 15. The cohorts comprised 25 females, 16 males and one young person identifying as gender neutral. Ethnicity of participants were 32 White British, 4 Black/Black British - Caribbean, 1 Black/Black British – African, 4 Asian British – Pakistani and 1 other.

Twelve beneficiaries were recruited as the first cohort. These included 8 young people referred through Children’s Services, Salford Missing from Home and Social Care. An additional young person was recruited who was a friend of a participant who had been supported by Children’s Services in the past and had a previous Missing from Home record.

The second Manchester cohort consisted of 16 young people. Six referrals came from Manchester Children’s Services, four from the Factory Youth Zone, two from The Children’s Society MFH Team and one from Manchester Social Care and a young person at risk absconding from their foster carer to stay with their birth mother.

A third cohort of 14 young people was engaged from the Stockport area. All referrals to the programme came from Children’s Social Care MFH Coordinator Team except one young person from the Mosaic Young Peoples Drug and Alcohol School Based Service, two young people referred as they were involved in anti-social behaviour and a friend of one of the referees, one Looked after Child and one from a local Pupil Referral Unit.

The young people referred into the project by the agencies had a total of 233 previous reported incidents of Missing for Home or Care occurring in the last 12 months.



Planning the Broadcast

3 The Cost of Missing from Home and Care

Local Authorities recognise that young people who go Missing From Home or Care are participating in a dangerous activity and that, even when missing only once, they face the same immediate risks as faced by those who regularly go missing. Research has shown that younger children and those who go missing frequently are more likely to face longer-term problems.

In addition to the safeguarding and wellbeing concerns for young people at risk, going Missing From Home or Care pose a financial burden to a range of public sector bodies.

Working with the Police, private and third sector organisations supporting looked after children, Local Authorities have developed multi-agency protocols to help respond in a joined-up way to incidences of going missing, with the range of responses based on an assessment of risk in each case.

Appendix 2 shows a typical workload for Police, Local Authorities, Private Care Homes staff and VCSE organisations when dealing with Missing From Home instances. As it indicates, the amount of resource will vary depending on the estimated risk to the young person, and the length and frequency of absence.

The following section attempts to capture costs to public sector over and above the time involved in the immediate response to an incident.

3.1 Local Authority

Local Authorities commit significant resource to the monitoring and oversight of performance of Missing From Home procedures.

This includes the input and analysis of data which Senior Managers to report information about patterns of absence among looked after children to the Director of Children's Services and to councillors responsible for "corporate parenting" and any arising safeguarding issues are reported to Local Safeguarding Children's Board to plan and coordinate multi agency interventions.

Performance is monitored on a quarterly basis a Missing From Home Monitoring Group and reported on an annual basis.

In addition, 6.5% of young people going missing from home and care are likely to seek help from professional such as children's social workers, increasing direct costs by £250 per incident for two hours of support.

3.2 Greater Manchester Police

The cost of response will depend of the level of risk that a missing young person is facing. However, in a piece of research, published in "Policing: A Journal of Policy and Practice" in 2014, into the cost to police forces of missing person's investigations found that the cost ranged between £1,325.44 and £2,415.80.

Over and above police resources in finding young people missing from home, additional costs will be incurred by police if they are involved in “stealing to survive”. The Children’s Society estimate that 12% of those missing from care are involved in such incidents.

Home Office research into the economic and social cost of crime in 2000, estimated that robbery had a cost of £1,200 to the Criminal Justice System and a further £196 in Health Services and Victim Services costs. These figures adjusted for inflation would be £2,303.

The same research estimated £50 as the cost to the CJS for shoplifting, however The Children’s Society research estimated a far higher figure of £500 per case.

3.3 National Health Service

Young people admitted to hospital as a result of injury or ill health as a consequence of going missing will cost the NHS over £400 per day.

During the project one participant reported starting to attend his appointments with Children and Adolescent Medical Health. It has been estimated in 2016/17 that each missed hospital outpatient appointment costs the NHS approximately £120, creating further savings.



Interviewing Politicians

4 Outcomes Matrix

Unity Radio constructed an Outcomes Matrix at the start of the project to indicate the hard and soft outcomes for the project, how these would be measured and the Key Performance Indicators they would use to manage the project and measure success.

Outcome	Type	Measurement(s)	KPI
Reduction of incidents of young people going missing from home	Hard	<ul style="list-style-type: none"> MFH data from police/LA children's services 	Observable reduction in missing cases amongst project cohort(s).
Beneficiaries gaining qualification	Hard	<ul style="list-style-type: none"> Achievement of Arts Award (Bronze level) (awarding takes place four weeks after moderation) 	Awarding of at least 50% Arts Awards certificates per cohort.
Improve wellbeing	Soft	<ul style="list-style-type: none"> WEMWBS wellbeing measure to be conducted at the project start and end points 	Observable increases in wellbeing score.
Reduce risk taking (vulnerability)/promotion of safer choices	Soft	<ul style="list-style-type: none"> MFH data from police/LA children's services Feedback from social worker Reductions by social worker Post-project self-assessment 	<ul style="list-style-type: none"> Observable reduction in missing cases amongst project cohort(s) and/or reported changes in activity while MFH. Reduction in risk taking / increase in safer choices as reported by social worker. Awareness of available services for YP that go MFH as reported in Post-project self-assessment
Learn: radio production skills, digital skills, team work skills, confidence.	Soft	<ul style="list-style-type: none"> Post-project self-assessment Achievement of Arts Award Reporting by Unity facilitator(s)/caseworker 	<ul style="list-style-type: none"> Self-assessed skills development by project cohort(s). Awarding of at least six Arts Awards certificates per cohort. Reported skills development by Unity facilitator(s)/caseworker
Increased resilience	Soft	<ul style="list-style-type: none"> EPOCH Measure of Adolescent Wellbeing to be conducted at the project start and end points. WEMWBS to be conducted at project start and end points. 	<ul style="list-style-type: none"> Observable increases in 'perseverance' score on EPOCH measure. Observable increases in wellbeing score.
Increased Employability	Soft	<ul style="list-style-type: none"> Achievement of Arts Award. participation in employability session. 	<ul style="list-style-type: none"> Awarding of at least six Arts Awards certificates per cohort.

