



Safer Plymouth Communication Plan 2021/2022

Draft Version 01

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Introduction

Safer Plymouth is the Community Safety Partnership for Plymouth. Safer Plymouth sets the strategic direction for partnership work between agencies in Plymouth to protect the communities from crime and to help people feel safer.

Who we are

Safer Plymouth is the **community safety partnership** for the city of Plymouth. We are made up of six statutory organisations (referred to as **responsible authorities**), working alongside a wide range of other agencies to protect our local community from crime and to help people feel safer. The responsible authorities are Plymouth City Council, Devon and Cornwall Police, Devon and Somerset Fire and Rescue Service, National Probation Service and Devon CCG (transitioning to ICS)

Overview of the Plan

This plan will outline proposed communication activity for the coming year across all the Safer Plymouth priorities. Activity has been identified through consultation with the Safer Plymouth theme leads to develop a framework that will enable Safer Plymouth to raise awareness of the work undertaken by the partnership and to enhance communication with identified key audiences.

The plan looks to increase community engagement and to influence behaviours and issues which impact on community safety.

The success of the plan will be dependent upon consideration of inclusive and clear processes which enable two way dialogue with the identified audience. This includes the recognition that different audience groups may require targeted methods as there is no 'one size fits all' approach given the complex and fast moving nature of modern communications.

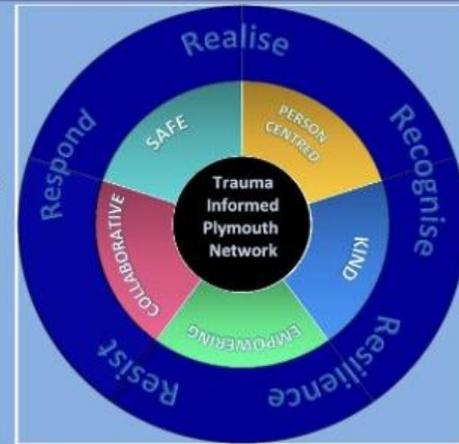


Community Safety Plan 2020-2021

Safer Plymouth, Delivering Safer Communities



- Reducing violence, abuse & exploitation
- Reducing re-offending
- Early intervention & prevention of harm
- Building community resilience, reducing inequalities & improving lives



Strategic Priorities

- Statutory Governance
- Partnership Coordination
- Quality Assurance
- Systems Leadership
- Trauma Informed System Development

Delivery Themes



Delivery Priorities

- Domestic Abuse & Sexual Violence
- Child Exploitation
- Adult Exploitation and vulnerability
- Anti-social behaviour
- Substance Misuse & Harm
- Preventing serious violence
- Youth Justice
- Hate Crime

In order to avoid duplication of activity and effective prioritisation of resources to support this plan there needs to be a carefully considered alignment to the communications plans of the Safer Plymouth strategic partners and peninsula neighbours. The intention of the communication plan is to consider how best Safer Plymouth can add value to existing campaigns and events and to identify and address any potential gaps which can be prioritised over the coming year.

Safer Plymouth priorities

The identification of Safer Plymouth priorities have been drawn from the findings of annual Crime Strategic Assessment, the Organised Crime Local Profiles and the Police and Crime Commissioner's Police and Crime Plan.

It identifies the following headline priorities:

- Domestic Abuse and Sexual Violence
- Child Exploitation
- Substance misuse and harm
- Anti-social behaviour
- Hate Crime
- Adult exploitation and vulnerability
- Youth Justice
- Preventing serious violence

Safer Plymouth have responsibility to take a lead role in ensuring as a city we better understand issues raised by Organised Crime Local Profiles and these inform emerging areas or issues as a priority such as:

- Cyber Crime including Fraud
- Dangerous drug networks

We will prioritise community safety issues that evidence shows pose the greatest threat, risk and harm, taking account of things which are most important in making our communities feel safe and secure.

Safer Plymouth will be driving partnership activity around our delivery priorities through three thematic groups.

