

# **Learning from Barnardo's Nightwatch training and awareness raising programme**

Equipping the Night-time Economy to  
report signs of child sexual exploitation

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Recent evaluation findings show that training is tapping into the potential for people working at night-time to play a more active role in the protection of children and young people from risks of grooming and child sexual exploitation (CSE).

The one year “CSE: In Plain Sight” innovation pilot, funded by the Department for Education (DfE) was rolled out by existing Barnardo’s specialist CSE services in 12 sites across England.

An independent evaluation, completed by the University of Bedfordshire, reported that the programme far exceeded its targets, and deemed the training effective in raising awareness and confidence among Night-time Economy (NTE) workers. The evaluation concluded that the programme was a very worthwhile investment, effective and worthy of future replication.

With the aim of increasing awareness and confidence among those working at night-time to report signs of sexual exploitation and abuse, ‘Nightwatch’ training, guidance and support reached 16,944 people working in the public, voluntary and private sector. The programme developed and delivered “Nightwatch” training, guidance and advice to a total of 6553 NTE workers from the public and voluntary sector. In addition, 6040 NTE workers from the private sector received guidance on identifying and reporting CSE. 4377 of those received additional full direct training sessions. In addition, 94 community awareness events were held.

Across West Sussex, Birmingham, Bristol, Buckinghamshire, Leeds, London, Manchester, Middlesbrough, Plymouth, Rotherham, Sheffield and Yorkshire (Bradford and Wakefield), NTE workers that received the training and information were from a variety of businesses and services including fast-food outlets, accident and emergency, doormen and security services, bars and night clubs, taxi firms and hotels and bed and breakfasts.

The programme was delivered through training, promotional materials, outreach work and awareness raising events. The information shared focused on what child sexual exploitation is, and what to do if a member of staff fears they have seen or heard something they believe could be harmful to a child or young person.

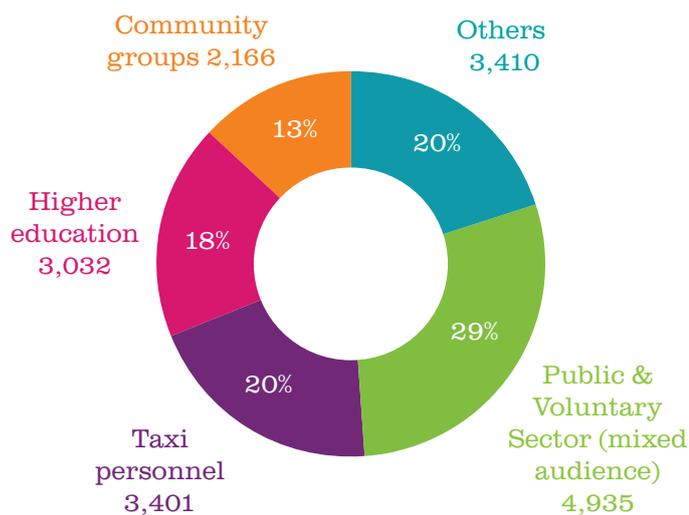


## Increased awareness and confidence to report concerns

*“I was made more aware of what it [CSE] means and what to do.”*  
(Street Pastor)

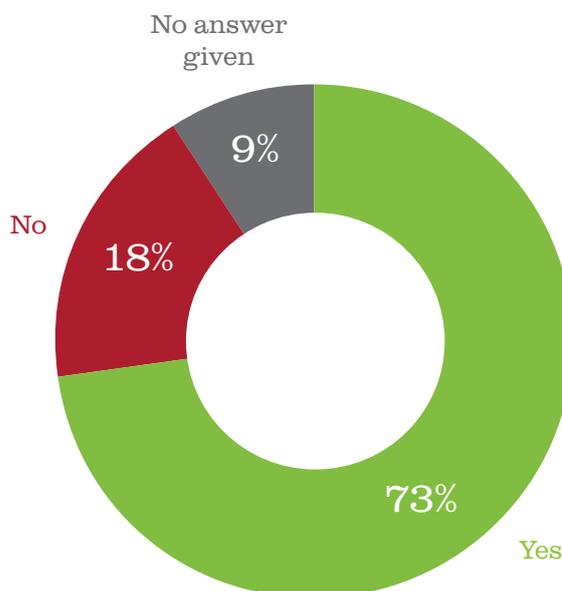
Evaluation data shows an increase in self-perceived confidence following the training of a) what CSE is and who it affects, b) possible signs that a young person is being sexually exploited and c) what role you could play in helping to keep young people safe.

### Night-time economy workers engaged in Nightwatch by sector



The majority of training participants felt that they would react differently as a result of the training.

### Would you do anything differently as a result of the Nightwatch training?



Barnardo’s collected 4523 participant’s training evaluations.

In some cases the training directly led to reporting of concerns and safeguarding of young people.

