

Overcoming the data disconnect in safeguarding: Evidence and impact in West Glamorgan and the West Midlands

Wednesday 28 January 2026

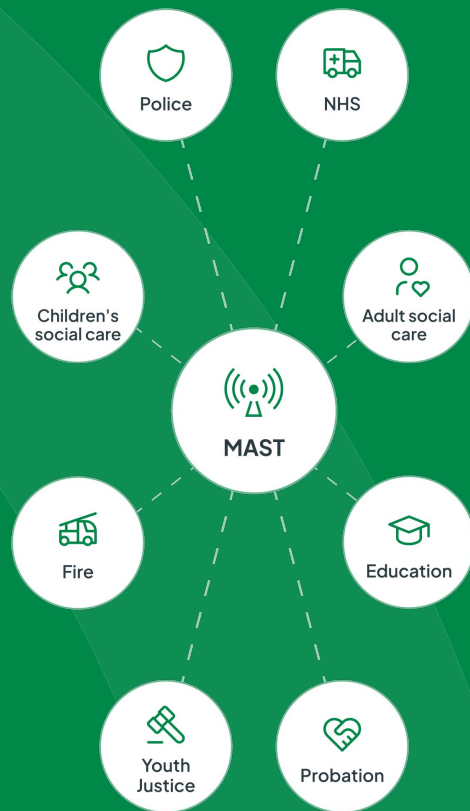
Housekeeping

- Audio check
- Please ask questions throughout
- Short survey
- Aim to finish by 11.45
- Slides and recording will follow
- Connect with us on LinkedIn



Policy in Practice

We empower organisations to
reduce financial vulnerability
and **safeguarding risk**



Our research shows
£24 billion of support
is unclaimed every year



Today's speakers



Paul Garlick
Director of Operations,
Policy in Practice



Mohammed Ali
Business Intelligence,
Walsall Council



Linzi Margetson
Principal Officer for
Safeguarding,
Performance & Transformation,
Swansea Council



Jennifer Downie
Product Manager (MAST),
Policy in Practice

- **Introduction: The safeguarding problem we're solving**
Paul Garlick, Director of Operations
- **Walsall Council: Broadening horizons with education data**
Mohammed Ali, Business Intelligence, Walsall Council
- **South Wales: Transforming safeguarding practices by connecting data**
Linzi Margetson, Principal Officer for Safeguarding, Performance & Transformation, Swansea Council
- **A brief view of the Multi Agency Safeguarding Tracker (MAST)**
Jennifer Downie, MAST Product Manager, Policy in Practice
- **The future of safeguarding: Connecting to welfare**
Paul Garlick, Director of Operations
- **Open discussion and Q&A**

Paul Garlick

Director of Operations,
Policy in Practice

Introduction: The safeguarding problem we're solving



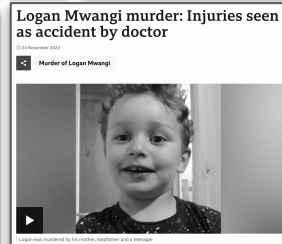
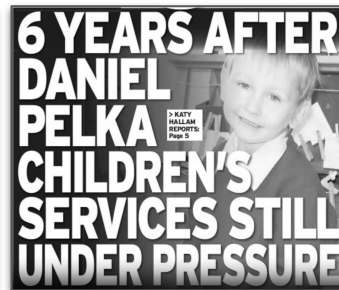
National Review into the deaths of Arthur Labinjo-Hughes and Star Hobson (May 2022)

“Problems with information sharing have been raised by every national child protection review and inquiry – going back as far as the inquiry into the death of Maria Colwell in 1973. Time and again we see that different agencies hold pieces of the same puzzle but no one holds all of the pieces or is seeking to put them together.”

Child Practice Review into the death of Logan Mwangi
(November 2022)

“Information sharing platforms that support multi-agency information sharing being absent or not compatible.”

“This case has highlighted that there remain organisational barriers to the sharing of information, joint discussion and decision making. The lack of a shared information sharing system critically affected the ability to respond to this case, in terms of achieving a shared understanding of the risks and the appropriate action that was needed.”



What is MAST and where did it come from?



MAST

Multi Agency Safeguarding Tracker (MAST) is a **data driven solution** that allows partners with mandatory responsibility for safeguarding to **securely share** headline data, underpinned by a documented information governance structure.

Co-designed by social workers, information governance experts and multi agency **safeguarding professionals**



MAST



Data linking

Alerts

Lateral checks

Audit function

Target support

What is MAST and where did it come from?



MAST

Features & Partners



Partners are local authorities (Adult and Children's Social Care), Police, NHS and Fire. Education, probation and youth justice datasets can be added.



Immediate, real time access to safeguarding activity across the last 12 months (updated daily)



Priority alerts can be set-up to provide daily alerts to partner interactions



Searchable by both **person and address**. Obtain **direct contact details** of safeguarding experts working with residents



Mohammed Ali

Specialist Officer, Business Insights,
Walsall Council

Walsall Council:
Broadening horizons
with education data



Walsall Council





Walsall Council

Policy

Brief History

The Journey & Purpose

Why did we
get involved



When did
it start



Benefits to
partnership



The Partnership

Who contributes



What data does Walsall Council share

Data Categories

Adult social care and
Adults currently open with
safeguarding concern



Children's Social Care and
Early Help and Children
currently open to social care
or early help intervention



Data Items Shared



Name



Unique identifiers to assist
data matching



Addresses



Case worker name and
contact details



Data shared by bespoke reports running from
SSRS daily from case management systems

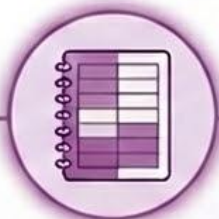


New data being provided

From December 2025, education data added to MAST to provide additional indicators of potential vulnerability



Severe absence
(misses 50% or
more sessions)



Persistent absence
(misses 10%+)



Permanent
exclusions



Elective Home
Educated



Children Missing
Education



Data provided by weekly SSRS reports,
process to be become automated



Linzi Margetson

Principal Officer for Safeguarding,
Performance & Transformation,
Swansea Council

**South Wales: Transforming
safeguarding practices by
connecting data**



West Glamorgan Partnership

- **Partners** – Swansea Council, Neath Port Talbot Council, Swansea Bay University Health Board. Currently waiting on South Wales Police data.
- **Live ‘testing phase’** - Partners kicked off in October 2024, bringing headline data together in one system to support safeguarding practice.
- **Why West Glamorgan chose MAST** - Fragmented information across agencies prevented a risk assessment that could have stopped a domestic homicide.
- **Data volumes - Over 587K** rows of data arrived into MAST within the first 12 months of the partnership.
- **Overlapping interactions - 257,081** individuals had at least one interaction with an agency.



