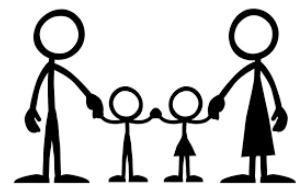


# HMP Swaleside

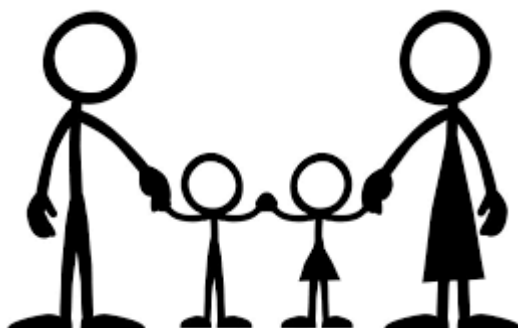
## Reducing Reoffending Strategy

### Children and Families Strategy 2025



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## Message from Governing Governor Williams

*“It is my vision that we do whatever we can to develop and strengthen the bonds between the prisoners in our care and their families. It is well documented that these relationships are pivotal not only to the prisoner but to his children and spouse. Such a bond not only gives a true sense of hope but provides a focus for them as they progress through to the next stage in their custodial journey. At HMP Swaleside we will channel funds and resources into helping our families during their time with us”.*

Lee-Ann Williams  
Governing Governor



## Our Aim

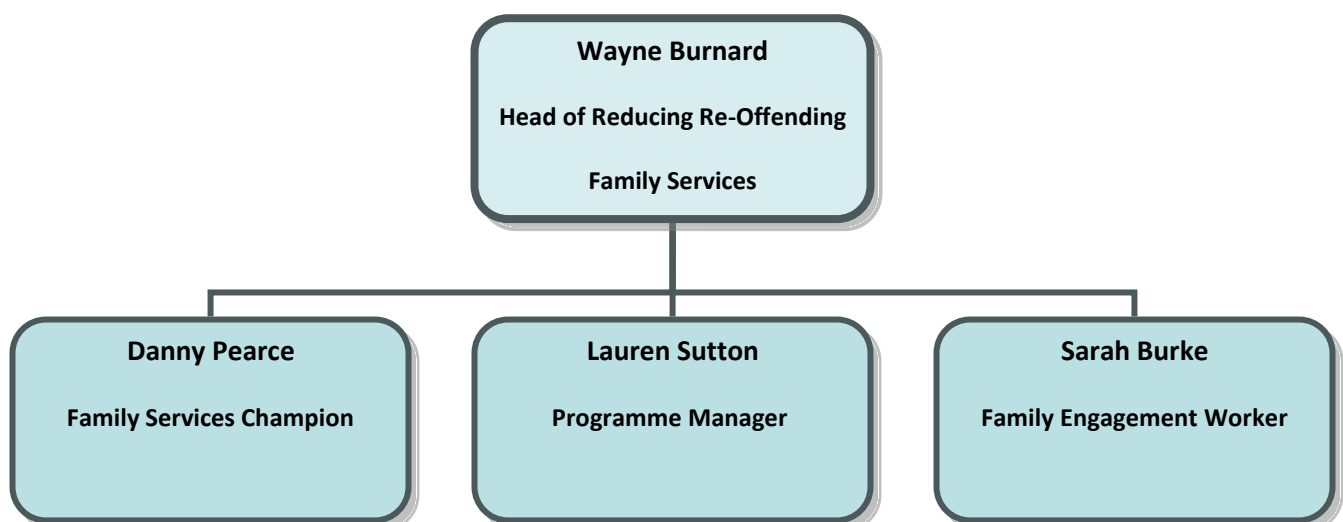
The report by Lord Farmer prompted each establishment to prepare and implement an effective Children and Families strategy. At HMP Swaleside we recognise that long term separation is the issue that will affect our prisoners and their families most. We seek to structure our services in a manner which supports those family units and help them maintain strong family ties and bonds. The aim of this strategy is to provide the mechanism by which that will be achieved.