#### Case study

On receiving the Nightwatch training, a group of staff working at a hotel recalled their concerns about the wellbeing of a young woman who spent 20 minutes crying in the bathroom before going to a room with an older man. At the time, they didn’t report the incident because they were not sure what to do. Following Nightwatch training they reported full details of the man in question to the police who went on to investigate the matter further.

## Case study

CCTV operators received Barnardo's Nightwatch training and worked with the police to locate a potential CSE perpetrator. A referral was received from CCTV operators at a car park, to report a vehicle in the early hours of the morning. A missing young female was found in the back of the vehicle. The young person was safeguarded and the driver was arrested for grooming, child abduction and theft.

*"Awareness has been raised – they [NTE workers] would have turned a blind eye – but it draws attention to the harm that is taking place, now they can identify that – it becomes their business!"*

(Local Safeguarding Children Board (LSCB) Licencing Manager)

## Night-time economy workers can play an important role in protecting children from harm

Importantly, Nightwatch extended information to those who had not previously been targeted through police operations or awareness strategies. The police explained:

*"I would never have gone to the [... Hotel], I wouldn't have even thought of going...and they did, and now we've got information from them. So at the local level I would say yeah it works."*

(Police)

NTE workers appreciated a friendly, non-judgemental and strength-based approach.

*"Drivers have very little support – not just in safeguarding duties – so this prepares people who work alone to deal with it."*

(Operation manager – Taxi business)

*"The training really opened my eyes up and helped me know what to do and handle it. Usually you would just look past things like that. It makes you stop and think. Training gave me a lot more confidence and I have reported a concern to the authorities."*

(Pub Landlady)

*"I've seen things that I would usually have turned a blind eye to as I didn't know what I would do before; I have the confidence now to question my staff and a couple of situations we have reported to 101."*

(Hotel staff leader)

## Learning for future replication

The evaluation reiterated that future community awareness raising strategies can be informed by the roll-out of Nightwatch and argued that the Nightwatch training should be extended and replicated. The following conditions and learning are considered key to the success of any future initiative:

- Importance of taking a localised approach specific to implementation areas, including the landscape of the businesses, licensing authorities and prevalence of CSE in these areas;
- Flexibility in training delivery and awareness raising strategies – e.g. delivery through training,



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promotional material in ways which suit NTE audiences and their schedules. E.g. Outreach and training staff need to have the capacity to deliver relatively complex information sessions through succinct messages;

- A friendly, non-judgemental, strength-based approach which not does blame or alienate its training participants;
- Building relationships and working in partnership with relevant agencies to ensure a joint approach to tackling the issue;
- Sensitivity of trainers to the background and knowledge of training audiences;
- Trainers need to be prepared for possible disclosures and ensure that referral pathways are in place;
- NTE staffing is very changeable and fluid so where possible the offer of training needs to continue to be available for incoming staff.
- The project time-frame was short (1 year). Developing relationships and embedding awareness raising approaches within NTE sectors requires a long-term strategic approach.

*“NTE workers and practitioners stressed the on-going need for this work and the value of raising awareness in communities” states the evaluation.*

## Going forward

The evaluation concluded that the programme was a very worthwhile investment, effective and worthy of future replication.

Nightwatch was described by a police officer as the *“eyes and ears of everybody on the street”*.

In the areas of implementation, the night time economy is better equipped in the project areas to identify and respond to signs of child exploitation and abuse. A number of factors enabled this, including Barnardo’s existing geographic footprint and service base throughout England, its staff, management, and thematic capacity to operationalize and deliver such an innovative and complex project in a relatively short period of time.

Nevertheless, the longer term success of the pilot rests of such initiatives continuing.

The learning shows that there is untapped potential for people working at night-time to play a more active role in the prevention of children and young people from sexual exploitation.

Barnardo’s is promoting the sustainability of Nightwatch. This includes:

- Exploring funding opportunities to continue Nightwatch in the areas of implementation as well as others.
- Promotion of online training resource specifically for Taxi Drivers.

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- The training can be resourced through Barnardo's Training and Consultancy to Local Authorities, businesses and interested parties

Barnardo's believes the Department for Education and Home Office should take a lead in ensuring that this training is rolled out across England. Based on the learning from this report, the government should develop a set of principles for good quality training for night-time economy workers, and facilitate the delivery of this training in partnership with local commissioners and businesses.



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Hannah Marsden, Evaluation Officer  
Barnardo's, January 2017

Reference: D'Arcy, K and Thomas, R  
(2016). Nightwatch: CSE in Plain Sight.  
Final report. Forthcoming. University of  
Bedfordshire, Bedford.

Barnardo's (funded by DfE) independent  
evaluation by the University of  
Bedfordshire's International Centre

The Nightwatch Pledge that was  
offered to businesses, was a rebranded  
document originally used as a part of the  
'Say Something if you See Something'  
campaign, authored by NWG Network.