Outcome	Type	Measurement(s)	KPI
		<ul style="list-style-type: none"> • Post-project self-assessment. 	<ul style="list-style-type: none"> • Evidence of participation in employability session. • Self-assessed 'soft skills' development
Increased understanding of issues	Soft	<ul style="list-style-type: none"> • Participation in relevant sessions. • Post-project self-assessment. • Reporting by Unity facilitator(s)/ caseworker. 	<ul style="list-style-type: none"> • Evidence of participation in relevant sessions. • Self-assessed awareness of issues. • Reported increase in understanding by facilitator(s)/ caseworker.



Team Building

5 Analysis of Outcomes

5.1 Reduction of Incidents of Young People Going Missing from Home

The young people referred into the project by the agencies had a total of 233 previous reported incidents of Missing for Home or Care in the last 12 months. From information provided from Youth Disorder panels and other sources, Local Authorities indicated that they believed that the number of incidents of Missing From Home had been under reported by some parents prior to engaging in the programme.

Salford City Council Missing from Home confirmed that following participation in CSB, the number of incidents fell by 80% on the previous 12 months. The reduction in instances of going missing for participants was most dramatic with those with the highest previous recorded number including one with 30 previous instances reduced to zero and two with 24 instances reduced to zero and 2 respectively.

Over the three cohorts, the number of incidents of Missing From Home of those completing the programme, where post programme data was provided, fell from 217 to 28 following the intervention, a reduction of 87%. This includes the Salford cohort for which 12 months post project data is known, Manchester which completed the course 6 months ago and the Stockport cohort who are at the time of writing were going through their step across period. The final evaluation will give a more accurate picture if the current reduction of incidents is sustained over time.

Stockport Youth Offending Service and MFH Hub Coordinator reported that even where one young person had not decreased their instances of Missing From Home they had returned from missing to attended every session.

5.2 Beneficiaries Gaining Qualification

Unity Radio set a target of 50% of beneficiaries achieving an Arts Award qualification which was exceeded, with 74% of all young people enrolled on the project achieving a qualification

Participants were encouraged to enrol for a Bronze Arts Award which is a Level 1 qualification open to young people aged 11 to 25. The young people used a combination of sound recordings, photographic evidence and written material as evidence.

To achieve a Bronze Arts Award, the young people used the collected evidence in an individual arts portfolio to demonstrate their experiences of:

- actively participating in an art form
- attending at least one arts event as an audience member
- researching the work of an artist that inspires them
- passing on an arts skill

Of the beneficiaries in the first two cohorts studying for the Bronze Award, all 20 who completed the course were successful. A further 11 young people from the Stockport cohort have been entered and expected to achieve the level required to achieve the bronze arts award, the Moderation is scheduled for 20th February 2019 making a total of 31 of 42 beneficiaries or 74% against a target of 50% achievement. In addition, one beneficiary who had achieved a Bronze

Arts Award before commencing the course and was assisted in preparing their portfolio for a Level 2 Silver Award.

“In a weird way it’s helped me with my revision and my GCSEs cause when I’ve not been here, I’ve been doing my revision.”

5.3 Improved Wellbeing

With the initial cohort, Unit Radio used the Short Warwick-Edinburgh Mental Well-being Scale¹ to measure changes in the wellbeing of beneficiaries between the start, mid-point and end of the project.

The SWEMWBS is a shortened version of the WEMWBS. It measures both mental and emotional wellbeing (how “good” somebody feels) and psychological functioning (how well somebody thinks they are functioning).

A self-completed survey asks beneficiaries to score themselves against seven positively worded statements. Scores range from 7 to 35 and higher scores indicate higher positive mental well-being.

The average SWEMWBS scores increased from the project start to the finish.

There were no significant differences between males and females or different age groups or ethnicities. However, the largest rise in average scores were achieved by the group of young people referred into the project by Children’s Services.

Given that this group are likely to be receiving professional support through Social Workers, it is possible that this additional support could have influenced the WEMWBS scores. Unity Radio had sought support from Children’s Services to identify a control group which would, to an extent factor out this external influence on the scores. However, at the time of the first cohort this had not been achieved.

While it is impossible to be precise about how much change in WEMWBS is considered ‘meaningful’, the best estimates range from 3 to 8 WEMWBS points difference between ‘before’ and ‘after’ time points. A change of this magnitude would indicate that mental wellbeing meaningfully improved over the course of the project.

In all but the questions, “I’ve been able to make my own mind about things”, the change was greater than three points and in five categories exceeded eight points.