Safer Families

Safer Communities

Safer People

Safer Plymouth will also hold scrutiny and governance for the priority thematic groups:

Domestic Abuse and Sexual Violence – including role of DA Local Partnership Board

Youth Justice Management Board

Plymouth Strategic Crime Assessment

- **Overall recorded crime in Plymouth increased by 3.6%** or 826 crimes in the 12 month period to end March 2019 compared with the same period the previous year. This follows on from an 8% increase reported in the previous strategic assessment.
- Despite the rise in crime, **Plymouth has a comparatively low crime rate for a city of its type** and is placed third in its most similar family group of partnerships (where first is lowest). Rising crime rates in the city are generally **following national trends**.
- Several types of crime have increased but the majority of the volume is accounted for by rises in **violence with and without injury**, up 11% (245 crimes) and 10% (347 crimes) respectively) as well as **domestic abuse** (an increase of 792 crimes). Also, **thefts of a motor vehicle have increased by 69%** (79 crimes).
- The crime/ incident types that have seen reductions in this period are **anti-social behaviour** (-5%/ 511 crimes), **criminal damage** (-9% / 259 crimes) and **theft from a motor vehicle** (-25% / 252 crimes).
- **Drug offences** have increased with **possession of drugs** increasing by 10% (70 crimes) and an increase in **drug trafficking offences** of both Class A drugs (25% or 21 crimes) and other classes (19% or 16 crimes). This is likely to be linked to an increased focus on and action around disrupting County Lines activity. Plymouth is estimated to have a

higher prevalence of opiate and crack usage than nationally (13.8 per 1,000 as opposed to 8.8 nationally and 8.3 regionally)¹.

- **Incidents of rape** have reduced by 7% (352 to 329 crimes) whereas **other sexual offences** have increased by 11% (652 to 724 crimes).
- **Robbery** has increased by 9% (20 crimes) after seeing a 13% reduction in the previous strategic assessment period. This is believed to be related to one incident rather than an increasing trend.
- **Domestic abuse crimes** reported to the police **rose significantly for the third year running, increasing by 21% (792 crimes) to 4,642 crimes**. This corresponds with efforts to increase reporting. Domestic abuse incidents decreased by 12% from 2179 to 1910.
- 13% of all recorded crime is **flagged as alcohol-related**. Alcohol-related crime has risen by 12% over the last 12 months (348 crimes).
- Alcohol has a significant impact on the health of the city's population. Rates of **alcohol-related hospital admissions** are lower than the national average (546 admissions per 100,000 population compared to 570 nationally). However, rates of under 18 admissions are significantly higher than the national average (47.3 per 100,000 population aged under 18 in Plymouth compared to 32.9 nationally).
- Plymouth is estimated to have 1.58% **dependent drinkers** compared to 1.26% across the South West region and 1.39% nationally.
- In 2018/19 there were 529 **hate crimes** recorded by the police. This is a 22% increase compared to 2017/18, an increase of 95 hate crimes. Racist and homophobic have both increased, by 19% and 70% respectively, whereas disabilist offences have reduced by 19%. The rate of hate crime in Plymouth is 2 per 1,000 population, double that of the peninsula as a whole.
- Plymouth had 49 Prevent referrals in 2018/19 compared to 40 in 2017/18.
- **Possession of weapon** offences have increased from 206 to 254 (48 crimes) with the majority of the increase being possession of article with a blade or point (19 additional crimes) and possession of other weapons (25 additional crimes).

¹ <https://www.gov.uk/government/publications/opiate-and-crack-cocaine-use-prevalence-estimates-for-local-populations>

A note on impact of COVID 19 on 2021/22 Planning

- The Strategic Crime Assessment process is being approached differently across the Peninsula. MoRiLE data was sent out in March 2021 for use in local workshops over July, but with the caveat that the landscape has changed so considerably during the pandemic that our usual approach needs tailoring to current circumstances and future uncertainties. Plymouth will mirror the approach used by neighbouring CSPs by using additional community held data produced during lockdown and having focus group discussions on a more limited range of priorities. The focus groups will be the Safer Plymouth delivery groups.