*“I do want to hammer home a very simple principle of reform that needs to be a golden thread running through the prison system and the agencies that surround it.*

*The principle is that relationships are fundamentally important if people are to change.”*

*Lord Farmer Review 2017*

With this Aim in mind a team of staff now oversee family services within HMP Swaleside making sure we are at the forefront of delivery and implementation of new ideas that benefit the building of positive relationships between men in custody and their loved ones.



## Our Objectives

The key objectives of this strategy is to ensure that the recommendations contained within Lord Farmers' report are used as the baseline of the services we provide. At the time of its draft this document recognises that there is some good delivery within Swaleside but there are key elements which require development so that we meet not only those recommendations but the expectations of HMIP and our families.

Our Strategy will be to carry out an end-to-end needs analysis of everything from booking a visit through to visit days and the experience of the families before, during and after visit days. We will base this needs analysis on:

- Our **visits centre**. Is it welcoming, are the staff helpful and accommodating? Is there information advice and guidance for visitors? How are visitors made to feel? How do the children feel? Is there a system to receive comments and suggestions from families?
- **Extended visits** especially the provision of high-quality family days, are they meeting the needs of the whole population? Are we making provision for adolescent and adult children? The need to sequence family days for school aged children within holidays to prevent those children being stigmatised by their absence.
- **Family learning opportunities**. This is difficult due to the remote location of Swaleside however can we introduce an educational element into every enhanced visit to provide the opportunity for families to learn together.
- **Communication**. We want our families to feel that they can influence our strategies and provision by putting them at the forefront. How can we provide more effective communication tools beyond the wallpapering of notices on boards? We will embrace new technologies to provide better information as well as opportunities to provide feedback.
- Ensuring our services are accessible to all.
- Feedback and suggestions from the service users via the Prison Council.
- Make visits less daunting, more child friendly and stimulating for all that attend.

## How to Contact Us

### **Address**

HM Prison Swaleside, Brabazon Road, Eastchurch, Isle of Sheppey, Kent, ME12 4AX

### **Visits Booking**

Email: [SocialVisits.Swaleside@justice.gov.uk](mailto:SocialVisits.Swaleside@justice.gov.uk)

Booking line: 0300 060 6604

### **More Information on HMP Swaleside**

<https://www.gov.uk/guidance/swaleside-prison>

## **Emergency Contact**

If you have concern that there is an imminent risk of danger to a person in our care you can call

**01795 804100**

The member of staff answering the phone will not be able to discuss the person in our care but they will pass the information on to a senior member of staff to action.

## **Concern & Safety Line**

If you are concerned about the safety or wellbeing of any person in our care at HMP Swaleside but there is no immediate threat or danger then please call the safety line where you can leave a message for the safer custody team on:

**01795 804 295**

## **HMP Swaleside Safer Custody Contact Form**

This form is for sharing non-urgent concerns about the safety or wellbeing of a prisoner. Please do not use the form to communicate non-safety related issues. If you have already shared your concern via telephone with the prison, please wait at least 24 hours before completing a contact form. Prisons will pick up the contact form within 72 hours of you submitting it. Please note, if your concern is about a prisoner at risk of immediate serious harm please do not complete a contact form and instead telephone the prison Emergency Contact number and ask for the Orderly Officer or Duty Governor. The Prisoners' Families Helpline does not take any responsibility for the prison following up your concern. Please note that your personal data included in this contact form will be stored by the Prisoners Families Helpline in line with our privacy policy which can be viewed at [www.prisonersfamilies.org/privacy-policy](http://www.prisonersfamilies.org/privacy-policy). Prisons will also securely store your data in line with their own privacy policies.