¹ Short Warwick Edinburgh Mental Well-Being Scale (SWEMWBS) © NHS Health Scotland, University of Warwick and University of Edinburgh, 2008, all rights reserved

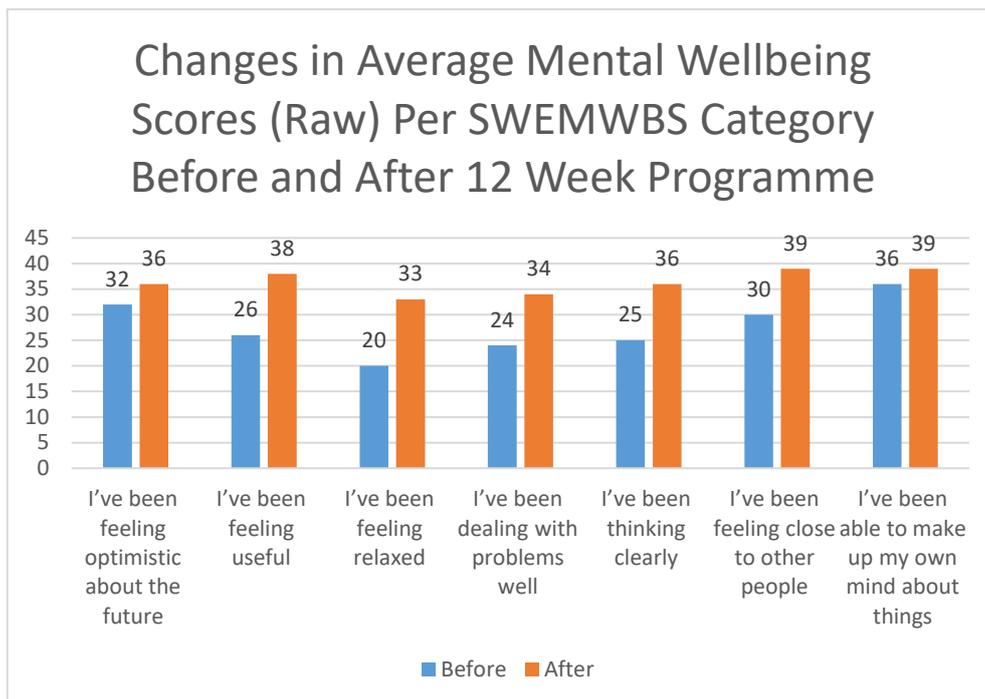


Figure 1: Changes in SWEMWBS Scores from the Start to Completion

As Figure 1 shows, the greatest changes were seen in the almost 40% increase in beneficiaries feeling relaxed. This may in part be explained by the first questionnaire being completed in Week 1, when the group was new to each other and their surroundings and possibly nervous about what the programme would entail and how they would cope. However, this is a significant increase over the programme.

The average scores for both “Being able to think clearly” and “I’ve been feeling useful” increased by over 30%. Similarly, the group showed an increase of just under 30% in being able to deal with problems.

To some extent, the average increase for the group were suppressed by one participant. During the programme one experienced a bereavement of a close family member which impacted on her wellbeing scores. Although, understandably, in a low mood due to this, she continued to attend and engage in sessions and fully completed the programme. She gained her qualification and has continued to engage with Unity Radio as part of the step-across programme alongside completing her GCSE'S and signing up to National Citizen Service for summer 2018.

WEMWBS has not been validated for use in individuals so that although best estimates for meaningful change is between 3 and 8, changes in an individual's score should be interpreted with caution. However, the results indicate that participation in Project CSB had a significantly beneficial impact on the young people's mental wellbeing.

“We’ve done loads of like team building skills and loads of different things to build our confidence.”

“We’ve all built our confidence, I used to be crap at this [live broadcast] now look at me!”

Following the first cohort, with Unity being unable to identify a control group this measure was not repeated with the subsequent two cohorts.

5.4 Reduce Risk Taking and Promotion of Safer Choices

As stated above there was an observable reduction in missing cases amongst project cohorts in all but one participant. The highest measured drop in instances being a young person who had gone missing 30 times in the previous twelve months before engagement which fell to zero in the year after participation in the programme. A further two participants, each with 24 recorded instances saw this number fall to zero and two respectively.

All beneficiaries who completed the course indicated increased understanding of a range of risk-taking activities and issues. These included the risk of going missing from home and the reasons people go missing from home and the services available for young people that go missing from home.

Other issues reported at final evaluation by participants included increased understanding of Child Sexual Abuse, alcohol and drug misuse, bullying and dealing with peer pressure.

All beneficiaries stated that they had learned about healthy relationships and that the project had assisted them in making safer choices and reduce risk taking behaviours.

“It’s been amazing!” “It’s definitely kept me off the streets and made me focus on something for a bit.”

5.5 Reduction in Anti-Social Behaviour

The Stockport MFH Hub identified the programme as introducing positive peer influence on the young people which was influencing their choices and identified and saw reduced Anti-Social Behaviour by participants as a result.

Persistent antisocial behaviour is the most common mental health problem in childhood and has widespread effects. A 2006 study identified costs of the mean annual total costs of £5,960. Although most costs identified were met by parents and carers, it identified costs to the public purse through the NHS, education and voluntary agencies of £1,323 per child.² Adjusted for inflation at an average of 3% per year, this would equate to £1,880.

5.6 Increased Resilience

Unity Radio used the EPOCH Measure of Adolescent Wellbeing to assesses change over the project of beneficiaries five positive psychological characteristics (Engagement, Perseverance, Optimism, Connectedness, and Happiness) that might foster well-being, physical health, and other positive outcomes in adulthood.

² British Journal of Psychiatry (2006), 188, 547- 553

Each beneficiary was asked to complete an EPOCH self-report questionnaire, that assesses adolescent positive psychological functioning and feeling, at weeks one, six and twelve.

Due to an administrative error, one question used to measure Happiness was not completed at week one by all participants of the first cohort.

Adjusting for this, the average Happiness score for the group rose by 50% over the 12 weeks for the eight beneficiaries who completed the questionnaire at week one and week twelve. For the other two cohorts, where the measure was correctly administered, a 36% rise was recorded.

The average Engagement score, across the four measures for this factor, rose by over 26%. The groups Optimism score increased by over 23%, 'Perseverance' increased by almost 18% over the course of the project and Connectedness increased by 16% over the three months.