“First time we have been able to see children, adults and families as they move across local authority boundaries” Chris Frey Davies

West Glamorgan Evaluation Report

2 million

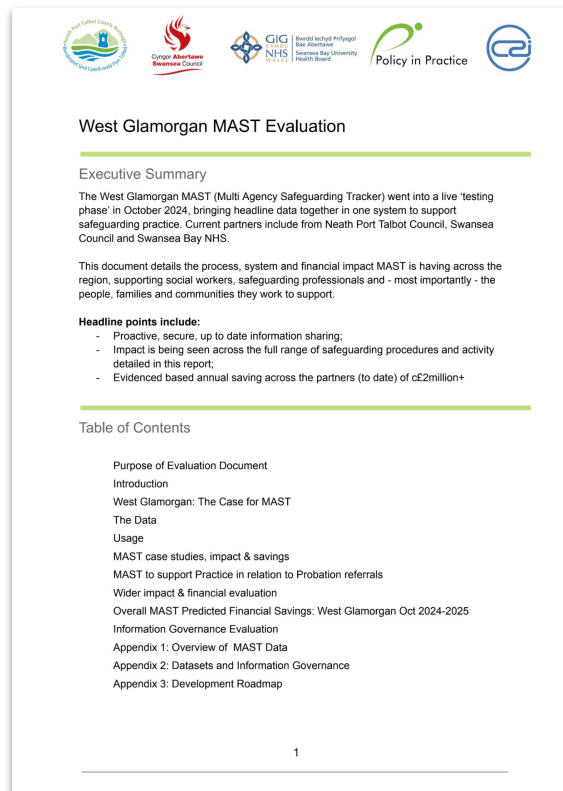
estimated annual savings across
partners

£130,000

costs avoided per LA via fewer
placements

4+ hours

in time savings per referral



Impact Story

Situation: Following the sudden death of a child, Swansea Council identified a 17-year-old half-sibling who was not open to services or living at the same address. This young person was not in education, employment, or training, effectively made them 'invisible' to the system. The service decided to reach out, but the contact details held by the outreach services were outdated, leaving the young person isolated during a difficult period.

How MAST helped: To locate the sibling, the team utilised MAST to search for more recent records. Using the name and date of birth, an up-to-date address provided through recent health service interactions.

Impact: This critical piece of information was immediately shared with the youth outreach advisor, who had previously been unable to make contact. This intervention ensured that the sibling was not only offered immediate mental health resources and bereavement counseling but was also re-engaged with career and education support.

“Working together to access MAST helped us to gain up-to-date and accurate information from health to ensure the young person had appropriate support in place following the sudden death of their sibling”

“The young person now has the contact details to access support when ready, to explore their opportunities for education, employment or training as a young adult.”

Impact Story

Situation

- Following the sudden death of a child, Swansea Council identified a 17-year-old half-sibling who was effectively made 'invisible' to the system.
- Due to outdated contact details, the young person was left isolated during a difficult period.

How MAST helped

The team utilised MAST to cross-reference recent health service interactions. They identified an up to date address that allowed the outreach team to make a connection.

Impact

- The youth advisor successfully reached the sibling to provide immediate mental health resources and bereavement counselling.
- This intervention also helped the young person re-engage with career and education programmes to support their long term wellbeing.

“Working together to access MAST helped us to gain up-to-date and accurate information from health to ensure the young person had appropriate support in place following the sudden death of their sibling”

“The young person now has the contact details to access support when ready, to explore their opportunities for education, employment or training as a young adult.”

Impact Story

Situation: During a local Problem Solving Group, South Wales Police identified 'Location X' as a high-concern area for anti-social behavior linked to substance misuse. To move beyond traditional enforcement, partners needed to understand why these issues were persisting and whether residents were actually receiving the help they needed or if service gaps were fueling the problem.

How MAST helped: By using the MAST platform to analyze activity across the specific postcode over a 12-month period, partners uncovered a significant disconnect. Data showed 136 residents were interacting with social care or emergency health services

Next Steps: There was consideration that though the numbers of people accessing A+E were high, the number of people accessing dedicated substance misuse support were low. This allowed the partnership to adapt their thinking towards targeted awareness raising sessions as part of the community support event taking place in the area.

"We looked at one particular postcode over 12 months and found 136 people known to services in that year. That's exactly the power of being able to give insight from the hundreds of thousands of records that sit within MAST."

Kelli Richards
Principal Officer of Early Help Services,
Swansea Council

Impact Story

Situation

- South Wales Police flagged Location X as a hotspot for anti-social behaviour linked to substance misuse.
- To move beyond traditional enforcement, partners needed to understand why issues persisted and whether residents were getting the right support.

How MAST helped

Analysis of one postcode over 12 months showed a significant disconnect: 136 residents in contact with social care or emergency health services

Next Steps

- High number of A&E cases, but low engagement with dedicated substance misuse services
- Partners shifted focus to targeted awareness sessions at local community support events

"We looked at one particular postcode over 12 months and found 136 people known to services in that year. That's exactly the power of being able to give insight from the hundreds of thousands of records that sit within MAST."

Kelli Richards
Principal Officer of Early Help Services,
Swansea Council

Next Steps



National evaluation: Supporting this important work



South Wales Police Integration: Embedded for greater insights



Fire and Rescue Expansion: Welcoming Mid and West Wales to the network



Probation Service: 'Read only' access could unlock new referral routes



Ambulance Service: Would bring huge national value for risks and health vulnerabilities



Education: Would be utilised to identify households in vulnerable situations



Mental Health: Scoping the next phase of data inclusion.

Jennifer Downie

MAST Product Manager,
Policy in Practice

A brief view of the Multi Agency Safeguarding Tracker (MAST)



Multi Agency Safeguarding Tracker

By logging into the MAST system, you are confirming that you are accessing and using this system for the purpose of complying with your legal obligations towards safeguarding, prevention or detection of crime duties. You must be able to make informed decisions in relation to detecting or assessing individuals' safeguarding needs to prevent them from harm or distress.

You fully understand that to access information for which you have no justified lawful basis can be considered an offence under the UK-GDPR or relevant data protection legislation. Any breach will be dealt with appropriately in line with your organisation's data breach management and reporting processes.

The lawful basis for processing under the Data Protection Act 2018 and UK-GDPR stems from the public task duty and legal gateways contained within the Borsetshire Act.

I am performing this search in accordance with my organisation's safeguarding duties in line with the following legal gateway:

- Borsetshire Gateway

I understand that misuse of this system can result in disciplinary proceedings and/or prosecution against me.

☐ I understand

[Sign In](#)



Login declaration page / About Page

Search Results

Displaying results matching: Name: Jess Daniels

Service	Person	Address	Date of Birth	NHS ID	Ref ID	Record Date ↓
Education - Persistent Absence	Jess Daniels ☆	7 Astran Court Grove Park Temple PP7 4PD ☆	04/10/2018	5749302840	700007	03/11/2025
Education - Severe Absence	Jess Daniels ☆	7 Astran Court Grove Park Temple PP7 4PD ☆	04/10/2018	5749302840	700007	27/10/2025
Education - Severe Absence	Jess Daniels ☆	7 Astran Court Grove Park Temple PP7 4PD ☆	04/10/2018	5749302840	700007	20/10/2025
Education - Severe Absence	Jess Daniels ☆	7 Astran Court Grove Park Temple PP7 4PD ☆	04/10/2018	5749302840	700007	13/10/2025
Education - Severe Absence	Jess Daniels ☆	7 Astran Court Grove Park Temple PP7 4PD ☆	04/10/2018	5749302840	700007	06/10/2025
NHS DNA	Jess Daniels ☆	7 Astran Court, Grove Park, Temple, Templeshire PP7 4PD ☆	04/10/2018	5749302840	5749302840	06/10/2025
Children's	Jess Daniels ☆	7 Astran Court Grove Park Temple PP7 4PD ☆	04/10/2018	5749302840	100052	30/09/2025
Education - Severe Absence	Jess Daniels ☆	7 Astran Court Grove Park Temple PP7 4PD ☆	04/10/2018	5749302840	700007	29/09/2025
Education - Persistent Absence	Jess Daniels ☆	7 Astran Court Grove Park Temple PP7 4PD ☆	04/10/2018	5749302840	700007	22/09/2025
Education - Persistent Absence	Jess Daniels ☆	7 Astran Court Grove Park Temple PP7 4PD ☆	04/10/2018	5749302840	700011	15/09/2025