Safer Plymouth – Delivering Safer Communities

Since April 2021 Safer Plymouth has been undertaking a review of what its focus and values should be moving forward. This included a full review of DASV partners to ensure it would be fit for purpose with the new DA Act responsibilities and an ongoing review into the impact of the new serious violence duties draft guidance to see if some restructuring will be needed to meet additional legislative requirements.

Our Values



Safer Plymouth is committed to the values of the Plymouth Trauma Informed Approach, and we will look to be authentically Safe, Kind, Person -Centred, Empowering and Collaborative in every aspect of our work as a partnership.

Our Focus

One of the most consistent areas of feedback we received during our community consultation work was that we needed to better articulate what our core purpose was. To this end all Safer Plymouth activity will be focussed on the following:

- Reducing Violence, abuse and exploitation
- Reducing re-offending
- Early intervention and prevention of harm
- Building community resilience, reducing inequalities and improving lives

Our new reporting mechanisms will ensure that we are considering how we are addressing our focus areas at every partnership meeting.

Safer Plymouth - What we want to see

- A trauma informed city in line with the 'Envisioning Plymouth as a Trauma Informed City' approach document
- Every person who lives in or visits the city will be treated fairly and with respect and kindness
- Connected and empowered communities where people feel safe and lead fulfilling lives
- Children, young people and adults feel safe and confident in their communities, with all people treated with dignity and respect
- Reduced opportunities for crime and the fear of crime by requiring all new developments to incorporate good design principles
- A city where everybody feels that community safety is their business through adopting a person-centred and collaborative approach

Communication Aims of Safer Plymouth

- To raise the profile of Safer Plymouth, it's purpose, priorities and achievements
- To share learning and good practice that we develop on our journey to becoming a trauma informed community safety partnership
- To improve community engagement and participation, particularly with regard to listening to the voices of lived experience
- To gain support in identifying and addressing our delivery priorities
- To communicate in such a way as to present an accurate picture of community safety issues in a way which reassures the community and decreases fear of crime
- To offer clear and effective community safety advice and signposting to appropriate and timely support
- To raise awareness of behaviours that improve safety and community cohesion and how to challenge and respond to offending and unacceptable behaviours

Communication Objectives of Safer Plymouth

Internal

- To develop the Safer Plymouth brand so that it is clear how it relates to the activity and branding of our constituent partners and better promotes the partnership sense of purpose and ownership
- To co-ordinate communication activity across the partnership so that all Safer Plymouth partners use consistent messages with shared aims and objectives
- To support the professional development of our key communicators to act as ambassadors for community safety
- To ensure that Safer Plymouth partnership communication channels are fit for purpose and allow us to realise our ambitions
- To ensure that Safer Plymouth partnership communication remains adaptable given the COVID 19 situation, including maintaining use of group communication on Microsoft Teams where this improves accessibility.

External

- To continue to be a leading strategic voice in the city conversation on becoming trauma informed and to look to raise our national profile as we innovate in this area
- Safer Plymouth recognises that there is often a balance to strike between communities 'perception of crime' and the 'reality' and will ensure that there is meaningful and appropriate communication which provides reassurance to Plymouth residents through positive messaging and good news stories.
- Ensuring that the community is fully informed of Safer Plymouth activities, how activity is prioritised and the impact of what we have achieved
- Be able to demonstrate that we listen to and consult with the community with participation activity which is tailored to the needs of different priority groups. This includes embedding the voice of lived experience wherever appropriate.
- Establish a clear framework for community communications both through developing Safer Plymouth channels (website, virtual groups on Microsoft Teams) and promoting the communications mechanisms of our partners.