Only one beneficiary registered a reduction in their overall score of 22%. This young person had experienced a bereavement of close family member before completing the final questionnaire, which may account for the fall.

“It’s definitely allowed me to make more friends to interact more and be more confident.”

5.7 Increased Employability

Unity Radio exceeded their target of assisting 50% young people to achieve their Arts Awards certificates with twenty achieving Bronze and one assisted with their Silver Arts Award. All young people from the Stockport cohort have been entered and expected to achieve the level required to achieve the bronze arts award, with the Moderation scheduled for 14th February 2019, making an achievement rate of 74%. For all but one participant this was their first formal qualification.

Beneficiaries undertook broadcast specific skills training and reported improved transferrable soft skills development including team working, communication, organisation skills and improved ability to express themselves to others. All participants undertook broader Employability training.

One beneficiary was able to return to a group education setting after exclusion from mainstream education as a result of participation in the project.

“We’ve been doing and Arts Award ... it can go on your CV and so you can get a job when you get an interviewed it can show that you’ve been doing radio and radio live broadcasting”

“It’s made me think about going into this as a job, rather than a hobby.”

One participant from the second Manchester cohort was able to complete her GCSEs and gain employment with Amazon.

5.8 Pathways for Young People

All participants who completed Project CSB were supported into positive pathways.

Unity Radio staff supported the young people through a step-across programme which allowed them to explore post-project choices in volunteering, education and skills training.

15 of the beneficiaries continued to attend Unity Radio as volunteers in the production of broadcasts and another 8 were supported to access universal youth provision. Three young people signed up for the National Citizen Service summer programme, the voluntary personal and social development programme for 15–17-year olds.

Four gained places at a local college of further education and continued to work towards their GCSEs in June 2018.

One beneficiary, who had been outside mainstream education because of his challenging behaviour, was being taught 1-1 by teachers at home. The positive change in his conduct and the improvement in his ability to develop positive relationships with both staff and the other young people through the course of the project had facilitated his return to school. Another re-engaged with school, increasing the hours they attended.

Another young person was supported to access the Salford Foundation 'Inspired to Aspire: Mentoring' programme which aims to develop the skills, attitudes and qualities of high school students by linking them with mentors from local businesses to raise their inspiration to aim high and succeed.

One beneficiary is receiving ongoing support to access Connexions or the Princes Trust Program.

One beneficiary moved from the area at the end of the project and Unity Radio staff were unable to follow up their progress.

At the time of writing the second interim evaluation the Stockport cohort were completing the 12 weeks of the intervention, therefore the full outcome will not be known until the final evaluation.

5.9 Wider Impact

Ofcom's computer modelling of population data and signal reception estimates that just over 12.5 million people can receive a community radio station broadcast.

Research looking at the correlation between radio audience figures and social media indicates that a multiplier of 9.6 could be applied to a community radio station's Facebook 'likes' to calculate likely weekly audience figures. Using this figure would indicate that the estimated weekly audience of Unity Radio is likely to be just under 130,000 based on their current 13,530 'likes'.

Unity Radio broadcast the Project CSB programme every week for 12 weeks of the project across Greater Manchester. Across the station's programmes and social media platforms

Project CSB shows were regularly marketed and promoted to encouraging listeners to tune in. Each show and key content were made available to download in podcast form.

Measuring the response from listeners to the broadcast of the shows involved a range of tools including web page and social media visits to relevant content and the number of playbacks of uploaded podcasts.

Using the Radio Joint Audience Research statistics and Google analytics to calculate the numbers of listeners tuning in to the Project CSB show through FM, DAB and online, through applications and streaming, it is estimated that an average of 3,568 young people accessed the broadcast each month throughout the project.

5.10 Quotes from Participants, Parents and Social Workers

- “Amazing project, so good to see what the young people have achieved”
- “I think projects like these are great for young people, there should be more projects like these to help young people and their families”
- “The project has been great for raising the confidence levels for the young people involved. It has offered an amazing opportunity to bring young people together and allow them to express themselves in a constructive and supportive environment.” [Social Worker]
- “Enjoyed my time here – Well done!” [Participant]
- “The Changing Self-Belief project has been a huge success in engaging hard to reach young people and supporting them to develop new skills, confidence and self-belief. I think that the project could benefit from greater participant branding in visual interviews to help promote the brand amongst peers.” [Social Worker]
- “It’s worthwhile to empower youth to realise their worth.” [Parent]
- “Great project, kid really enjoyed it.” [Parent]
- “The project was a great programme for the young people.” [Parent]
- “The project could improve by supporting more young people across Greater Manchester.” [Parent]
- “Any engagement with young people is great. They need to be listened to and respected positive attention.” [Parent]
- “He has been much happier at home over the past few months. Being part of the project has really lifted his spirits. He’s engaging more and regularly talks about his time there with us”. [Parent]
- “I have watched her, and yes it has been nice to see her enjoy something and keeping it up without losing interest and keep it up without losing interest, just a shame its ending”. [Parent]

- “He has been communicating his feelings more. Also having a sense of purpose has really changed the way he behaves”. [Parent]
- “I think because the sessions are regular, and she knew what she was doing, has helped and showed that anything is possible”. [Parent]
- “He absolutely loves doing his playlist on the air. It has given him something that has achieved and is really proud of. He has loved going to the gig and then the voice. He has definitely enjoyed being part of the team and really wants to pursue his career in this area”. [Parent]
- “She has grown up a bit more since attending the project. Hopefully she now had more of an idea of what she wants to do in the future now”. [Parent]
- “We really can't thank you enough for giving tom this amazing opportunity. The time and effort it must of taken to organise these placements must of been huge. Thank you for making this amazing opportunity happen for tom. It has been completely life changing for him and us”. [Parent]
- “She has really been enjoying this experience and we both know it will be missed. It's just a shame its ending. I'm sure if she stayed on she would love it even more. She can struggle with a lot of things and can't see her future, but this has been good for her”. [Parent]

6 Conclusion and Recommendations

6.1 Conclusion

The outcomes from the project indicate that it has had a substantial impact on reducing the incidents of young people going missing from home and a reduction in their exposure to the inherent risks attached. Overall incidents decreased by 80% and the most prolific reducing from 47 to 2 incidents following engagement in the project.

