



**Meeting:** Safer Communities Executive Board

**Date:** 3 June 2010

**Report Title:** Draft Communications Plan

**Report of:** Elaine Cunnea, Neighbourhood Crime and Justice Co-ordinator

**Summary**

Communicating for confidence has been both a Home Office expectation and a locally adopted priority for the past two years. Whilst some progress has been made to streamline communications' materials across the Council and Police in Haringey, there is a need for the wider partnership to agree on key messages on an annual basis and to have a view on the proposed vehicles and methods

**Purpose of the report/recommendation:**

For SCEB to agree the recommendations at point 7.

**Financial/Legal Comments:**

N/A.

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## 1. Background

In 2007, the work of local authorities and their partners was brought under a new set of national indicators with an emphasis on public perceptions of crime and disorder as well as actual crime reduction targets.

These include overall satisfaction with the local area (NI5) and specific satisfaction with how the police and council, in particular, deal with local concerns about crime, anti-social behaviour (NI21, 24, 41 and 42).

In addition, all Community Safety Partnerships are now expected to raise confidence among residents of the criminal justice system and police forces now have a single, high-level confidence in policing target.

Despite the significantly falling crime rates (34% drop in overall crime since 2003 in Haringey) and the improvements to people's feelings of safety in the latest Residents' Survey (up to 34% from 26%), criminal activity and general disorder still remain high in the **public's perception and list of personal concerns**. This alerts us to the need to further develop the area of communications to tackle public perceptions of crime and disorder.

The current Safer Communities Partnership spans a wide range of statutory and community partners and every partner brings unique skills, experiences, and, most importantly, key audiences together.

## 2. Aims and Objectives

The Safer Communities Partnership strategy sets out the priorities and key targets for 2008-2011 and this is due for renewal later for this year. Underlying all these and future targets is a requirement to **communicate** the achievements of our priorities and activities for the purposes of **raising confidence**. Informing our residents and continuing to engage with them now and in the future regarding community safety should be standard practice.

It is proposed that a Communications Plan will aim to:-

- Deliver robust and consistent messages
- Innovate and build on existing communications methods and tools
- Provide a rational framework to reinforce key messages and partnership involvement across all areas of work
- Develop a connected and balanced programme with an appropriate mix of materials and activities
- Support programme delivery
- Raise the profile of the partnership's work in the community
- Gain community support and involvement
- Further reduce and sustain lower levels of fear of crime
- Raise confidence, helping change attitudes and behaviour
- Build relationships with key stakeholders, local community groups and staff within the partner agencies.

- Facilitate effective two-way communication with key audiences -
- Provide a benchmark to monitor and review communications

### 3. Approach and good practice

Evidence suggests that the **more local** the identified audience and the more local the anti-crime activity message, the **more impact it has on raising confidence**. (See Appendix 1)

There are six key purposes of communicating around crime, the criminal justice system and the response to crime. These are summarised below:-

**To inform** - To tell people what action is being taken, what has happened and is happening: how teams are responding to crime and ASB and spending time and resources, and what has been the impact and consequences of efforts.

**To explain** - To put in plain words who we are, how we work, why we are doing something, and what the procedures are: focusing on transparency, fairness and accountability, and providing one consistent dialogue on crime and ASB.

**To reassure** - This is about being straightforward and realistic: showing that we are concerned, that we are responding, and have the interests of local people at heart.

**To engage** - Encouraging the public to feed in their views on the crime and ASB issues that matter to them, encouraging reporting, providing opportunities for public involvement: helping us to gain a greater understanding of community priorities and concerns; and a way to consult and measure satisfaction.

**To provide a supportive resource** – for victims, witnesses, and anyone else who might need advice or assistance?

**To help prevent crime** - By highlighting safety measures: signposting help with parenting, community involvement, and youth activities, and providing a route to other resources.

In addition, it is vital that all services deliver what they say they will deliver and respond swiftly and efficiently to public concerns.

### 4. Our Audiences

Vital to the strength of any communications plan is identifying the right audience or audiences. In Haringey, we have a wide variety of communities, but common to all is the need to feel safe and secure and to see justice being done.

There is a need to target audiences by geographical location i.e.-

- crime hotspots
- where fear of crime is highest and

- where **confidence is lowest** (*Appendix 2*)

Interest groups that can also carry the partnership messages are :-

- Safer Neighbourhood Teams and Ward Panels
- Neighbourhood Watch Schemes.
- Residents Associations
- Voluntary Organisations
- Young people
- Attendees of the local Area Assembly
- Local businesses (eg. Landlords. Pubs Licensed Betting shops)

Members of staff across the partnership organisations are also trusted message bearers - How staff communicate about Haringey in day to day conversations with the public has a real impact!

## **5. Key Messages**

The communicating for confidence plan is designed to promote the work of the Haringey Safer Communities Partnership and to bridge the gap between perceived crime levels and the reality that most residents live in a safe and secure borough.

The message is that by working together, we can beat crime and anti-social behaviour and keep Haringey Safe, telling the situation as it is and regularly distributing our results.

A simple three-point communications plan is at the heart of **Communicating for Confidence**.

1. Communicate our priorities
2. Communicate planned activities
3. Communicate what has been done and show how it has made a difference.

### **Proposed key messages**

- Overall crime has reduced significantly (but we have more to do)
- Haringey is a safe place to live, work and visit
- People have told us that they are feeling safer
- Most young people live positive and fulfilling lives
- We are diverting young adults away from violence and into constructive activity
- A small minority of the population are responsible for crime and disorder
- We can only be effective if you work with us

- Street drinking has been tackled successfully
- Life has improved for people with drug and alcohol problems and their families (Positive recovery messages)
- We are helping former offenders to help themselves for the long-term

## **6. Methods of communicating**

It is proposed to deliver localised, targeted messages, based on crime intelligence from the data team and local officer intelligence. Use will be made of the new Haringey Officers Tasking Group (HOT). This will be done through short, simple Newsletters (2 sides A4).