← Previous 1 2 Next →

Show 10 50 100

First stage search

Person Details

Jess Daniels

Gender: Female

Date of Birth: 04/10/2018

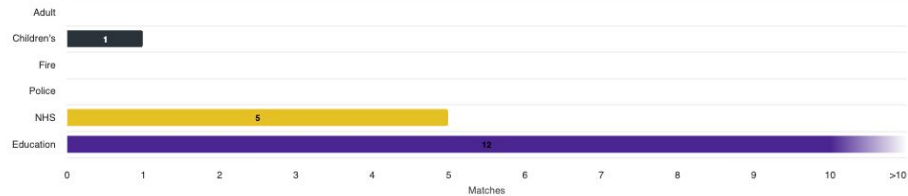
☆ Add to Priority Cases

Summary

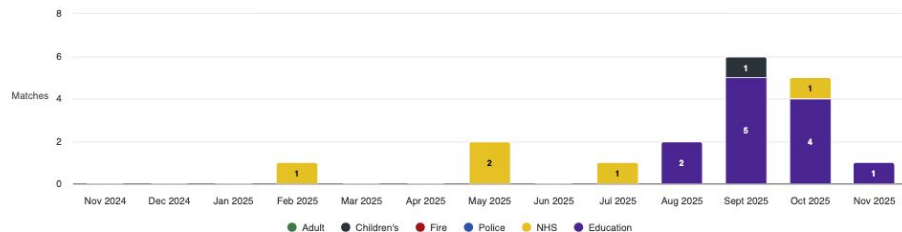
Details

18 matches found in the last 12 months

Displaying matches from 04/11/2024 to 04/11/2025



Matches broken down by month



Highcharts.com

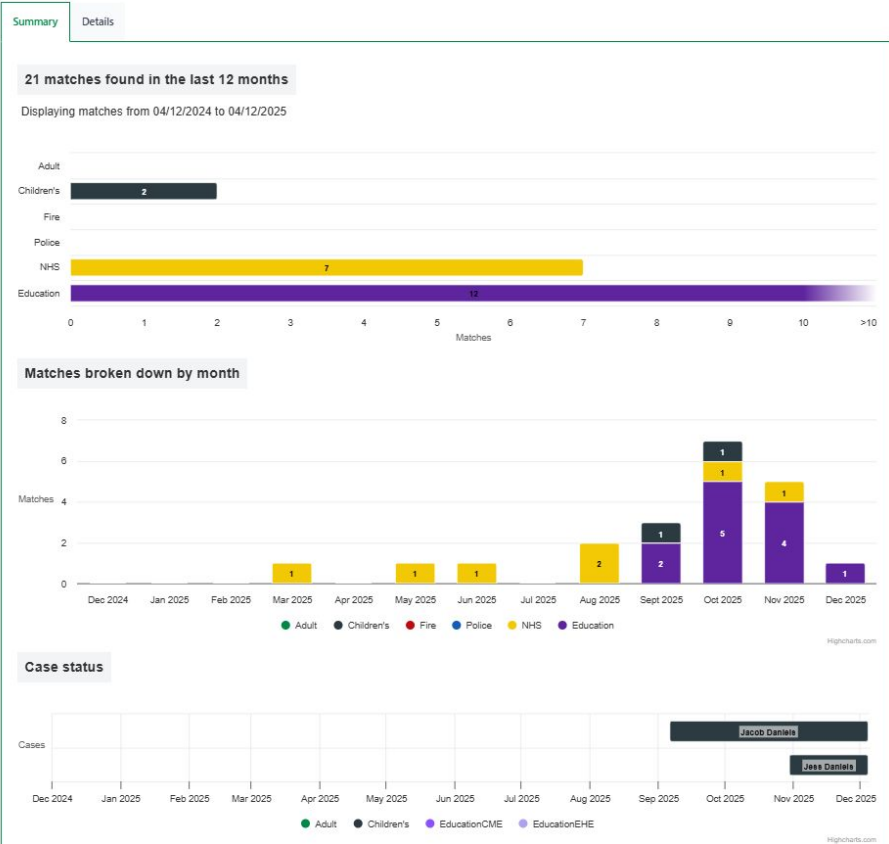
Second stage search – Person Summary

Summary

Details

Name	Date of Birth	Gender	Address	UPRN	Service	Contact Details	Record Date ↓	Ref ID	NHS ID
Jess Daniels	04/10/2018	F	7 Astran Court Grove Park Temple PP7 4PD	1230675930	Education - Persistent Absence	Hannah Paul Hannah.Paul@PiPCouncil.gov.uk 01793 756483	03/11/2025	700007	5749302840
Jess Daniels	04/10/2018	F	7 Astran Court Grove Park Temple PP7 4PD	1230675930	Education - Severe Absence	Hannah Paul Hannah.Paul@PiPCouncil.gov.uk 01793 756483	27/10/2025	700007	5749302840
Jess Daniels	04/10/2018	F	7 Astran Court Grove Park Temple PP7 4PD	1230675930	Education - Severe Absence	Hannah Paul Hannah.Paul@PiPCouncil.gov.uk 01793 756483	20/10/2025	700007	5749302840
Jess Daniels	04/10/2018	F	7 Astran Court Grove Park Temple PP7 4PD	1230675930	Education - Severe Absence	Hannah Paul Hannah.Paul@PiPCouncil.gov.uk 01793 756483	13/10/2025	700007	5749302840

Second stage search – Person Details



Second stage search – Address Summary

Summary

Details

Name	Date of Birth	Gender	Address	UPRN	Service	Contact Details	Record Date	Ref ID	NHS ID
Jess Daniels	04/10/2018	F	7 Astran Court Grove Park Temple PP7 4PD	1230675930	Education Persistent Absence	Hannah Paul Hannah.Paul@PPPCouncil.gov.uk 01793 756483	05/12/2025	700007	5749302840
Jess Daniels	04/10/2018	F	7 Astran Court Grove Park Temple PP7 4PD	1230675930	Education Severe Absence	Hannah Paul Hannah.Paul@PPPCouncil.gov.uk 01793 756483	26/11/2025	700007	5749302840
Jess Daniels	04/10/2018	F	7 Astran Court Grove Park Temple PP7 4PD	1230675930	Education Severe Absence	Hannah Paul Hannah.Paul@PPPCouncil.gov.uk 01793 756483	19/11/2025	700007	5749302840
Jess Daniels	04/10/2018	F	7 Astran Court Grove Park Temple PP7 4PD	1230675930	Education Severe Absence	Hannah Paul Hannah.Paul@PPPCouncil.gov.uk 01793 756483	12/11/2025	700007	5749302840
Jess Daniels	04/10/2018	F	7 Astran Court, Grove Park, Temple, Templeshire PP7 4PD	1230675930	NHS DNA	Dr Ava Thomas ava.thomas@nhs.uk 01793555126	05/11/2025	5749302840	5749302840
Jess Daniels	04/10/2018	F	7 Astran Court Grove Park Temple PP7 4PD	1230675930	Education Severe Absence	Hannah Paul Hannah.Paul@PPPCouncil.gov.uk 01793 756483	05/11/2025	700007	5749302840
Jess Daniels	04/10/2018	F	7 Astran Court Grove Park Temple PP7 4PD	1230675930	Children's	Ava Thomas ava.thomas@PPPCouncil.gov.uk 01793555126	30/10/2025	100052	5749302840
Jess Daniels	04/10/2018	F	7 Astran Court Grove Park Temple PP7 4PD	1230675930	Education Severe Absence	Hannah Paul Hannah.Paul@PPPCouncil.gov.uk 01793 756483	29/10/2025	700007	5749302840
Jess Daniels	04/10/2018	F	7 Astran Court Grove Park Temple PP7 4PD	1230675930	Education Persistent Absence	Hannah Paul Hannah.Paul@PPPCouncil.gov.uk 01793 756483	22/10/2025	700007	5749302840
John Daniels	07/07/2019	M	7 Astran Court, Grove Park, Temple, Templeshire PP7 4PD	1230675930	NHS DNA	Dr Ava Thomas ava.thomas@nhs.uk 01793555126	15/10/2025	1000536583	1000536583