The project exceeded the target of supporting 50% of young people to gain Arts Awards by 24% and saw successes in supporting those excluded from mainstream education to make progress back into the system.

The SWEMWBS results indicate there was a significant improvement in wellbeing with a 30% increase in scores indicating beneficiaries felt more useful, able to think clearly and deal with problems.

The group improved their understanding of health relationships and risk-taking activity and reported positive change in behaviours. These positive messages were listened to by over 3,000 young people each week, widening the impact of the project.

The EPOCH tests indicated a substantial positive impact was achieved, with beneficiary's happiness increasing by over 36%, optimism by over 23%, engagement by almost 27% and perseverance by almost 18% and Connectedness increased by 16% over the course of the project.

All young people completing the project were assisted into positive choices through the step-across programme including employment, volunteering, further education and training and access to mainstream youth provision.

The level of reduction in Missing From Home incidents for the cohort, from 217 to 28 per year, creates significant savings to Greater Manchester Police. Taking the midpoint of the range of costs for investigating missing persons by the Police of £1,870, this would indicate a reduction in cost of almost £353, 000. Additional savings identified include children's social workers, reducing direct costs by £250 per incident, which for the reduced incidents would equate to £46,000 and an additional ASB saving of £1.880.

This saving total of over £400,000 for an investment of £75,000, for the delivery of the three cohorts to date, clearly demonstrates the cost effectiveness of this intervention.

6.2 Recommendations for Future Projects

Improving the level of detail on the characteristics of beneficiaries prior to enrolment on the project would assist Unity Radio in modifying the programme to increase impact and effectiveness. In particular, having a full breakdown in previous instances of Missing From Home or Care incidents including frequency, would allow the organisation to better quantify savings generated by the programme to the public purse. In addition, the Stockport cohort experience of reduced ASB by participants would suggest that evaluation would benefit from a fuller picture of all factors impacting on the young people be collected and monitored. This would require discussion and agreement with wider agencies with agreement to share data in advance.

In order to evidence any lasting change created through participation, Unity Radio should undertake follow up measurement of wellbeing and resilience, either in isolation or through the cooperation of agencies, with past beneficiaries to find out if the change has been maintained after one year.

To evidence at a group level a statistically significant change it will be necessary to increase the number of participants completing EPOCH and WEMWBS, as the greater the sample size, the smaller the difference that can be detected.

It is therefore recommended that Unity Radio continue to administer EPOCH and WEMWBS with all future cohorts in order to build the sample size over time to be better able to demonstrate change at a statistically significant level.

Data checking at each stage of testing will be important to ensure all questionnaires are completed correctly and fully as minor omissions can affect analysis of outcomes.

It is essential to measure long term patterns of going missing that Unity Radio continues to build the relationship with Local Authorities to be able to track ongoing behaviour to evidence longer term outcomes.

Semi-structured interviews with each participant should take place at the end of each cohort to enable them to express what they feel has changed for them over the course of the project.

To encourage a wider listening audience the radio show should be professionally produced and distributed to other community radio stations through Greater Manchester.

To improve evidence of wider impact Unity Radio should introduce online questionnaires and engage and measure knowledge of the key issues with audience members at roadshows.

Appendix 1 Case Studies



Case Studies -

Case Study 1 – MYP1 – Male – 14 Years Old

MYP1 was originally referred to Project CSB from Salford Missing from Home team. He was living in a residential care home in Eccles after being placed in care on a Section 20 order.

He was not engaged in mainstream education, receiving 1-1 tutors at home, diagnosed ADHD, displaying challenging behaviours and becoming involved in criminal behaviours such as criminal damage, affray and substance misuse.

Initially MYP1 was difficult to manage in the sessions continuing to display some challenging behaviours the Case Worker put in place some clear boundaries and additional support to meet his needs, such as provision of a 1-1 worker and strategies within the sessions to keep his attention and motivation on the task at hand.

MYP1 responded positively towards this plan and developed self-awareness of her behaviour which greatly reduced his challenging behaviours within the sessions. This helped him develop positive relationships with both staff and the other beneficiaries, who initially found him difficult to work alongside.

During the time MYP1 attended the project he has experienced further difficulties in his life such as being moved to a different residential unit in an area unknown to him, anxiety around contact with his family at Christmas and facing his first criminal charge at court for an offence of affray. However, throughout this period MYP1 maintained his attendance with Project CSB stating it was the most positive thing in his life and helped him to take some time out from his chaotic life.

As an outcome of his time on the project, MYP1 managed to re-engage with education, returning to a group educational setting with the prospect of returning to a mainstream provision.

He had only one MFH episode since starting the project.

MYP1 has continued to develop his broadcasting skills and introduced his own weekly feature named "Mr F's weekly rants".

The feature is based on issues which he feels are impacting upon young people today, which he researches the subject matter and produces scripts.

Initially MYP1 was completing this with the support of our staff team but is now confident enough to complete this whole activity within his own free time and brings his finished article to broadcast live on the show each week. This demonstrates his level of commitment to the project.

During the last few weeks of the project MYP1 was instrumental in supporting the other young people in completing their arts award portfolio in preparation for moderation by the external verifier.

