

Report for: Community Safety Partnership, June 5th 2019

Title: Comms Plan for PRG Funding

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Ward(s) affected: All

**Report for Key/
Non Key Decision: Non Key Decision**

1. Describe the issue under consideration

This report details provides information regarding a Communications Plan on the campaigns that will be carried out under the MOPAC Performance Reward Grant (PRG).

There will be three campaigns that are focused on burglary, youth crime targeting youngsters and parents who are affected by criminal activities. The whole campaign will also showcase the work of the Community Safety Partnership, make it more recognisable and increase visibility and trust.

2. Recommendations

- I. Board members are invited to note the contents of this report regarding a Communications Plan on campaigns focused on burglary and youth crime aiming at young people and parents.
- II. Board members are invited to suggest how they can contribute to the Communications Plan and campaigns to deliver the biggest impact on the communications spend within the PRG.
- III. Board members are invited to suggest ways the Communications Plan can engage harder to reach dis-engaged groups and ensure we are reaching out to a number of generations.

3. Background information

Between 1 April 2018 and 31 March 2020 MOPAC have agreed to provide a Grant to the London Borough of Haringey. The purpose of the Grant is to fund a number of agreed projects to address three key strategic themes; including

reducing and preventing violence against women and girls (VAWG), improving community engagement and confidence in the police and delivering MOPAC's Business Crime Strategy (BCRP) in key town centre areas.

All projects were selected to represent value for money, partnership working, reducing victimisation and offending and building confidence in civic institutions.

Specified Communications Spend: £78,212

Campaign 1. Burglary:

Keeping your home safe:

Social channels:

FIVE different messages that will be published on our social platforms

CAN (Council Advertising Network) will design interactive graphics:

- Nipping out? Lock your doors and windows
- Selfie queen? Do not show off valuables on social media or advertise when you'll be out
- We've got the key: Keep your valuables and keys out of sight
- Everybody needs good neighbours: Keep an eye on those vulnerable to distraction burglaries
- Night out? Shut the curtains and leave a light on

We will be urging residents to join their community in making the West and East of the borough a safer place to live

Campaign 2: Youth Violence (Young People)

Videos, social media and digital advertising aimed at youngsters across the borough.

These will include signposting them towards where they can access help, using role-models who have managed to turn their lives around and can inspire others to do the same.

Examples of what happens to people in gangs and how it affects the lives of friends and families.

Platforms used:

YouTube
Instagram
Snapchat

Tik Tok

Campaign 3: Youth Violence (Parents)

Parents in Haringey

Strong messaging will be used to target parents who feel their child is part of a gang or who suspects their child is being groomed for criminal activity.

We will be using social media, videos and digital advertising to support them and giving them the platforms to express their views and help to make a difference.

We want them to know they are not alone and there are organisations here to support them.

Biggest call to action – How can they change a child's path and help them move away from crime

Platforms:

YouTube

News platforms – both national and local

Facebook

Instagram

Twitter

Community Safety Partnership (CSP) Logo

We will be asking our budding young artist in the borough if they can come up with an award-winning logo for the CSP and what it should look like.

It will then be featured in all the comms going forward and show our residents and the wider world that we are working as a partnership to reduce crime in the borough and make our community feel safe in their everyday lives.

4. Contribution to strategic outcomes

The Communications Plan represents a significant contribution to the collective effort across Haringey to achieve the visions of the People and Place priorities in the Borough Plan 2019-23:

- Place – Stronger, connected communities where together we improve our environment by making it safer, cleaner and greener.
- People – A Haringey where strong families, strong networks and strong communities nurture all residents to live well and achieve their potential.

The Comms Plan aligns with and supports the delivery of the Young People at Risk Strategy, which have been separately approved by Cabinet.

5. Statutory Officers comments (Chief Finance Officer (including procurement), Assistant Director of Corporate Governance, Equalities)

Finance

N/A

Procurement

N/A

Legal

N/A

Equality

N/A

6. Use of Appendices

7. Local Government (Access to Information) Act 1985