To pilot this work, areas currently experiencing high level of crime and low levels of confidence will be targeted, for example, West Green or Northumberland Park. See appendix 3 for a timetable.

In addition, we propose continuing an Annual Newsletter with a round-up of the year's partnership activities and achievements to support and reinforce partnership messages. We will use before and after surveys to evaluate and monitor the impact.

It is also proposed to look at the setting up of a specific programme of presentations/roadshows at Area Assemblies or Neighbourhood Justice Panels (The Coalition: Our programme for Government) to facilitate two-way communication with our residents.

Recognising the contributions from the community and front-line staff remains important. We will look at opportunities for this over the coming year.

## **7. Resource commitments and governance**

- a) We are seeking a contribution from statutory partners towards the annual publication (£4K per statutory partner)
- b) We propose a Communications Working Group and ask partners to commit a suitable Lead Officer from their organisation

## **Use of Appendices**

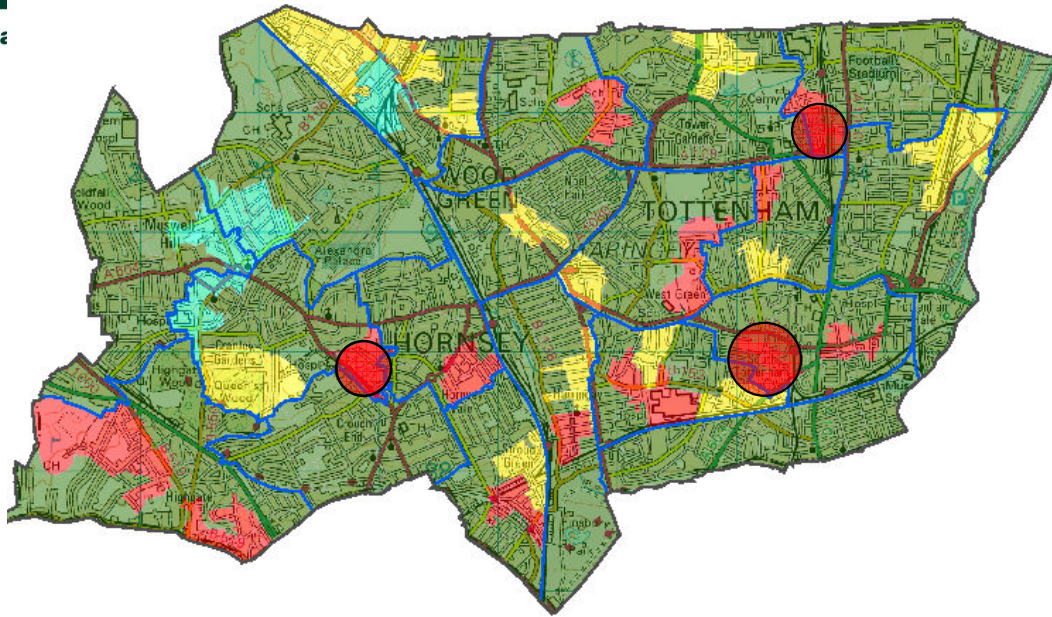
**Appendix 1** - Local Newsletters about crime and anti-social behaviour  
Evidence-based recommendations (see attached separate document)

- Appendix 2** – Public Confidence Map
- Appendix 3** – Schedule of Activity
- Appendix 4** - Partners priorities MET Comms

## **Appendix 2**



## Public confidence (PAS)



**POLICE**

Working together for a safer London

### Appendix 3 – Schedule of Activity

Quarter	Objective	Lead
1	Agree pilot Neighbourhood with Neighbourhoods Strategic Manager HOTS team	EC, PL , HOTS lead
	Design short before and after survey	EC and Corp Consultation
	Collate data for publication	EC
2	Draft publication and appropriate contents based on local officer intelligence and crime data and circulate with survey	EC, CS data team.HOTS
3	Collate responses to survey adapt/amend as advised by response	EC
3/4	'Community Safety Matters' Newsletter	EC



## Appendix 4

### Partners priorities MET Comms

- Police will consider every tactic and work with the council to protect the public and keep the streets of Haringey safe for the law-abiding majority.
- Police are dedicated to working with the council and other partners to keep the community safe.
- Police work with the council to intervene at the earliest opportunity to support and protect victims of crime and to catch perpetrators and hold them to account.
- Police are working with the council to ensure that premises associated with the illegal supply and misuse of drugs are closed as quickly as possible in order to improve residents quality of life.
- Anyone with information about crime and disorder can phone Crimestoppers anonymously on 0800 555 111. Alternatively, call your Safer Neighbourhoods police team. To find out the details of your local Safer Neighbourhoods team call the police non-emergency number on 0300 123 1212 or visit [www.met.police.uk/saferneighbourhoods](http://www.met.police.uk/saferneighbourhoods). Safer Neighbourhoods do not provide a 24/7 emergency response, this is provided by the borough's 24 hour response teams, in an emergency always dial 999
- Safer Neighbourhoods teams are working with the council to address local concerns about anti-social behaviour, crime and disorder and those officers are being supported by the wider and specialist units of the MPS.
- Police are committed to working with the council to address community concern about dangerous dogs / burglary / violent crime / antisocial behaviour (as appropriate).....
- Local communities should be reassured that the police and council are committed to tackling antisocial behaviour, crime and disorder and we will act on information where appropriate to protect them.
- Police are working with the council, the community and other partners to reduce crime and bring more criminals to justice.
- Police are listening to the needs and concerns of Haringey's community and responding as we strive to provide the best possible service.