MYP1 relished this role as he had already completed his Bronze Arts Award so enjoyed the responsibility of supporting others and developing his leadership skills which Project CSB is continuing to assist him to develop moving forward and are hoping to encourage his volunteering on their peer mentor and youth board projects.

Case Study 2 - MYP9 - Female – 15 Years Old

MYP9 was recruited to the project from the Oasis Academy Youth Club, she is in her final year at High School and working towards completing her GCSEs.

MYP9 lives in the local area with her mother and younger sister in Housing Association accommodation and is subject to free school meals.

Initially she presented as quiet and not very confident in her abilities or working alongside others. MYP9 also struggled with her body image and had quite a negative view of herself at the beginning of the project.

The staff team supported MYP9 to learn new skills to build her confidence and abilities in radio production and raised her aspirations to what she could achieve as she was always unsure of her abilities.

MYP9 has flourished on the project to the point where she was confident enough to broadcast live on the radio show as a presenter and demonstrated leadership skills with the other young people in her team.

MYP9 has reported that, because of the support she received in the sessions, she has increased her confidence, aspirations and now has a positive perception of herself.

MYP9 has continued to develop her radio production skills and has increased her involvement with Unity Radio by volunteering on one of their weekend shows, where her role is to act as a studio manager. This has further increased her communication, leaderships and organisational skills and delivers the show to a high standard.

MYP9 took a particular interest in the hate crime topic covered as part of one weekly session as she had previously been a victim of hate crime herself. She was able to write a poem about the topic, broadcast it on air and has been asked by a hate crime specialist agency for her and her poem to be featured on an educational film they are producing for use in schools nationally.

MYP9 has also changed her college application as a result of working on the project from Trafford to Salford College when she was supported to find courses available in Salford as of 2018.

Case Study 3 – MYP2 - Female – 15 Years Old

MYP2 is a 15-year-old female referred to the project via the MFH team within Salford social care. Concerns upon referral were her frequent MFH episodes (16 reported episodes) she was also placing herself in vulnerable situations whilst out in the community and was not accessing Salford CAMHS which she had been referred to around concerns with self-harm and low mood.

When she initially attended the project, she presented as a quite young person who lacked confidence and scored herself low in her SWEMWBS and EPOCH questionnaires when compared to most of the rest of the group.

MYP2 knew some of the other participants from the local community prior to joining the project which assisted her in engaging with the activities as she felt comfortable within the group.

During the project MYP2's confidence grew to the point where she felt able to open up to staff around some of issues she had experienced such as self-harm and wanted to utilise the project to offer support and assistance to other young people who may be experiencing such issues.

MYP2 created her own feature focussing on self-harm, researching the causes, the support available and alternative choices, creating a very personal but informative feature for broadcast on air. She stated to staff that she wished to help eliminate the stigma of discussing such topics and gave listeners some valuable advice on how to address it and gain support in an encouraging manner.

Following the broadcast MYP2 started to access CAMHS support as she stated she now felt in a place where she was ready to openly discuss what was happening for her and gain professional support to address this and move forward in a positive way. During Step-across, she reported she had had no further incidents of self-harm.

Throughout the project MYP2's involvement increased in all the different aspects of the radio show production. Staff and beneficiaries recognised her as a key member of the broadcasting team, which contrasted with her initial reluctance go on the live mic as she didn't like the sound of her voice on air. By the end of the project her communication skills had improved and was clearer, more concise and actively enjoyed broadcasting live on air.

MYP2 has continued to access and attend the radio station after the intensive part of the project had been completed and to volunteer with the station to develop her skills further. She has expressed a wish to participate in the Unity Radio Youth Board to help shape the future delivery of services to other young people.

At the end of the project Salford MFH reported a reduction in her MFH incidents from 16 prior to starting the project to a single incident over the course of 24 weeks.

Case Study 4 – MYP4 - Female – 15 Years Old

MYP4 was a 15-year-old female referred to the project due to concerns around MFH (7 reported episodes), CSE concerns whilst missing and emotional trauma due to a previous sexual assault. Sha had been placed on a child protection plan within social care.

MYP4's coping mechanism for dealing with stressful situations at home had been to run away and not communicate with her family. She was accessing CAMHS and 42nd Street at the point of referral but was not engaging with positive activities.

MYP4 was in her final year of high school and professionals were concerned she would not reach her full potential due to her current behaviours and difficulties concentrating within school due to her emotional needs.

MYP4 mother was very supportive of her accessing the project and would often transport her as she recognised the importance and impact of MYP4 attending the sessions.

MYP4 enjoyed attending the sessions and was happy to engage in all activities offered and had a 98% attendance record, one of the highest attendance rates amongst all the young people. She missed sessions following a family bereavement.

She recruited one of her friends to the project, who was known to social care and had reported MFH episodes herself. MYP4 was instrumental in supporting her to access the project, as she felt her friend would benefit give them a positive shared experience.

MYP4's mother reported that she felt her daughter's confidence and skills had grown each week and by the end of the project they were able to communicate at home without things escalating into an argument and MYP4 going missing as a result.

Her mother reported that she felt that by attending a positive activity, this had given them something interesting to discuss at home. Her mother listened into the show each week and gave MYP4 positive feedback and praise when she returned which helped to strengthen their relationship and reduce conflict within the home.

Through her participation in the CSB project MYP4 reported she now felt more able to focus on her GCSE's at school and she felt more relaxed and supported at home. She has applied and now gained a college place for September. As part of the step-across section of the project MYP4 was encouraged to sign up for the Nation Citizenship Service to complete over the summer holidays.

Social care reported MYP4 MFH incidents reduced from 7 prior to starting with the project to zero over the course of 24 weeks she participated on the programme.