Previous 1 2 3 Next

Show 10 50 100

Second stage search – Address Details

Priority Cases

Persons (3)

Addresses (3)

Name / Reference ID	Services Known To	Last Interaction	New Alerts	Interactions	Actions
> Jess Daniels	<div>Education - Persistent Absence</div> <div>Education - Severe Absence</div> <div>NHS DNA</div> <div>Children's</div> <div>NHS ED</div>	02/11/2025 00:00:00	0	18	<div>★ 🔍</div>
> Edna S Millar	<div>NHS ED</div> <div>NHS DNA</div> <div>Adult</div>	26/07/2025 00:00:00	0	11	<div>★ 🔍</div>
> Flossie Dent	<div>Education - Children Missing from Education</div> <div>NHS ED</div> <div>Children's</div>	08/10/2025 00:00:00	0	3	<div>★ 🔍</div>

← Previous

1

Next →

Show

10

50

100

Priority Alerts



You have new alerts

Dear paul.garlick@policyinpractice.co.uk

You have **1 new alert** against your MAST priority cases in the last 24 hours.

You have a total of **1 unactioned alert**. Please go to the priority cases section of MAST to review your alerts.

[Click here to access MAST](#)

If you need help

If you have any questions or need further assistance please email helpdesk@policyinpractice.co.uk or call 0330 088 9242.

0330 088 9242

helpdesk@policyinpractice.co.uk



Priority Alerts – Email you would receive at 8am if an alert is set

Audit

On this page, users with administrator permissions can access searches by MAST users within the last week, month, or quarter. By clicking 'Search', you can bring up records containing search terms and timestamps of searches.

User

Select a user in the drop down menu

Please select a user



Period

By default, displays all data for a given user if no date selected

FROM

dd/mm/yyyy

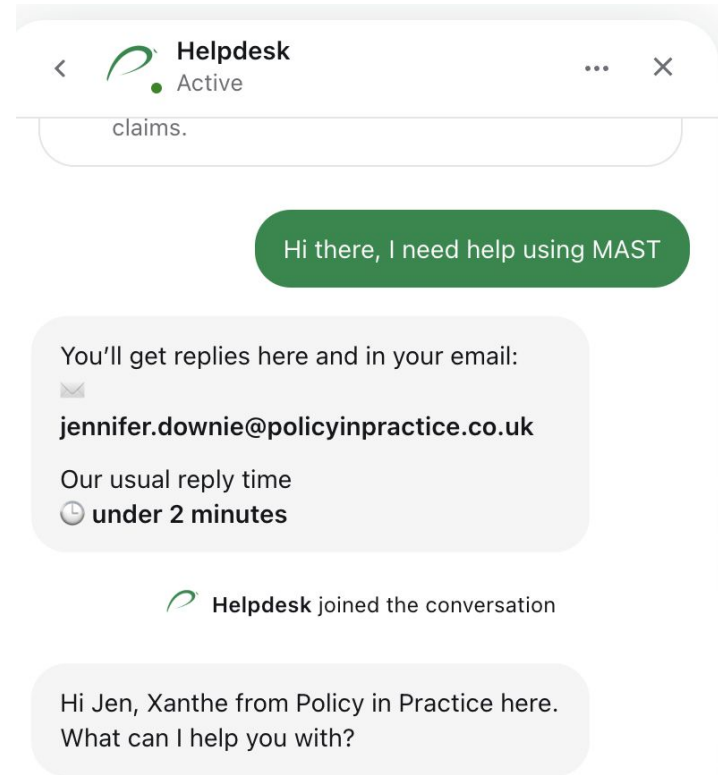
TO

dd/mm/yyyy

Search

Audit function

You can find the helpdesk icon at the bottom right of the screen.



Helpdesk feature

Paul Garlick

Director of Operations,
Policy in Practice

The future of safeguarding: Connecting to welfare





Low Income Family Tracker

Build their financial strength, reduce your costs

The intelligent analytics platform for local authorities to help link your data, maximise your residents' income and reduce costs



Our local authority clients use LIFT to:

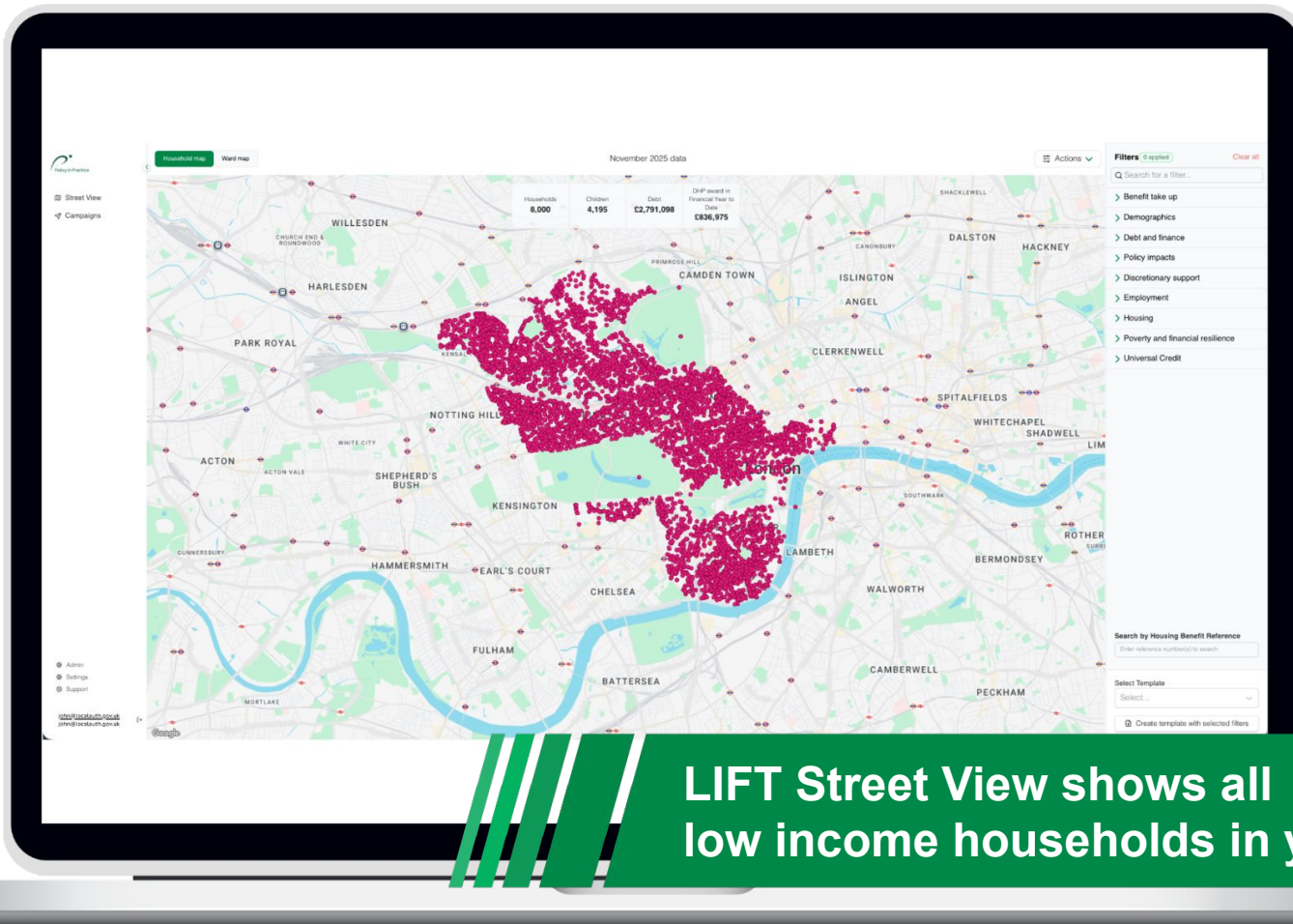
- Evidence outcomes of service
- Tackle problem debt and arrears
- Maximise the income of households
- Allocating discretionary funds
- Localities approach
- Identify and support families at risk of eviction
- Avoid unnecessary cost by preventing hardship
- Understand current and future demand for services
- Matching against health data sets

