

Draft Communications Plan

This plan will be updated taking into account partners views at the Safer Communities Partnership Board and the first Communications Subgroup meeting.

This a working document and will continue to be updated following each Communication Subgroup meeting.

Objective - To Inform: Share with the community what actions are being taken to reduce crime (What has happened, what the results and outcomes are)						
Target Audience	Aim	Action	Communications Tools	Lead officer	Date	Costs
Residents	Keep residents informed about what is being done to tackle Crime and ASB	<p>Use case studies to promote action taken to resolve community issues</p> <p>Use 'you said' – 'We did' following closure of cases, and where issues have been raise by local residents</p> <p>Feedback to residents who have reported issues (Feed back to the wide locality)</p> <p>Carry out localised engagement where issues are effecting the wider community</p>	<p>Barnet First Press release</p> <p>Leaflet</p> <p>Phone call / email Leaflet</p>			
Members	Brief Councillors to help cascade the message of what has been done in the Borough and specific localities to reduce Crime and anti-social behaviour	Monthly member briefing notes	Briefing Note			
Residents Partners Members	Communicate Partnership good news stories on work being undertaken to address specific crime trends or anti-social behaviour issues	Partners to provide regular updates on positive action which has been taken in the community - Feedback via template	Press releases Barnet First Twitter Facebook			

Residents Members	Promote the reductions in crime (specific crime types) and what has been done to achieve this	Publicising good news on reductions e.g. long term reduction in Burglary	Press release Bus shelters			
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Objective - To explain: Why you are doing something and how it works. Focus on transparency, fairness and accountability.

Target Audience	Aim	Action	Communications Tools	Lead officer	Date	Costs
Residents Members Partners	Transparency about the work of the Safer Communities Partnership - SCPB meetings are held in public	SCPB meeting documents are Published on line.	Council Website		On-going	
Residents Members Partners	Raise awareness of the partnership priorities and how they work	Formally launching the Community safety strategy	Barnet First		March 2016	

Objective - To reassure: To show we are responding and have the interests of the community at heart.

Target Audience	Aim	Action	Communications Tools	Lead officer	Date	Costs
Residents Councillors	Deliver Partnership Days in Crime and ASB hotspots	Produce clear guidance on how the action days will work Promote the outcomes following each Partnership Day	Press release Barnet First			
Residents	Delivery community events (to raise profile on supporting victims of DV and VAWG): <ul style="list-style-type: none"> ○ White Ribbon Campaign ○ Safeguarding Month ○ International Women's day 					

Residents	Promote public awareness of the options available to report Hate Crimes.	Develop partnership leaflet advising residents where and how to report	Leaflet			
Residents	Cocooning – when a burglary has taken place	Visits to houses in the immediate area for reassurance and giving crime prevention packs/advice.				
Residents Members Partners	Promote the status of Met Trace and the signage installation.	Press release to be developed and photo to be taken of Adrian Usher and Cllr Longstaff	Press release	Adrian Needley / Jay Patel	November 2015	
Residents Members Partners	Promote how we have and are taking action on ASB - Publicising outcomes	Promote outcomes of the Autumn nights operation Highlight a ASB case study on the work partners did to tackle/resolve a localised ASB issue (Studio Mews)	Press release / Twitter Barnet First	Matt Leng / Sgt Richard Peach Althia Bryan	October 2016 March 2016	
Residents	Create awareness of the work being done to tackle 'Rough' Sleepers	Create an article for Barnet First highlights the work being undertaken and directing people on support avenues	Barnet First		April 2016	
Residents	Raise awareness of the Changes in the CCTV – Upgraded system, New Control Room	Promote the CCTV Control room VIP visit	Press release	Peter Clifton	December 2015	
Residents	Promote the use of Community Pay back to highlight the consequences of breaking the law	Promote how we have used Community Payback and what the offenders are doing as part of their community sentences Promote how community payback projects can be submitted				

Objective - To engage: To gain greater understanding of local priorities and concerns by providing opportunities for community involvement/reporting.