Case Study 5 – MYP5 - Female – 15 Years Old

MYP5 was referred to the project from Manchester social care due to her currently not engaged in any education and her place with TLG had recently ceased due to non-engagement. MYP5 has grown up without having a stable family home and frequently moves between the homes of numerous relatives. When she was referred to Unity Radio she had a total of 21 MFH incidents in the prior 12 months.

She has been on a Child Protection Plan on three separate occasions and disclosed that she had engaged in casual drug and alcohol use. Her phone was seized by the police in January 2017 due to her receiving phone calls from a number of unidentifiable males who were calling her in order to meet up with them and were sending her sexually explicit messages.

MYP5 made a number of positive steps (e.g. education) when she was living with her brother and his partner, however this relationship had since broken down and MYP5 had begun to disengage from education and increased her missing from home incidents. Social care hoped that by engaging in this project would give MYP5 something to focus on, and hopefully boost her confidence in participating in-group activities.

MYP5 was very anxious when she first came to sessions and disclosed that she felt uncomfortable in new groups, to assist with this it was agreed that her older sister attend the first few sessions with her whilst she got to know the other young people.

Once MYP5 felt comfortable this support was withdrawn and she began to make good relationships with both staff and other participants. MYP5 would initially not engage in group activities and would choose to focus on writing her own features and learning DJ skills.

As the project progressed, she was given additional 1-1 support focusing on her self-confidence and belief and giving her opportunities to work in small groups developing her team working skill. By the end of the project MYP5 was comfortable engaging in whole group activities and even took the lead on an interview with a local service, demonstrating how much her self-confidence had grown.

By the end of the project social care reported that during the 3-month period she was engaged with us she had only 1 MFH incident and was working towards re-engagement in education. Six months after engagement with the project MYP5 was attending a mainstream education provision had no further MHF incidents and was considering further education in media studies.

Case Study 6 – MYP5 - Female – 17 Years Old

MYP6 lives with her maternal grandmother since her mother passed away in 2015. Prior to her mother's death she had been living with her father from the age of 3 to 13 years old. At age 13 her father got married and MYP6 and her sister were left to live on their own.

MYP6 stated that 'they were living like adults' until maternal grandmother intervened in 2015 soon after the death of their mother. When she was living with grandmother, she attended PRU and the situation seemed to have improved with a good report from PRU. MYP6 failed to complete her education because of non-attendance.

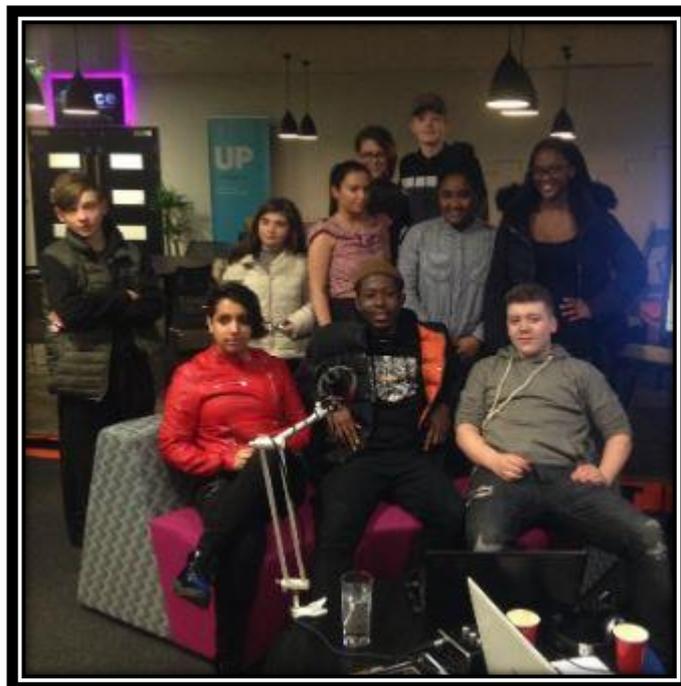
MYP6 has not been in school since 2017 when she started getting along with her friend childhood friend, sleeping out and visiting the Rochdale area, she was picked by the Police after a car accident with her friend and unknown adult male in a stolen car.

MYP6 lives with her grandmother and most likely there are several missing from home episodes not recorded because of the chaotic life style the child has been leading but at the time of referral she had a total of 8 MFH incidents in the previous 12 months.

When MYP6 first attended the project, she was quite shy and withdrawn, she quickly developed a very supportive relationship with one of the youngest participants (12yrs old) and they developed a strong presenting partnership. Together they created features and covered topics such as young people's mental health, employment opportunities and fun features around activities available for young people in the local area.

By the end of the project MYP6 was re-engaged in education via the skills company completing her basic skills and wanted to sign up for their summer school provision over the summer holidays. She also agreed and started to access a counselling service around her bereavement and in the 12 months post Unity Radio intervention had no subsequent MFH incidents and was no longer involved in risk taking behaviour within the community.