“

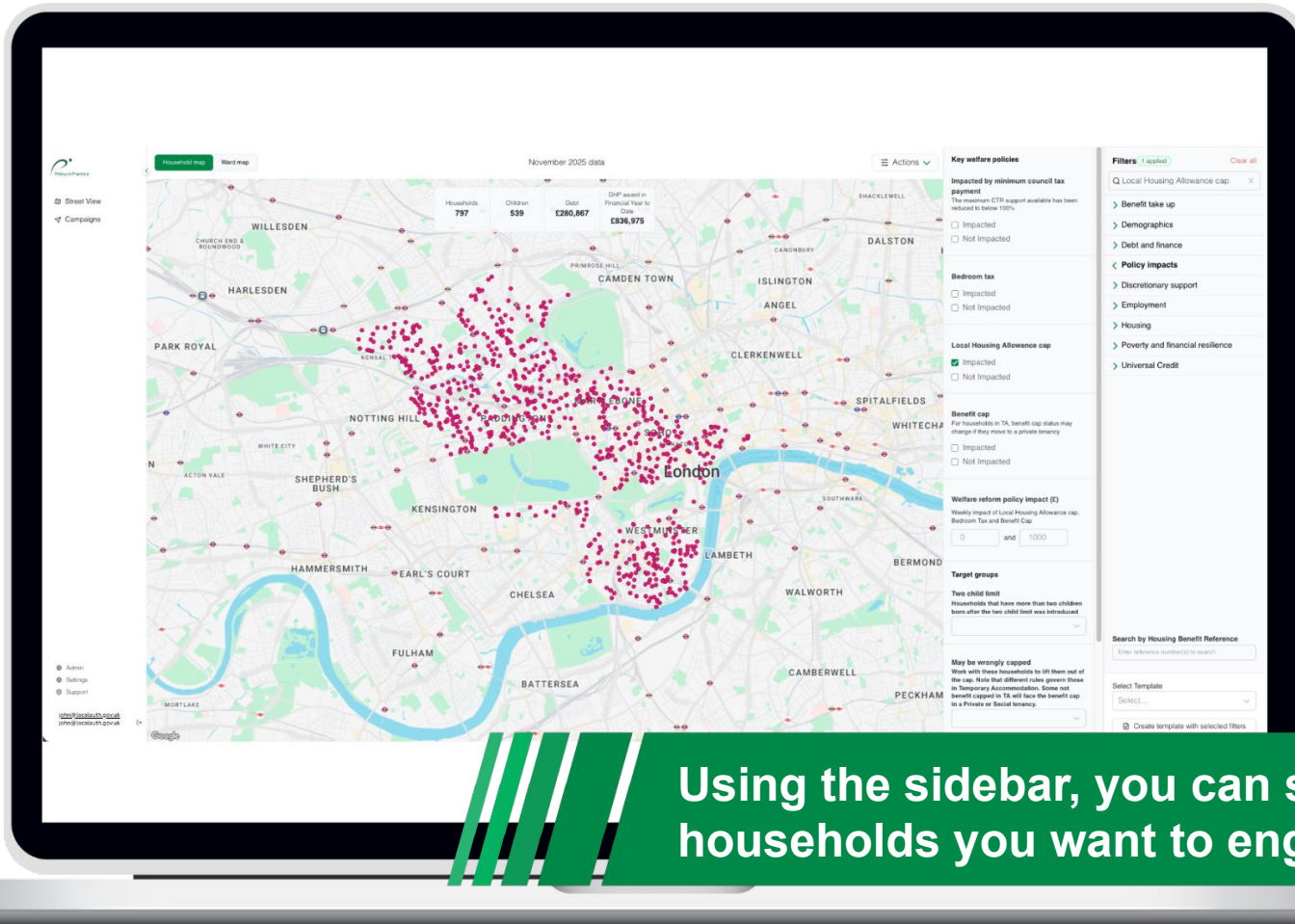
“LIFT is invaluable. We can get so much data from it that we can provide to Members who may have concerns within their ward and it's the baseline start for all of our campaigns.”