**[Link to contact form](#)**

## Getting to HM Prison Swaleside



**By Car** – Enter Postcode ME12 4AX into a sat nav to find the establishment. There is a visitor's car park on the left as you exit the mini roundabout to head to Swaleside prison



**By Train** – The main train station is Sheerness. The establishment is 8 miles from the train station so you would need to get a taxi or bus. There is a taxi rank directly outside the train station and will cost you approximately £26. There is closer train station at Queenborough and you can order a taxi from here at a cost of approximately £20



**By Bus** – There is a bus stop by Eastchurch fire station which is about a 5 minute walk from Swaleside front gate, more information regarding bus routes to HM Prison Swaleside can be found at [www.moovitapp.com](http://www.moovitapp.com)



# FAMILY DAY VISITS

## **INTRODUCTION**

As part of the prisons' children and family strategy and wider reducing reoffending strategy, HMP Swaleside will run at least 6 Family days per year. They are designed to help prisoners, and their families cope with the pressures that long term separation may have on the relationships between family units in particular the relationship between the children and their Father. They will give a better quality of interaction between men and their children. To help develop closer bonds with their children and help realise how criminality impacts upon them both.

## **PRISONER ELIGIBILITY**

In order to ensure that prisoners and their families are able to enjoy the day in a relaxed atmosphere there is a criteria that the men must meet, this will be made clear to the men in the application phase

## **VISITOR ELIGIBILITY**

The relaxed regime of family day visits is to allow prisoners to develop and maintain closer relationships with their children, grandchildren or nieces / nephews. There must be a credible relationship to the child (ren) however each application will be judged on its own individual merit. That said the children of prisoners will always be given priority. Therefore, all prisoners attending the family day should have children visit otherwise there is no difference to a normal social visit. The visitors visiting with children should be:

1. Wife.
2. Mother of Prisoners' children.
3. Mother / Father.
4. Step Father / Mother.
5. Brother / Sister.
6. Legal guardian.
7. Court appointed appropriate adult.
8. Social worker.

The Maximum number of visitors to attend is three adults (children over 16 are classed as adults for the purpose of visits) and unlimited children within reason.

## **APPLICATION TO ATTEND**

The men in our care can apply to PACT via application to take part in a planned family day. They will receive a response approximately 2 weeks prior to the event. All application must contain the following information:

- Names and addresses of all adults.
- Relationship to the prisoner.
- Names and addresses of all children.
- Relationship to the prisoner.

## **TIMINGS**

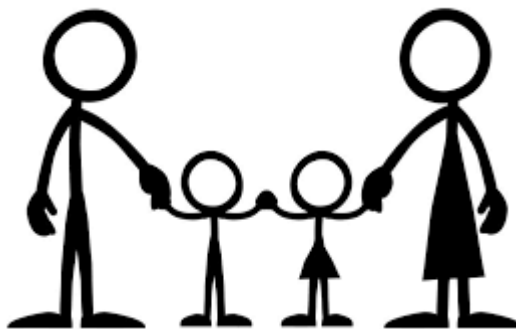
Family Day visits run from approximately 10:00 hours to 15:15 hours.

## **ACTIVITIES**

PACT will provide a range of fun family-based activities throughout the day allowing the men and their loved ones to create fun pieces of art that can be kept as a memento.

## **PHOTOS**

Families will have the opportunity to have a family photo taken in the hall. After the photo has been taken, this will then get vetted by Security. Once this has been completed, the prisoner will receive a hard copy and the families will be emailed copies.



## Secure Video Calling

HMP Swaleside is working with a private company, to provide secure video calls within the prison. This will ensure family relationships and ties are maintained. The current cost to the prisoners is free, however, they are limited to two a month for standard prisoners, four a month for enhanced. We also allow four a month for prisoners that do not have visits.

- Each prisoner can have up to 4 people on the call. All persons must be at the same location and the call will commence on one device. The age of the main registered caller must be over 18 years.
- Video calls will start promptly at the allocated time.
- Video Call will last for 30 minutes.
- Calls are monitored for safeguarding purposes and possible intelligence.

### **PROCESS OF ORGANISING A VIDEO CALL**

- Family members and friends need to download the **Prison Video** app from Google Play or Apple Store, create an account in the app. You are then required to verify your identity and the identity of any additional people who want to be on the account. Details of the prisoner you want to have a video call with are also required.
- The family member or friend approves (or rejects) the arranged video call using the Prison Video app once notified.
- If the video call is accepted, the status of the video call is updated on Prison Video Web portal to 'approved calls'. Prison staff will be notified.