Target Audience	Aim	Action	Communications Tools	Lead officer	Date	Costs
Partnership	Gain insight into local concerns, perceptions and experience of being a victim of crime	<p>Ensure police ward priorities and promises are fed back to the Community safety Team to enable partnership response</p> <p>Community safety team to have updated dates of all ward panel meeting dates</p> <p>Monitor the Responses in the councils residents perception survey and take into account in the work of the partnership</p>				
Residents	Ensure local concerns are fed into the Strategic Assessment 2016/17	Questionnaire to be developed to ascertain concerns of those who live, visit, study or work in Barnet	<p>Press release</p> <p>Website</p> <p>Face to face interviews</p> <p>Community Stands</p>		Dec 2015	
Residents Members Partners	Engage with Barnet residents through the safer Neighbourhood Board, Community Action Panels, Neighbourhood Policing Teams, Public Meetings and street briefings.					

Objective - To help prevent a crime: Highlighting safety measures and signposting to useful resources.

Target Audience	Aim	Action	Communications Tools	Lead officer	Date	Costs
Residents	Raise awareness of preventative measures residents can take to reduce the risk of them becoming a victim of burglary during the peak period	Article in the Barnet First magazine regarding Burglary prevention advice Take part in the polices Community Stands during Promote messages on Twitter	Barnet First Magazine Community Stands Twitter (Police Account)		5/10/15 12/10/15 12/10/15	
Residents	Education around rubbish and litter, highlighting the enforcement activity					
Residents Members Partners	Resources (leaflets / prevention material that exists) e.g. property marking Pens					

Objective - To provide a supportive resource: For example, providing contact details and information to victims and witnesses who will need support when attending court

Target Audience	Aim	Action	Communications Tools	Lead officer	Date	Costs
Residents Members Partners	Create awareness of the support services available to enable people to self-refer e.g. DV, Neighbourhood Watch, Safer Homes, Fire Home Safety Check					
Residents Members Partners	Residents being aware who they need to contact for issues they may be experiencing or have come across.	Develop a Who do I need to call leaflet	Leaflet			

Residents Members Partners	Clear lines for reporting incident of ASB are in place and widely publicised	Information of reporting methods exist for various issues in Barnet				
Residents Members Partners	Promote online reporting tools					
Residents Members Partners	Information providing support and advice on DV AND VAWG is clearly publicised across the partnership and accessible to all members of the community	Promote the one –stop shop service Raise awareness of DV provision available (DV week activities)	Barnet First Press release		Dec 15 Nov 15	
Residents	Update the council Website	Update the volunteering and community webpage updating the role of Victim Support				

National / Regional awareness days

This Plan will highlight the National / Regional awareness days to enable the partnership to take part and co-ordinate with key message with the awareness days.

Nb. dates inserted are from 2015 to help give an idea when the awareness weeks take part normally.

January	February	March
	Safer Internet Day (Insafe) (10 th Feb 2015)	DV awareness Week (March) Child Sexual Exploitation Awareness Day (18 th March 2015) International Women's Day (8 th March 2016)
April	May	June
	National Mental Health Awareness Month (May) National Missing Children's Day (25 th May)	Safeguarding Week (June) Child Safety Week (Child Accident Prevention Trust) (1-7 th June 2015)
July	August	September
	National Playday (5 th Aug 2015)	
October	November	December
Hate Crime Awareness Week (8 th – 15 th Oct) Operation Mercury(Barnet Police) (Burglary Awareness Day) National Old Peoples day (October 8 th 2015) Nation Older Peoples day (1 st October) Sliver Sunday (October) National Personal Safety Day (Suzy Lamplugh Trust) (7 th Oct 2015)	White Ribbon Day (DV) – 25 th November Anti – Bullying Week (16-20 November 2015) Alcohol Awareness Week (Alcohol Concern) (16-22 Nov 2016) Road Safety Week (23-29 November 2015) Safeguarding Month	