Dawn Cove, London Borough of Redbridge

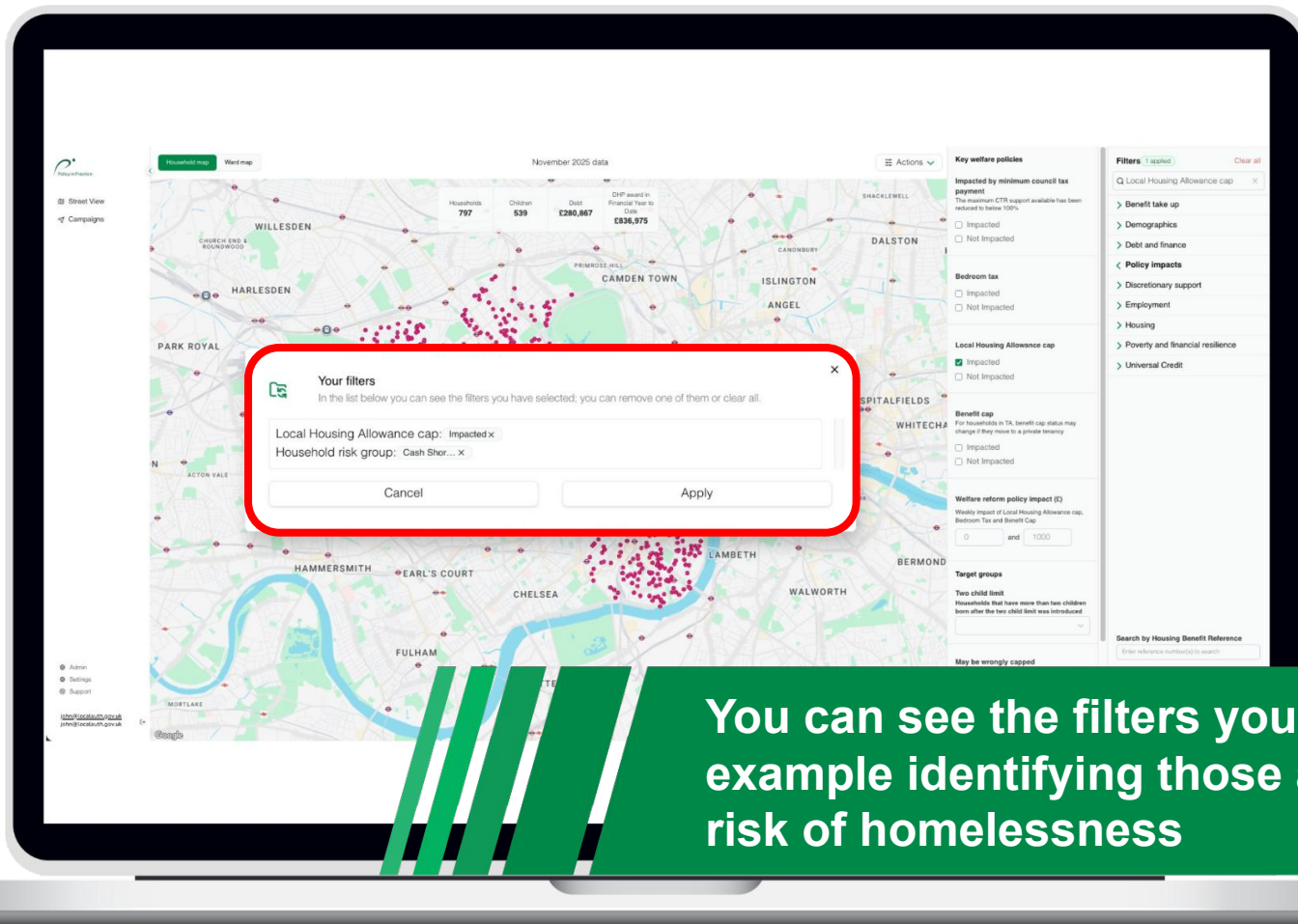


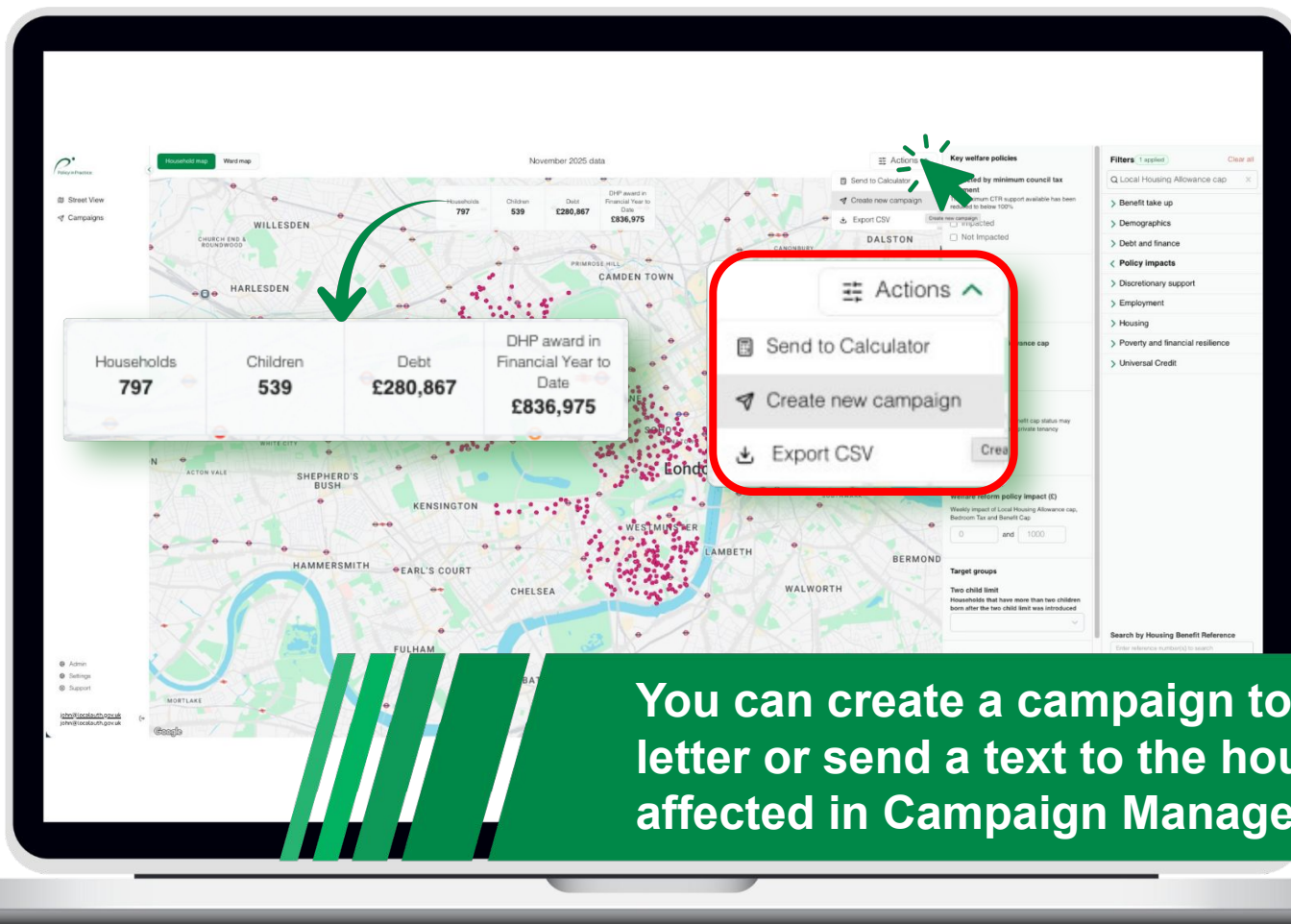


**LIFT Street View shows all
low income households in your area**



Using the sidebar, you can select the households you want to engage with





The screenshot displays the Campaign Manager interface. A map of London is shown with a data overlay for November 2025. A green arrow points from the map to a data table. The table has four columns: Households, Children, Debt, and DHP award in Financial Year to Date. The values are 797, 539, £280,867, and £836,975 respectively. A red box highlights the 'Actions' menu, which includes options: Send to Calculator, Create new campaign, and Export CSV. A green arrow points to the 'Create new campaign' option. The right sidebar shows filters and target groups.

