Safer Plymouth Communication Plan 2018/19

v0.1 May 2018 (Draft)

Contents

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

The 'responsible authorities' are the Police, Plymouth City Council, Fire and Rescue Authorities, The Probation Service and Health Authorities, working together with other such as the Universities and our Community Partners

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 sub-group 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.

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 Sexual Abuse and Exploitation
- Alcohol harm
- Prevent and Hate Crime
- Drug related harm
- Modern Slavery
- Responding to Anti-Social Behaviour

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

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.

Plymouth Strategic Crime Assessment

- Overall recorded crime in Plymouth increased by 23% or 4,250 crimes in the 12 month period to November 2017 compared with the same period the previous year. This is similar to trends across Devon and Cornwall and other police forces nationally. Although improvements in crime recording are a key factor, largely driven by recommendations from the national 2016 crime data integrity inspection.

- 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

- Sexual offences and violence with injury provide the only exceptions, where rates of reported offences are escalating more quickly than the trends for the most similar family group (particularly for sexual offences) and the city's crime rates are significantly higher than the family average

- Alcohol-related crime has been fairly static over the last 12 months, despite the adverse trends in violence against the person. This triangulates with a small reduction in Night Time Economy violence over the same time period. Alcohol has a significant impact on the health of the city's population, and rates of alcohol-related hospital admissions are significantly higher than the national average. The rising trend has stabilised in recent years, however, whereas for England it has continued to increase

- The volume of anti-social behaviour incidents reported remained relatively static overall. Reported incidents were up for street drinking with rowdy/nuisance behaviour and begging/vagrancy although it should be noted that these types of behaviour make up only 10% and 2% respectively of all reported incidents

Safer Plymouth Vision:

"A city where people and communities feel safe and secure"

Purpose and Values

The purpose of Safer Plymouth is to realise its vision by working co-operatively to promote the following values:

- Democratic: making Plymouth a place where people can have their say and change things to ensure communities feel safe and secure;
- Responsible: taking responsibility for our actions, caring about their impact on feelings of safety and security, and holding others to account for delivering their bit towards this;
- Fair: championing honesty and openness and treating everyone with respect and so that the whole community benefits from feelings of safety and security;
- Partners: working effectively together as strong community leaders to deliver our vision.

Safer Plymouth - What we want to see

- Every citizen of Plymouth, no matter how young or old feels safe
- Every person who lives in or visits the city will be treated fairly and with respect
- Connected 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 development to incorporate good design principles
- Services and facilities that promote equality and inclusion

Communication Aims of Safer Plymouth

- To raise the profile of Safer Plymouth, it's purpose, priorities and achievements
- To improve community engagement and participation and to gain support in identifying and addressing our 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

External

- 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
- Establish a clear framework for community communications both through developing Safer Plymouth channels (website, virtual groups) 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 priority sub-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 sub-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 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 a series of themed action learning sets are proposed in the plan to enable focus on identified communication 'wicked issues'. Ensuring that key communicators are well briefed on Safer Plymouth vision, purpose and priorities requires additional focus. Induction packs will be developed to give new members a clear overview of all key partnership information.

Communicator	Role and responsibilities
Chair of Board	Establish close working relationships with and influence key policy and decision making organisations
Board Members	Raise awareness of the importance and role of Safer Plymouth at local, sub-regional, regional and national levels
Executive Group members	Promote community safety issues and best practice and raise awareness of Safer Plymouth core priorities
Priority Sub-group Leads	Promote best practice and provide multi-agencies with support on issues relating to community safety into City wide policies and procedures
Priority Sub-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.

Brand/ Identity

Consultation with the sub-group leads has given 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. The contract with Harbour provides the partnership with an opportunity to review branding decisions around logo and straplines. Safer Plymouth will be the agreed 'over-branding' for all community safety activity undertaken under the aegis of the priority sub-groups so that we can build recognition of the work of the partnership and confidence in partnership approaches.

Communication Methods

Website

The development of a Safer Plymouth website was highlighted as a priority by a number of the sub-group leads. It is seen as having a key 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 sub-group 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 sub-groups. A Safer Plymouth working group will be set up to lead on the development of the website championed by Candice Sainsbury and Tracey Watkinson (see actions)

Social Media (Twitter, Youtube)

Exploring the potential application of social media was prioritised by some sub-group leads 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 a social media working group consider:

A. The potential for sub-group 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, 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.

Virtual Groups/ Email and text messaging

A Safer Plymouth stakeholder list has been developed by Harbour, this could be refined and built upon to develop virtual stakeholder groups for each sub-group to enable targeted messaging. Promoting the use of DCC Neighbourhood Alert system should be considered as a communication mechanism within the sub-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 had input into the Plymouth City Council commissioned survey on workforce development for people working with complex individuals and families which should provide new data on the effectiveness and reach of Safer Plymouth themed training modules.

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 sub-group leads are contained in the action plan for consideration. Some dedicated resource is available through the contract with Harbour to support 3 awareness raising campaigns and 2 conference type events, this should focus on identified gaps or the key messages contained in this plan.

