




Prevent Policy

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Responsibility	Managing Director
Signature	

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DIGITAL MARKETING MENTOR - PREVENT POLICY

The Prevent strategy, published by the Government in 2011* is part of the overall counter-terrorism strategy, CONTEST. The aim of the Prevent strategy is to reduce the threat to the UK from terrorism by stopping people becoming terrorists or supporting terrorism. In the Act this has simply been expressed as the need to "prevent people from being drawn into terrorism".

The UK faces a range of terrorist threats. Threats are not limited to the threat from religious extremists and we therefore need to be mindful of all potential threats to which our learners are exposed. All terrorist groups who pose a threat to us seek to recruit and radicalise individuals to their cause. Nationally, Prevent seeks to:

- Respond to the ideological challenge of terrorism and aspects of extremism, and the threat we face from those who promote those views.
- Provide practical help and support to prevent people from being drawn into terrorism and ensure they are given appropriate advice and support.
- Work with a wide range of sectors where there are risks of radicalisation which need to be addressed, including the education sectors, criminal justice, faith groups, the internet and health service.

The UK has a system of threat levels which represents the likelihood of an attack in the near future. The five levels are:

- low - an attack is highly unlikely
- moderate - an attack is possible but not likely
- substantial - an attack is likely
- severe - an attack is highly likely
- critical - an attack is highly likely in the near future

Threat levels do not have an expiry date. They can change at any time as different information becomes available to security agents.

The current threat level within the UK is determined as Severe.

The Government's counter terrorism Bill places certain duties on further and higher education institutions in relation to the prevention of radicalisation and

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extremism. This policy seeks to ensure that Digital Marketing Mentor meets the expectations of this legislation.

Training providers are major education providers for the 16-25 year old age group, who are particularly vulnerable to radicalisation. Digital Marketing Mentor has an integral part to play in fostering a set of shared 'British values' and promoting community cohesion.

The government's own definition of extremism as contained within the Prevent strategy will be the definition used within this policy and is:

"Vocal or active opposition to fundamental British values, including democracy, the rule of law, individual liberty and mutual respect and tolerance of different faiths and beliefs. We also include in our definition of extremism calls for the death of members of our armed forces".

1.0 Aims of the Prevent Policy

This policy has the following aims:

1. To promote and reinforce a set of shared values, founded on tolerance and respect for others.
2. To create a safe space for free and open debate.
3. To promote a sense of community cohesion both within Digital Marketing Mentor and within its wider external community.
4. To ensure that learners are safe and that we create an environment that is free from bullying, harassment and discrimination.
5. To support learners who may be at risk from radicalisation by providing materials and holding discussions and to be able to signpost them to further external sources of support where appropriate.
6. To ensure that staff are aware of their responsibilities under this policy and are able to recognise and respond to vulnerable learners.

This policy should be read in conjunction with Digital Marketing Mentor's Safeguarding policy and Digital Marketing Mentor's Equality and Diversity Policy

2.0 Defining British Values

For the purposes of this policy British values will be defined as:

"democracy, the rule of law, individual liberty and mutual respect and tolerance for those with different backgrounds, characteristics, beliefs and faiths"

This definition is a natural extension of Digital Marketing Mentor's values: Integrity, Passion, Trust, Innovation and Teamwork.

3.0 Managing risks and responding to events

Embedding values within Digital Marketing Mentor

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Equality and Diversity, the values of respect and tolerance will be embedded within all teaching and learning sessions. This will be supported by additional tutorials where necessary on a range of subjects that support British values and values based decision making. Teachers will be empowered to encourage open and safe debate with support from specialist staff where this is deemed necessary. The senior management team will take the lead on this aspect of the policy.

Co-ordination and overall responsibilities

The designated safeguarding manager for Digital Marketing Mentor will have overall responsibility for the co-ordination of Prevent activity. This is the Managing Director and they will be supported by the Quality Director.

Partnership and working with other agencies

Digital Marketing Mentor will foster good working relationships with other agencies including the local authority, police and regional Prevent co-ordinator. Digital Marketing Mentor will share information with external agencies as appropriate to safeguard learners.

Risk assessment

Digital Marketing Mentor will undertake a Prevent risk assessment. This risk assessment and subsequent action plan will be reviewed on a quarterly basis by the senior management team who will carry oversight responsibility for Prevent activities within Digital Marketing Mentor.

Staff training

All members of staff are required to undertake safeguarding training; this includes the prevention of radicalisation and extremism awareness training. Training will enable staff to identify and understand the factors that make people vulnerable to being drawn into extremism and the knowledge of Digital Marketing Mentor processes and procedures to report concerns. This will form a mandatory element of staff training.

Partner Providers

Where DMM sub-contracts with any partner providers, awareness raising sessions for our partner providers will be provided at least on an annual basis. Radicalisation and extremism will form part of a monthly safeguarding and equality and diversity declaration provided by partners and will form part of our partner assessment processes and procedures.

The distribution of leaflets and other literature within Digital Marketing Mentor

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Prior to any literature being distributed in Digital Marketing Mentor from external agencies or by learners when this literature is not related to their programme of study, the permission of the Managing Director and Quality Director should be sought.

Speakers and events within Digital Marketing Mentor

Digital Marketing Mentor welcomes and actively encourages guest speakers and external agencies into Digital Marketing Mentor as a powerful mechanism to enrich the learning and wider learning experience. However, Digital Marketing Mentor will refuse entry to those speakers whose values are contrary to Digital Marketing Mentor's own and who may be wishing to engage with Digital Marketing Mentor as a mechanism to promote extremist views.

Guest speakers are, in the main, booked and authorised by the Managing Director, however if staff are unsure about the validity of speakers or organisations wishing to host events in Digital Marketing Mentor, advice should be sought from the Managing Director or the Quality Director.

External agencies wishing to hold an event at Digital Marketing Mentor should provide at least a month's notice and be willing to share an outline of the event and presentational content prior to the event.

Risk assessments will be undertaken for all external bookings for Digital Marketing Mentor's facilities.

Online safety

Digital Marketing Mentor employs web filtering intended to stop learners accessing inappropriate material whilst on Digital Marketing Mentor premises. This is encapsulated in Digital Marketing Mentor's IT acceptable use policy and breaches of the policy will be dealt with in accordance with the staff and learner disciplinary procedures. Digital Marketing Mentor will continue to promote online safety and educate learners about safe and responsible internet use.

Reporting concerns about vulnerable learners

Concerns specifically related to learners who may be vulnerable to radicalisation should be reported using Digital Marketing Mentor's safeguarding procedures.

Making a referral to Channel or other agencies

The designated safeguarding manager (the Managing Director) or in their absence the Quality Director will make a decision as to whether concerns should be raised with an external agency. The designated safeguarding manager for Digital Marketing Mentor is the Managing Director and they may decide to call an

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emergency senior management team meeting to discuss concerns, make a referral to Channel and monitor issues.

4.0 Responsibilities

All staff

Are responsible for undertaking training on preventing radicalisation and extremism and for making themselves aware of the procedures contained within this document.

Designated Safeguarding Lead

Has oversight responsibility for the implementation of the Prevent policy and action plan. They will monitor and review Prevent procedures on at least a quarterly basis. They are responsible for reporting any concerns to external agencies as appropriate.

Senior Management Team

Will have oversight responsibility for the promotion of British values and how these values are embedded as part of Digital Marketing Mentor's teaching and learning sessions.

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