Households	Children	Debt	DHP award in Financial Year to Date
797	539	£280,867	£836,975

Actions

- Send to Calculator
- Create new campaign
- Export CSV

Key welfare policies

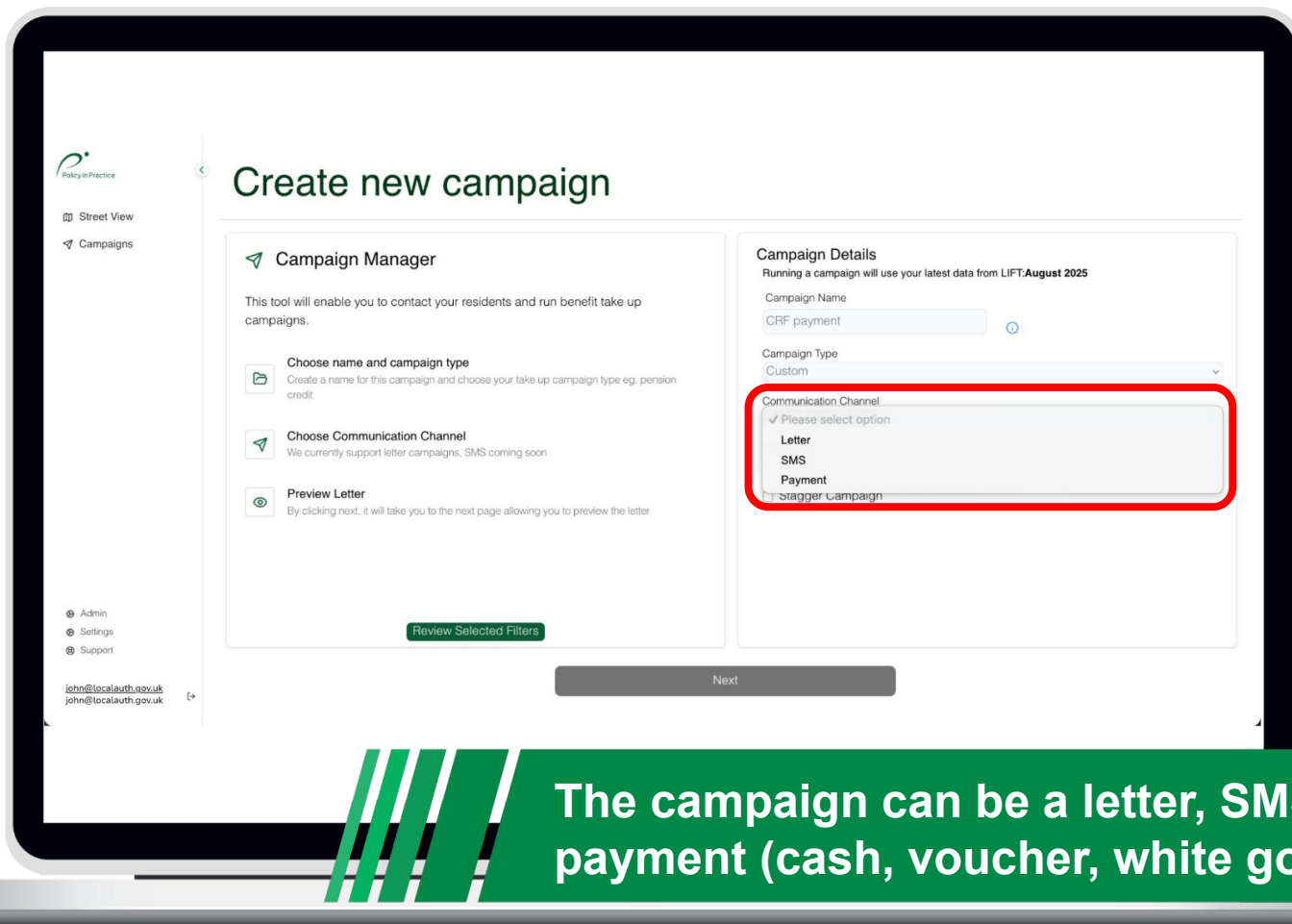
- Local Housing Allowance cap
- Benefit take up
- Demographics
- Debt and finance
- Policy impacts
- Discretionary support
- Employment
- Housing
- Poverty and financial resilience
- Universal Credit

Target groups

- Two child limit

Search by Housing Benefit Reference

You can create a campaign to write a letter or send a text to the households affected in Campaign Manager



Create new campaign

Campaign Manager

This tool will enable you to contact your residents and run benefit take up campaigns.

Choose name and campaign type
Create a name for this campaign and choose your take up campaign type eg. pension credit

Choose Communication Channel
We currently support letter campaigns, SMS coming soon

Preview Letter
By clicking next, it will take you to the next page allowing you to preview the letter

Review Selected Filters

Campaign Details

Running a campaign will use your latest data from LIFT: August 2025

Campaign Name

CRF payment

Campaign Type

Custom

Communication Channel

✓ Please select option

Letter

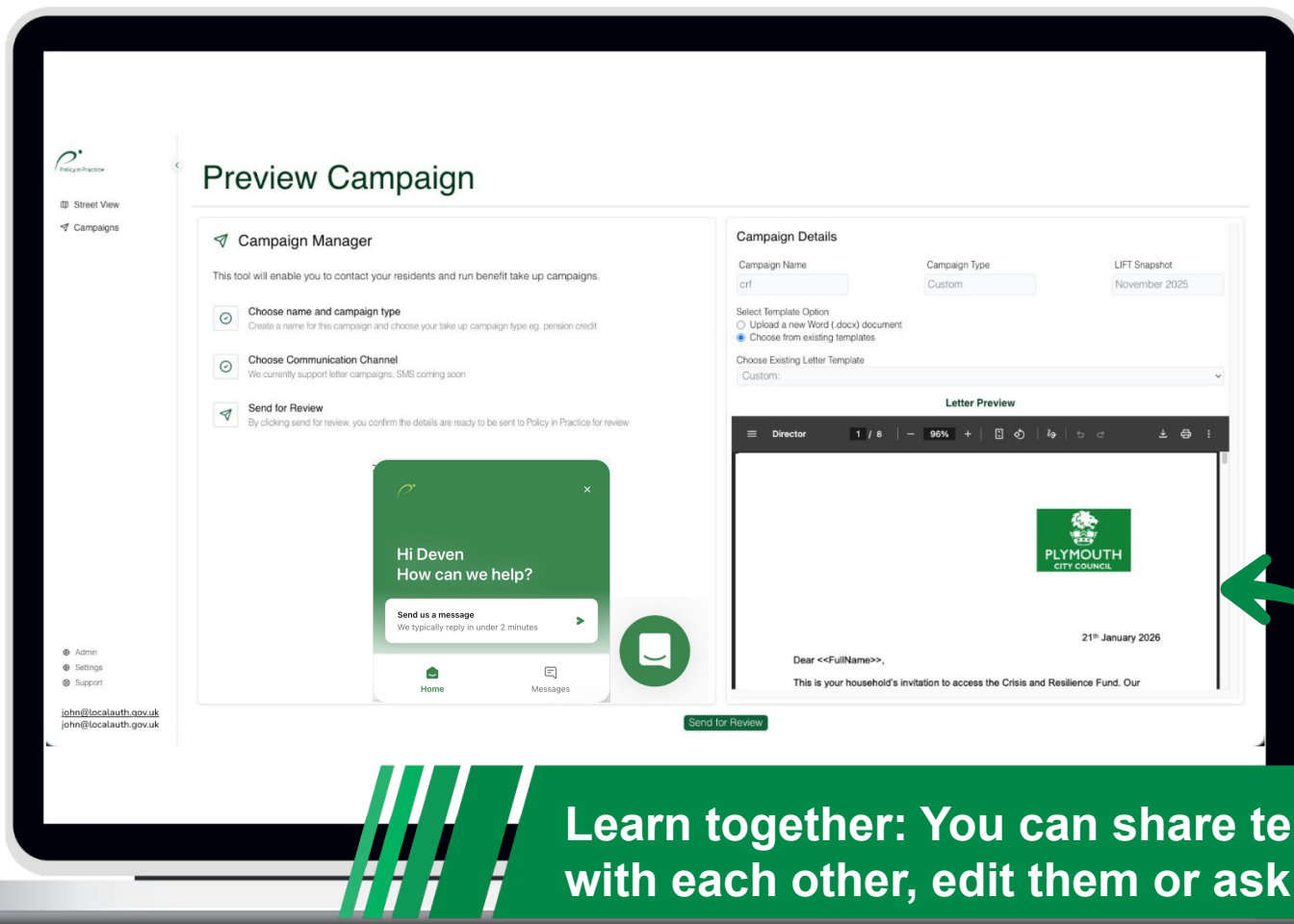
SMS

Payment

Stagger campaign

Next

The campaign can be a letter, SMS or a payment (cash, voucher, white goods, etc.)