## PACT ARE HERE TO HELP

### GENERAL SUPPORT

The aim of PACT is to improve the lives of children and their families who are affected by a parent being in prison. The prison and family support services allow children to visit their loved ones in a friendly environment with mentoring and support programmes to give young people the chance to reduce negative behaviours and build a better future.

### COURT APPLICATIONS AND SOCIAL SERVICES

The PACT team offer many services, along with support and guidance. They are available to offer assistance with general court applications when attempting to have parents' names added to the birth certificate. This may be for various reasons why their names may not have been added, for instance when a child was born whilst the other parent was in custody. This can then lead onto having safe contact with their child and forming positive contacts.

PACT also work closely with Social Services to establish general contact between parent and child when there has been no previous contact. Working in this way provides the best positive contact and establishes how and when this is going to happen and is best for both parent and child.

### COMMUNICATION AIDS

Sometimes when communication is difficult in prison, either talking or writing something down, PACT can assist. To help the prisoners with this, they will provide 'ice breakers' and 'conversation starters' for them to refer to. They are tailor made to suit all age ranges.

They can also provide prisoner with colouring sheets to be completed and send out in the post as an extra way of maintaining family ties. This can also be partially completed, so their younger ones can continue the colouring at their home and return it back. This way they can say they have completed it together.



## **Pact Course Delivery**

Pact also delivery a range of 1 to 1 courses.

### **Anger and Stress**

This structured 1:1 explores feelings of anger and how people may show this. It also looks at stress and the impact that these feelings can have on relationships with partners. There is also a focus on strategies to help individuals deal with both anger and stress in relationships.

### **Confidence And Assertiveness**

This structured 1:1 explores how we feel about ourselves and how to understand our own strengths and weaknesses. There is also a focus on how to develop good communication, good decision making and assertive responses to certain scenarios.

### **Dads Reconnected**

This structured 1:1 for dads who have little or no contact with their children. The structured 1:1 explores parenting skills, how to co-parent or parent from afar as well as identify how to overcome barriers of parenting from afar.

### **Family Finance**

This structured 1:1 reviews the basics of handling your own finances, it starts with a budgeting activity and you can be supported by your case worker and also reviews looking ahead to support you with savings for your financial goals

### **Going Home**

This structured 1:1 is for service users approaching release and returning to their family. There is a focus on raising an awareness of some of the issue's individuals and their families might face.

### **Good Relationships Part 1 & Part 2**

This is a set of two structured 1:1s which aim to provide appropriate communication strategies and how to deal with conflict. There is a focus on how to communicate and how conflict can occur in relationships.

### **Managing Your Worry**

This structured 1:1 explores how stress has an effect on individuals, and the coping mechanisms which can help deal with stress. There is also an exploration of unhealthy responses to stress and how this may lead to negative consequence.

### **Moving On**

This structured 1:1 explores how barriers can affect relationships and ways of life and addresses how to cope with that change.

### **My Family Matters**

This structured 1:1 looks at role models, good support networks and how to communication with those people. There is also a focus on improving family relationships and the importance of respecting family members.

**New Beginnings**

This structured 1:1 explores how prisons or sentence plans can affect relationships and ways of life, addresses how to cope with that change and become a member of the community again.

**Pact PSHE**

This structured 1:1 supports service users to maintain and improve their own mental wellbeing and increases their ability and resilience to identify and overcome challenges.

**Parenting 0-12**

This structured 1:1 helps recognise good parenting, how to support child development and stresses the importance of setting boundaries for children that are positive.

**Parenting Teenagers**

This structured 1:1 explores how to parent teenagers, provides tips for raising teenagers and offers ways to recognise the skills needed to successfully guide teenagers.

**Care Experienced or Looked after children**

HMP Swaleside liaise with outside charities that provide volunteers for men that do not have family or friends to visit them. There is also a pen pal scheme and an extended coffee morning for those that do not receive visit.