

Practical tips

- display materials from the regional 'see me, hear me' campaign within your premises
- use CCTV to capture images of adults and young people where possible
- take notice of customer behaviour and routines, note anything suspicious
- go over and clean the table or collect glasses, listen to conversations
- report anything you see or hear that may be inappropriate or suspicious
- make sure staff are prominent in areas that may be hidden from view and let customers know you are vigilant
- train staff to recognise the signs of sexual exploitation and how to report concerns
- have robust age verification policies in place
- train staff to prevent proxy sales
- avoid events that mix children and adults such as 16+ events
- note registration plates of any vehicles of concern



How do I report any concerns?

IF YOU THINK A CHILD OR YOUNG PERSON IS IN IMMEDIATE DANGER CALL 999

Concerns can be reported to the Police on 101, or you can talk to Crimestoppers in confidence on 0800 555111.

Find out more

You can find out more about CSE, including more warning signs by visiting the West Midlands CSE Partnership website

www.seeme-hearme.org.uk



SeeMeHearMeWM



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See me, hear me!

Sexual exploitation is a crime

INFORMATION FOR STAFF IN LICENSED PREMISES



What is child sexual exploitation (CSE)?

Child sexual exploitation (CSE) is a type of child abuse. It can affect children and young people of all backgrounds and from all communities, male or female.

Children are most vulnerable between the ages of 13 and 15, but victims could be older or younger than this.

CSE happens when a young person is encouraged, or forced to take part in sexual activity in exchange for something such as presents, money, alcohol or attention.

It can happen online or in person and as it may seem like a normal friendship or relationship to begin with, the young person may not realise what's happening.

Who are the perpetrators?

The people who commit this crime are often not obvious. They could be males or females of any age, from any background and it can even happen between young people and within gangs or social groups. This can make CSE hard to spot.

Why do I need to know about CSE?

Licensed premises are usually places people go to socialise, have a drink and enjoy themselves, which provides an ideal environment for grooming and sexual exploitation.

Adults may take young people to these venues to make them feel special, buying them food and alcohol to develop a relationship of trust, before they go on to abuse and exploit them.

It is therefore vital that licence holders and those who work in licensed premises are aware of the signs of CSE and make sure they share concerns if they see something.

Keeping children safe is everyone's responsibility and working together, with businesses, helps protect young people from becoming victims.

It is also the responsibility of licence holders and their managers to make sure suitable control measures are in place at licensed venues to protect children from harm. This is a legal requirement under the Licensing Act 2003.



JASMINE'S STORY

Jasmine met Rikki (24) online. He made her feel special by paying her compliments and understanding her problems.

He said at 14 years old she deserved to be treated like an adult so he took her out to a bar. They sat in a quiet area, Rikki was kissing and touching Jasmine who was already quite drunk. Rikki suggested going to a hotel and asked the barman to call a cab like he does everytime he brings one of his girls here...

visit www.seeme-hearme.org.uk to find out more

What should you look out for?

- young people particularly intoxicated / under the influence of drugs
- young people getting in or out of cars, which seems unusual or concerns you
- adults encouraging young people to become intoxicated
- adults who are always with different young people
- young people who look scared or anxious
- adults who become aggressive when you seek age verification from the young people they are with
- adults appearing to meet young people for the first time in or around the premises
- adults using overly sexual behaviour with young people or encouraging young people to display sexual behaviour
- adults encouraging young people to go into hotels or residential properties with them

PLEASE DON'T INTERVENE IN ANY SITUATION OR RISK YOUR OWN SAFETY. BY REPORTING ANYTHING YOU'RE NOT SURE ABOUT, YOU COULD PREVENT A YOUNG PERSON FROM BEING ABUSED

It's also helpful to record any information that may be useful, such as:

- nicknames
- descriptions, particularly distinguishing features
- details of age verification sought

IF YOU SEE SOMETHING SUSPICIOUS, THERE ARE WAYS YOU CAN FIND OUT MORE WITHOUT INTERVENING

BRAD'S STORY

Brad (15) hangs out with an older group because no one at home cares. They include him in what they do and he goes with them to bars and clubs. They buy him drinks and treat him like one of the boys. He looks a lot younger and if he gets ID'd, the older lads sort it and get him in. Brad is desperate for someone to notice what they are making him do in return...

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