Key Messages

Safer Plymouth will identify 3 key messages annually based on the priorities identified by the partnership. The messages should adhere to the following criteria:

- Inform the community about positive measures in place or activity they can undertake to improve community safety
- Raise awareness of the work undertaken by Safer Plymouth and improve brand recognition
- Have clearly stated success measures which can be monitored and evaluated by the partnership and target audience

Each theme group will have their own identified key messages within their delivery plans. Some of these are outlined in the action plan and will be subject to updating throughout the year.

Target Audience

Messages about specific Safer Plymouth activities will be targeted according to the identified needs in the theme group delivery plans. It is recognised and understood that different audiences are receptive to different communication channels and different communicators. Safer Plymouth will draw on the expertise of the partnership to facilitate communication with 'harder to reach' groups, with a particular emphasis on making more effective links with Plymouth's voluntary and community sector groups. Audiences identified include people with lived experience of our priority areas, young people, elderly people, targeted employment sectors such as the forces and schools (see action plan for detail).

Key communicators

Developing the confidence and capacity of key communicators to deliver on the communication plan will be key to the success of the delivery. To this end every thematic group will have communication and awareness raising as a delivery priority which will be explored at every meeting as a standard agenda item. Identifying local and national awareness raising opportunities will be part of the core business of each group using the Safer Plymouth calendar of events (appended).

Communicator	Role and responsibilities
Chair of Executive	Establish close working relationships with and influence key policy and decision making organisations
Executive Members	Raise awareness of the importance and role of Safer Plymouth at local, sub-regional, regional and national levels
Theme Leads	Promote better practice and provide partners with support on issues relating to community safety. Drive innovation and practical responses to local issues using the trauma informed lens.
Theme group members	Promote community safety issues and inform and influence frontline working
Safer Plymouth Commissioner	Raise awareness of community safety at local, sub-regional, regional and national levels. Promote opportunities to receive funding which support a whole system response.
Lived Experience Group	Inform communication around community safety issues, influence better practice, co-produce campaigns as appropriate

Brand/ Identity

Our consultation events gave a consistent priority to the need to develop a clear and consistent identity for Safer Plymouth, with a clear reference to the partnership vision and purpose.

“Logo could be everywhere if needed! Can we endorse this, needs a clear message behind it”

“Can we use the logo to represent the partnership? This would help with partnership work e.g. drink drive safety at Xmas”

“Use of social media/ videos/ podcast to allow practitioners to share their stories for being trauma informed”

“How do we get the right message for training key workers/ staff as well as people, families and communities?”

Safer Plymouth will be the agreed ‘over-branding’ for all community safety activity undertaken under the aegis of the theme groups so that we can build recognition of the work of the partnership and confidence in partnership approaches. Activity commissioned through Safer Plymouth should clearly display the Safer Plymouth logo on any project publicity. Partners working with Safer Plymouth will need approval from the executive group to use the logo on non-commissioned projects or programmes.

The Safer Plymouth ‘Plan on a Page’ will allow us to give a partners a clear and concise narrative of what the Safer Plymouth identity and brand represents.

Communication Methods

Website

The development of a Safer Plymouth website was highlighted as a key area for consideration in our consultation exercises. It is seen as having an important role in improving communications to both professionals and the wider community and as supporting the development of a Safer Plymouth brand identity. Suggested models of good practice to explore include looking at the website developed by PCSB and Safer Devon. One option for consideration is that thematic leads can co-ordinate and populate website content for their respective priority areas, this would be a genuine partnership response to ownership of the site and associated resource implications. A new website could provide a useful focal point for a Safer Plymouth re-launch and can be seen as a key mechanism for addressing the communication ambitions across the partnership groups. A Safer Plymouth Communications working group will be set up to lead on the development of the website comprised of Anna Moss and the theme leads (see actions)

Microsoft Teams

During the pandemic we transitioned meetings to teams whilst face to face meetings were not possible and developed collaborative teams channels for key activity areas. This has enabled ongoing delivery of our work programme and effective information sharing which will have long term benefits post pandemic.