The City-Wide Conversation

One of the suggestions from the sub-group 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 with 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
- 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	Working group led by Candice Sainsbury and Tracey Watkinson	Working group plan May 2018 Live website by November 2018	Some resource identified by CS Design consultant Harbour	Areas for professionals and general public
Social Media Seminar	To inform decision making on a Safer Plymouth social media plan	Safer Plymouth Members Action learning set Training input from social media professional	June 2018	External facilitator (Jan Teague DCC?)	Sub-group leads, Board members
Branding and Identity seminar	To consider options for re-branding Safer Plymouth (review vision/ purpose logo) Raise collective aspirations	SP Action Learning Set	July 2018	Logo options- Harbour design consultant Is this something CS wants to lead on?	Sub-group leads, Board members
Participation and Engagement Seminar	To consider how Safer Plymouth can maximise VCS engagement. To look at ways of improving the	Action learning set	October 2018	POP – links through board, could facilitate part of session Young Safeguarders	Sub-group leads, board members

	engagement of young people in Safer Plymouth activities.				
Safer Plymouth Re-launch event	Launch of Safer Plymouth Website New branding reveal Re-statement of vision and purpose	Information / networking event	November 2018	Venue/ refreshments Sub-group leads to lead on thematic areas Media plan	Safer Plymouth partners am/ Wider community pm

Communication Plan Activities (External)

Communication Priority	Outcomes	Target Audience	Key dates	Preferred methods	Roles/ Resources
Development of virtual stakeholder groups All subgroups	Information platform to disseminate best practice, good news stories, receive intelligence, respond to FAQs	Professionals/ community members with expressed interest in sub-group theme	N/A	Email / possible text	Sub-group leads working with ST at Harbour
Promotion of DCC Neighbourhood Alert Scheme All sub-groups	Increase sign up to scheme Embed scheme into SP comms as appropriate	Partnership members General public	N/A	Website Partnership meetings	Contingency on website Sub-group leads
General Awareness raising and improving profile of Safer Plymouth All sub-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	Sub-group leads and members Harbour contract
Promoting Safer Plymouth Activity and Sharing Good News stories Best Bar None scheme	Community is advised of activity taking place in their local area Community is reassured that positive activity is	General public licensed premises?	Ongoing	Website Press releases Twitter?	Contingency on website and social media plan Statutory board members through corporate comms

Opening of Crisis Café Community bus one-stop-shop (All sub-groups)	being undertaken to improve their safety	People experiencing mental distress Users of NTE			
Exploring Potential of the Purple Flag Scheme (Early stage development) ARH/ WC	Raise awareness of scheme with stakeholders?	TBC	TBC	TBC	TBC
Publicising findings of the Healthy Relationships Project SM, DASV	Ensure learning from project widely disseminated to inform best practice	General public Schools	May 2018?	Website Press release	Board
Schools Empathy Project 'Hope in the heart' WC	Promote wider uptake of project possibly transitioning to whole school approach	Primary Schools	TBC	TBC	TBC

| Community Cohesion Project Bid (Darin Halifax)

WC	Project under development	'Left behind' communities with poor integration	TBC	Youth and community work interventions	TBC
Understanding vulnerabilities and indicators that an individual may be engaging in activity/ affected.

(Adverse Childhood Experiences link to drug and alcohol related harms, offending behaviour, increased risk of being a victim of DA, CSE)

Loneliness/ dementia vulnerability to scams

ALL sub-groups | Increased awareness of factors which influence vulnerability or put individuals at risk

Improved ability to identify those at risk

Increased awareness of risks to individuals/ affected others

Decreasing barriers to support | Professionals

VCS groups | Ongoing, links to PCC WFD project June 2018 | Conference / Training events

Potential to link to Trauma Informed Practice/ ACE awareness initiatives (PCC)

Website | Sub-group leads

Sub-group members

Potential resource Harbour contract |

Where to go for help/ understanding referral pathways All sub-groups	Increased awareness of relevant provision (e.g. DASV mapping exercise) Improved referral rates	Victims, frontline professionals supporting target groups, VCS	Ongoing	Website could host referral pathways and local support relevant to each sub-group Community events/ training	Contingent on website Sub-group membership and leads
Developing free Prevent Training for VCS groups	Improved access for smaller VCS groups	VCS	TBC	Training events	Sub-group
Introduction to and definition of County Lines CL, MS, SM	Increased awareness that CL not just a gang issue from London – awareness of local gang activity and related harms	Professionals working with vulnerable adults and YP, community members, business owners	TBC	Conference/ training events	TBC Relevant sub-group leads and membership Promotional materials Home Office
Co-ordination of DASV messaging with DCC Peninsula Approach (K key messages over 3 months TBC)	Consistent messaging which ensure resources available are appropriately aligned	General public and professionals	TBC	Promotion of partnership activity (website)	Contingent on website Potential key message? Sub-groups Board Commissioners
Co-ordination of activity with PSCB	Consistent messaging which ensures resources available are appropriately	General public and professionals Some highly targeted	Ongoing	Promotion of partnership activity (website)	Contingent on website Sub-groups

	aligned	activity/ events			Board Commissioners
Emerging concept of Domestic Abuse Aware City	Improved confidence in reporting for victims	Local employers, HR personnel General Public Victims People / VCS supporting victims	TBC	Campaign/ event Press release Website Training sessions for HR staff?	TBC – early stage initiative

Campaigns noted by Sub-group leads

Dementia Awareness Week May 2018

Scam Awareness Month July 2018 – co-ordinated activity by trading standards

Rogue Trader Week June 2018

DA during World Cup/ See also co-ordination of DASV messaging

Ideas for events or conferences

Cyber-crime conference to be supported by Safer Plymouth (possibly September) –potentially publicising work of new sub-group?

Understanding vulnerability conference (CL, CC, P)

Appendices

- **Safer Plymouth Events Calendar**