

**Safer Communities Executive Board**  
**26<sup>th</sup> October 2007**

**Subject:** Draft Communications Strategy – Safer Communities Partnership

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## **1. Purpose**

- 1.1. For members of SCEB to consider the strategy and recommendations in the Draft Communications Strategy and development plan (see appendix 1)
- 1.2. Members to note the broader partnership communications opportunities to be considered by Haringey Strategic Partnership.

## **2. Background**

- 2.1. Refer to section 1 pages 2 and 3 of the draft strategy document

## **3. Analysis**

- 3.1. Research and Review of existing communications practice was undertaken to support the strategy's development including over 45 interviews with key partners and members of delivery teams; advice and input was provided by the Home Office and other Local Authorities. Relevant survey information was also included. See Section 3 of Report

## **4. Summary**

- 4.1. This Strategy and programme has been designed in line with national good practice to ensure effective long term investment in the development of communications and marketing activity to support Partnership programme delivery, maximise existing partnership resources and to seek to reduce the fear of crime in Haringey

Sufficient gaps and opportunities have been highlighted in this strategy to warrant agreement to the recommendations and active participation in co-ordinated delivery.

- 4.2. This strategy seeks to address the following identified requirements and needs:
  - to raise the profile of partnership working
  - to maximise use of currently underutilised partnership communications resources and channels (especially internal partnership audiences)

- to seek to pro-actively address the fear of crime
- to gain clarity for messaging, audience, issues management, trusted message givers, and maximise opportunities for two way communications
- to develop appropriate methods to identify and reach hard to reach groups and individuals
- to gain community support and involvement in partnership work and encourage positive behaviour change
- to set targets and review procedures for all communications and marketing to ensure effectiveness and value for money
- To take a separate approach to young people
- to develop an agreed approach towards stakeholder/community engagement and take a managed approach to building and maximising key relationships to appropriately resource communications and marketing requirements
- to develop a forum for partnership communications

## **5. Recommendations**

- 5.1 . To consider the core recommendations outlined in the Strategy and the delivery detail in Appendix 1

## **6. Financial Comments and Implications**

- 6.1 The Director of Finance has been consulted in the production of this report and notes that in 8.1. funding for the recommended Partnership Communications Co-ordinator can be found from existing Safer Communities overall budget this financial year with the expectation that from 2008/2009 this could be supplemented from future partnership funds. The post will only be appointed on a limited contract which will allow flexibility in responding to changes in future funding and will also enable recommendations over communications policies across the whole Strategic Partnership, which are currently being reviewed, to be dovetailed and aligned to create maximum value for money,
- 6.2 The key financial implication includes the appointment of a full or part time co-ordinator on a limited contractual basis from existing funds
- 6.3 It should be noted that the content of the strategy should result in economies of scale and efficiencies across the partnership from improved co ordination and better use of joint resources.

## **7. Legal Implications**

- 7.1 The Council is under a duty to ensure that those partnership organisations it assists do comply with the government's code of recommended practice on local authority publicity. This means avoiding any publication which appears to be designed to affect public support for a political party. During the election period especially

stringent rules would apply. The Partnership Co-ordinator would be required to ensure that any handling of personal data complied with the statutory data protection principles. This aspect is covered in the existing Information Sharing Protocol signed by all partner organisations.

## **8. Equalities Implications**

- 8.1 The majority of this work will benefit all communities
- 8.2 The stakeholder management programme will identify and target specific communities with targeted messages and suitable channels of communication. This programme will particularly benefit the harder to reach groups that are affected disproportionately by crime, drugs and ASB.

Appendix 1

Appendix 2