Social Media (Twitter, Youtube)

Exploring the potential application of social media/ apps/ podcasts was raised in our consultation exercises and is of direct relevance to Safer Plymouth's ability to interrelate to the communication strategies of partners, although it should be noted that resourcing and governance were raised as potentially problematic and needing further exploration by others. In the first instance the recommendation is that our communication working group consider:

- A. The potential for theme leads to manage Twitter feeds to share key information relevant to their themes and to explore training options for ensuring that the sub-group leads have the skills and confidence do this effectively.
- B. The potential use of podcasting / video clips on Youtube, Instagram, particularly to reach younger audiences. This would include looking at how we can use community voices to provide high impact narrative on key Safer Plymouth messaging and whether the technical media skills could be obtained from linking with the University/ PCAD. We funded a range of video based work from our Lived Experience TI network group.

Virtual Groups/ Email and text messaging

A refreshed Safer Plymouth stakeholder list will be developed once thematic group membership is confirmed. These will be held within the Microsoft Teams channels and as outlook distribution lists. The team approach could be refined and built upon to develop virtual stakeholder groups for each theme to enable targeted messaging through discrete channels, this is already effective with the DASV team. Promoting the use of D&CP Neighbourhood Alert system could also be considered as a communication mechanism within the theme group delivery plans.

Training/ e-learning

Training and awareness raising sessions form a key aspect of the Safer Plymouth communication channels. Development of the website would enable a centralised information point for training available and could include future development of e-learning modules or top-tips guides. Safer Plymouth has developed a workforce development plan as part of its new delivery approach.

Events and campaigns

Safer Plymouth has a draft events calendar which can be used to help priorities awareness raising campaigns and events over the coming year. There is a wealth of partnership campaign activity across the city which supports the Safer Plymouth priorities which we will look to promote. Recommendations made by the theme group leads are contained in the action plan for consideration. Some dedicated resource is available through the OPCC grant to help us realise our key priority areas, but we will actively look to align resources with key partners to maximise impact of all our campaign activity. Events have been virtual and limited with priority given to COVID related messaging during the pandemic, but we will look to more community based campaigns as lockdown easing occurs.

The City-Wide Conversation

One of the suggestions from our consultation was for Safer Plymouth to promote the use of a city-wide, simple conversation programme to support the identified communication priorities. This might include asking all partners to look at raising key messages identified in this plan with their client base during a specified campaign period, for example raising awareness of what is meant by coercive control and passing on information about where to go for help.

Community/ Youth Work

People working for our organisations will work with community based organisations to decide together the best way to get things done. Safer Plymouth recognises the value of community based approaches to disseminating key messages and will provide a range of training events and awareness raising sessions to VCS providers to support community based approaches.

Traditional Media

The statutory board members will be responsible for oversight of press releases and media activity through co-ordinating messages with their respective corporate communication channels.

Essential Partnership Communications Plans

Consistent messaging is high priority for the Safer Plymouth Communication Plan. Where appropriate activity may be linked to National campaigns or be part of a co-ordinated peninsula wide approach to maximise effectiveness. Key communication documents which have been identified as critical to align with include:

- Plymouth Safeguarding Boards Communication Strategy (draft)
- Safer Devon Communication Strategy (under development)
- Safer Cornwall Communication Strategy
- Safer Torbay Communication Strategy
- OPCC Communication Plan
- Devon and Cornwall Police Corporate Communications Strategies
- Fire service
- Livewell
- PHE
- CCG
- NHS England

Evaluation

Efficacy of the plan will be evaluated through the following:

- Partner feedback from training/ action learning sets
- Referral rates to key community safety services (see appendices)
- Website hits
- Social media reach and engagement

OFFICIAL

- PR coverage
- Community safety performance indicators

Each campaign, conference and event promoted by the partnership will have individually identified success criteria which can be monitored and evaluated.