Appendix 2 – Resources Deployed to Respond to MFH



Interviewing Local Artists

	Staff on shift at Unit or Foster Parent	Police	Local Authority
Before a child goes at risk missing	<ul style="list-style-type: none"> Meet with Social Worker after placement to develop Placement and Care Plan 	<ul style="list-style-type: none"> Police Missing From Home Officer (SPOC) advises Social Worker on MFH Risk Assessment and Plan 	<ul style="list-style-type: none"> Risk of going missing informs Social worker to develop Placement and Care plan Meet with Carer after placement to develop plan Develop Missing from Care Risk Assessment and Action Plan Consult with Police Missing From Home Officer (SPOC)
On discovering a child is missing	<ul style="list-style-type: none"> Search property Inform parents Contact friends and relatives Search local area and frequented places Contact the police and report MFH if over 12 and missing for 6 hours or less if appropriate or missing overnight Under 12 or LDD report to Police immediately - Foster carer to report to Social Worker, Duty Social Worker or Out of Hours Service for decision Provide sufficient information to Police to allow completion of OPUS Missing Person Report 	<ul style="list-style-type: none"> Once informed attend residence Conduct a risk assessment and categorise as high, medium or low risk GMP OPUS Missing Person Report – Form 737 	<ul style="list-style-type: none"> Child’s Social Worker or Duty Social Worker to inform Police and Parents Social Worker to determine if MFH report to Police if referred by Foster Carer Where risk is high report to Head of Service/Service Manager on Call and Divisional Commander
Whilst the child is missing	<ul style="list-style-type: none"> Continue to make reasonable effort to locate the child 	<ul style="list-style-type: none"> Social Worker / Out of Hours Worker to assist carer in locating the child Request Police assistance if location unknown, risks or safety issues 	
Where child missing for more than 24 hours	<ul style="list-style-type: none"> Unit Manager, Residential/Family Placement and Operations Manager (Social Care) /Head of Service (Children in Care) /Joint Director 	<ul style="list-style-type: none"> Continue to search for young person 	<ul style="list-style-type: none"> Social Worker to complete movement form Operations Manager to update Director and Head of Children in Care Service every 24 hours by e-mail

	<p>(Social Care) should be notified by either Unit Manager</p> <ul style="list-style-type: none"> • If child in foster care, Operations Manager and school informed. • Unit Manager to send up-dates to Director and Head of Children in Care Service every 24 hours by e-mail • 		
Where child missing for more than 72 hours	<ul style="list-style-type: none"> • Unit Manager to attend MFH Meeting 	<ul style="list-style-type: none"> • Continue to search for young person • Police to attend MFH Meeting 	<ul style="list-style-type: none"> • Social Care Operations Manager, Social Worker, to attend MFH Meeting • Copies of minutes sent to Safeguarding Children Team and Head of Children in Care Service and Director.
Where child missing for more than 7 Days	<ul style="list-style-type: none"> • Missing From Home meetings held weekly 	<ul style="list-style-type: none"> • Continue to search for young person • Place on Missing Persons Bureau# Missing From Home meetings held weekly 	<ul style="list-style-type: none"> • Heads of Service (Children in Care/Family Support (Social Care) and Operations Manager agree how to review situation. Missing From Home meetings to be held weekly
When the child is located	<ul style="list-style-type: none"> • Manager of Private Care Provider to discuss use of Police Powers with Service Manager and Police if child refuses to return • Inform the Police if child returns unaccompanied by Police • Give care and support including medication if required • Refer for medical attention if required • Discuss the child’s experiences whilst missing or arrange Independent Person to conduct interview if child chooses • Share information with other agencies 	<ul style="list-style-type: none"> • Discuss use of Police Powers with Service Manager and Manager of Private Care Provider if child refuses to return • Carry out Risk Assessment to ensure it is safe to return child to residence with Social Worker • Accompany parent/carer to collect child or collect and return child to residence • Conduct a Safe and Well interview • Investigation of any incidents of being a victim of crime or abuse • Refer child to Children’s Services SPOC 	<ul style="list-style-type: none"> • Service Manager to discuss use of Police Powers with Police and Manager of Private Care Provider if child refuses to return • Consider application for a Recovery Order • Carry out Risk Assessment to ensure it is safe to return child to residence with Police • Initial assessment via Divisional SPOC • Divisional SPOC liaise with Police Public Protection Investigation Unit • Share information with other agencies

		<ul style="list-style-type: none"> • Consider referral to Multi Agency Risk Assessment and Tasking • Referral to VCSE Project, if appropriate/available • Refer other children in the residence to Children’s Services if appropriate • Share information with other agencies • 	
Where a child is repeatedly going missing - After four Missing From Home episodes within a 30 day period	<ul style="list-style-type: none"> • MFH Meeting held including Operations Manager – Social Care, local • police officer / Police Divisional MFH SPOC, Social Worker, residential worker or foster carer and family placement worker and other appropriate professionals 	<ul style="list-style-type: none"> • MFH Meeting held including Operations Manager – Social Care, local • police officer / Police Divisional MFH SPOC, Social Worker, residential worker or foster carer and family placement worker and other appropriate professionals 	<ul style="list-style-type: none"> • MFH Meeting held including Operations Manager – Social Care, local • police officer / Police Divisional MFH SPOC, Social Worker, residential worker or foster carer and family placement worker and other appropriate professionals
After six Missing From Home episodes within a 2 month period or one episode of 7 days or more	<ul style="list-style-type: none"> • MFH Meeting including Head of Service Children in Care/Family Support (Social Care), Operations Manager (Social Care), Police divisional SPOC, Children’s Home Manager/Family Placement Manager representative from health and /or education and other involved agencies 	<ul style="list-style-type: none"> • MFH Meeting including Head of Service Children in Care/Family Support (Social Care), Operations Manager (Social Care), Police divisional SPOC, Children’s Home Manager/Family Placement Manager representative from health and /or education and other involved agencies 	<ul style="list-style-type: none"> • MFH Meeting including Head of Service Children in Care/Family Support (Social Care), Operations Manager (Social Care), Police divisional SPOC, Children’s Home Manager/Family Placement Manager representative from health and /or education and other involved agencies
Further Missing from Home incidents	<ul style="list-style-type: none"> • . 	<ul style="list-style-type: none"> • Director (Social Care) Assistant Chief Constable / Director of Children’s services consider further intervention 	<ul style="list-style-type: none"> • Director (Social Care) Assistant Chief Constable / Director of Children’s services consider further intervention