

## Agenda Item 2, Appendix 2 - Communications group Terms of Reference



### **Barnet Safer Communities Partnership Communications group**

#### **Terms of Reference:**

#### **Members:**

Representatives of the agencies of the Barnet Safer Communities Partnership

#### **Purpose:**

This group has the responsibility for developing and disseminating a range of accessible information in a variety of formats to: raise awareness of community safety messages, campaigns or issues, targeting Local residents, businesses, students, people who come into the borough to work, visit or study. This will be achieved by ensuring the partnership has a robust communication plan.

#### **Role of the group:**

- Producing communications that are timely and well managed and be considerate to issues of inclusion, culture, equality, religion and diversity.
- Devise and deliver an agreed work plan that reflects the priorities of the partnership by the way of a communications plan.
- Periodically review the communications plan.
- Identify opportunities to promote community safety messages and promote the identity of the Safer Communities Partnership.
- Ensure the partnership is working on shared goals and consistent messages are being disseminated to the community.
- Ensure community safety messages are publicised widely – focusing on crime prevention advice, providing reassurance following emergence of a crime trends and the work being done to address the problem.
- Identify good news stories/media campaigns to raise the partnerships profile.
- Act in a consultative capacity for the partners who maybe in the process of publicising services, work, instigating campaigns which may impact community safety.
- Develop and disseminate information to the partnership.
- Produce reports/updates to the partnership as requested.
- Work closely with other partners and communication colleagues to ensure messages are disseminated widely.

#### **Administration**

The group will meet monthly and then review after 12 months. Communications plan updated after each meeting.