Communication Plan Activities (Internal)

Area of activity	Purpose	Method	Key dates	Resources	Audience
Website development	To host all Safer Plymouth information and raise awareness of activity undertaken by the partnership	Communication Working group convened by Anna Moss and Theme Leads	Working group in Safer People Live website by April 2022	To be identified	Areas for professionals and general public
Social Media Approach	To inform decision making on a Safer Plymouth social media approach	As above	April 2022	Specialist comms input (identified by TN)	For approval by Board
Safer Plymouth Re-launch event	Launch of Safer Plymouth Website Disseminate learning from new approach Re-statement of vision and purpose	Information / networking event	April 2022	Venue/ refreshments Led by theme leads	Safer Plymouth partners TIPN and other community networks
Safer Plymouth Migration onto Microsoft Teams	To facilitate virtual meetings, information sharing with partners and collaborative online working space	Anna Moss, theme leads and business support to develop	Complete	TBC	All Safer partner agencies

Communication Plan Activities (External)

Communication Priority	Outcomes	Target Audience	Key dates	Preferred methods	Roles/ Resources
Development of virtual stakeholder groups Theme Groups	Information platform to disseminate best practice, good news stories, receive intelligence, respond to FAQs	Professionals/ community members with expressed interest in each theme	Complete	Email / possible text / Whats App	Theme leads
General Awareness raising and improving profile of Safer Plymouth All thematic groups	Consistent messaging for each sub-group Increased reporting to through the appropriate channels	General public with focussed activity for vulnerable or priority groups	Ongoing	Website Lanyard Information Cards Safer Plymouth Relaunch event	Theme leads and members Technical lead CS
Promoting Safer Plymouth Activity and Sharing Good News stories	Community is advised of activity taking place in their local area Community is reassured that positive activity is being undertaken to improve their safety	General public	Ongoing	Website Press releases Social media	Contingency on website and social media plan Statutory board members through corporate comms

Raising Profile of Safer Plymouth as a Trauma Informed Community Safety Partnership	Share our learning and any identified good practice Attract external funding to support areas of innovation	Funding Bodies Strategic partners Local/ National political representatives	ongoing	Presenting at conferences Journal articles etc	Theme lead, Board and Exec Technical lead CS
16 Days of Action Campaign (DA, Young People Theme) SV awareness week	Raise awareness of how DA impacts on young people Themed on preventing sexual offending	City-wide	Nov/Dec 2021 Feb 2022	Local event schedule Social Media Campaign	DASV group Safer Families Young people DASV and Tfc
Trauma Informed Communication Plan	To develop a messaging approach around ACE prevention and TI awareness aimed at families and community	Families and non-professional community members	Dec 2021	TBC	Safer Families Trauma Informed Plymouth Network
Prevent Conference	TBC	Professionals and partners	TBC	Conference	Safer Communities
Hate Crime Awareness Week	TBC	City-wide	Oct 2021	Local activity schedule	Safer Communities

Domestic Abuse 'Call to Action'	To summarise and embed learning from systems leadership work and to raise general public awareness around forthcoming DA Bill	City wide	Align to 16 days	Festival Media strategy Awareness raising around DA Act and presentation Narratives booklet	DASV group and system leadership groups Peninsula EOS group to develop strategy
Co-ordination of activity with PSCP	Consistent messaging which ensures resources available are appropriately aligned	General public and professionals Some highly targeted activity/ events	Ongoing	Promotion of partnership activity (website)	Safer People
Communicate key messages from DA Bill	New responsibilities, definitions understood by partnership	City-wide	Dependent on Govt	Toolkits, presentations	DASV and Peninsula EOS group
Communication approach for MARAC (partners and attendees)	'What to expect' guidance and roles and responsibilities based on Safelives role profiles	City wide	Complete	SafeLives guidance to be cascaded	DASV (Ilona Rossen, Anna Moss)

NB: Additional priority activities may be identified by the theme group membership

Appendices

- **Safer Plymouth Events Calendar**