Preview Campaign

Campaign Manager

This tool will enable you to contact your residents and run benefit take up campaigns.

Choose name and campaign type
Create a name for this campaign and choose your take up campaign type eg. pension credit

Choose Communication Channel
We currently support letter campaigns, SMS coming soon

Send for Review
By clicking send for review, you confirm the details are ready to be sent to Policy in Practice for review

Send for Review

Campaign Details

Campaign Name: crf

Campaign Type: Custom

LIFT Snapshot: November 2025

Select Template Option
☐ Upload a new Word (.docx) document
☒ Choose from existing templates

Choose Existing Letter Template
Custom

Letter Preview

Director 1 / 8 96% +

PLYMOUTH CITY COUNCIL

21st January 2026

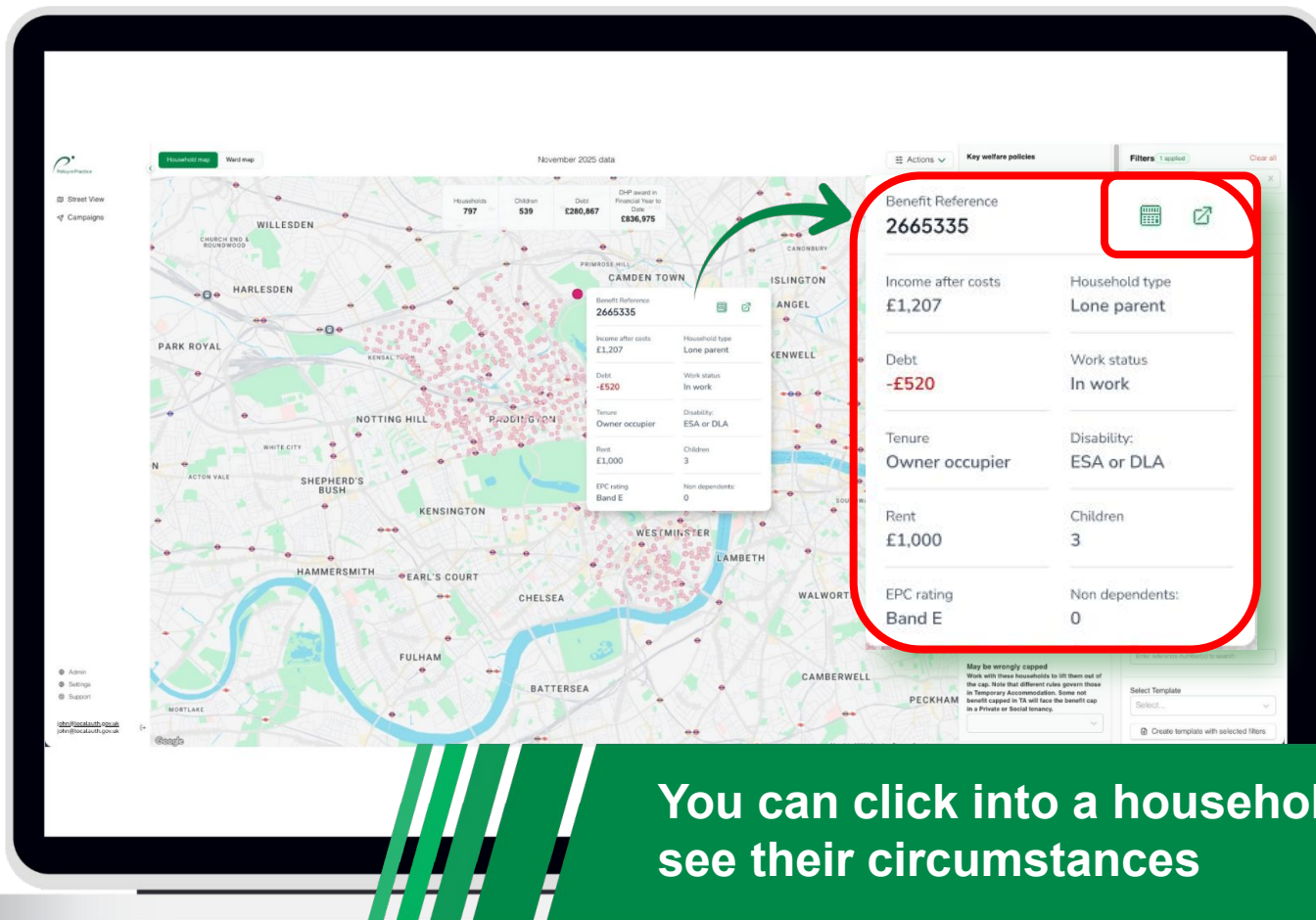
Dear <<FullName>>,
This is your household's invitation to access the Crisis and Resilience Fund. Our

john@localauth.gov.uk
john@localauth.gov.uk

Admin
Settings
Support

pol

Learn together: You can share templates with each other, edit them or ask for help



November 2025 data

Households: 797, Children: 539, Debt: £280,867, DHP award in Financial Year to Date: £836,975

Benefit Reference: 2665335

Income after costs: £1,207

Debt: -£520

Tenure: Owner occupier

Rent: £1,000

EPC rating: Band E

Household type: Lone parent

Work status: In work

Disability: ESA or DLA

Children: 3

Non dependents: 0

May be wrongly stopped
Work with these households to lift them out of the cap. Note that different rules govern those in Temporary Accommodation. Some will benefit capped in TA will face the benefit cap in a Private or Social tenancy.

Select Template
Select...
Create template with selected filters

You can click into a household and see their circumstances

Future of MAST: MAST and LIFT linkage



- Client in **South Wales** have both **LIFT** and **MAST**, so we were able to link their data
- Initial stage was just using **postcode level data** and not any household data as a **proof of concept** approach.

- Linkages between **LIFT** and **MAST** meant we used the top postcodes in MAST where open cases with **ASC** and **CSC** had **20+ interactions** with other safeguarding partners.

- **These postcodes were then run through LIFT** to highlight any households in these postcodes that are **in debt, in poverty, missing out on benefits, affected by welfare reforms** or at **risk of homelessness**.

Next steps - Where can we take this work?

Strategic focus



Match all postcodes in MAST into LIFT where there has been 20+ interactions in MAST



Match all postcodes in MAST into LIFT of all open social care cases

Operational focus



Match all open cases using household data



Flags in MAST

Discussion and Q&A

What's next

If you have more questions or are keen to collaborate,
feel free to **book a chat with us** using the QR code or the link in the chat



Register for our next free webinars in the post-event survey:



Policy in Practice

**Free
webinar**

**Council Tax Reduction:
Practical approaches to policy reform
and supporting the most vulnerable**

Tuesday 17 February
10:30 to 11:30

Guest speaker



Policy in Practice

**Free
webinar**

**Unifying the tenant journey:
Overcoming fragmented support from
lettings to collections**

Wednesday 25 March
10:30 to 11:30



Thank you to today's speakers

Mohammed Ali, Business Intelligence Technical, Walsall Council

Linzi Margetson, Principal Officer for Safeguarding, Performance & Transformation,
Swansea Council

Jennifer Downie, MAST Product Manager, Policy in Practice

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