



## **Communications Strategy**

March 2018

## 1. Introduction

The overall purpose of the Policing and Community Safety Partnerships is to help make communities safer and to ensure that the voices of local people are heard on policing and community safety issues. The aim is to empower communities to develop solutions that will help tackle crime, fear of crime and anti-social behaviour. Delivering on this aim is underpinned by an annual action plan detailing the different activities/initiatives that the Partnership will undertake under three strategic priorities:

SP1: to successfully deliver the functions of the Policing and Community Safety Partnership

SP2: to improve community safety by tackling actual and perceived crime and anti-social behaviour

SP3: to support community confidence in policing

This strategy details a framework for 2018-2019 providing an effective communication process that not only raises awareness of the work of the PCSP but also identifies communication tools for key audiences in a way which increases community engagement.

The PCSP is a member of the Fermanagh and Omagh District Council Marketing and Communications Group.

## 2. Communications Aims and Objectives

Based on the PCSP strategic objectives the following communication aims have been identified:

- To raise awareness with external and internal audiences of the role of Fermanagh and Omagh PCSP responsibilities and achievements
- To ensure the public is informed of key achievements
- To improve community confidence and gain community support engagement and involvement in identifying and addressing community safety and policing priorities
- To raise awareness of community safety measures and what is acceptable and safe behaviour in everyday life

Our **internal** Partnership objectives are to:

- Act as ambassadors/advocates for community safety and building confidence in policing participating in communicating the work of the Partnership to the public
- Ensure all communications are of a high quality with clear consistent messages
- Use social media channels to highlight the work of the Partnership

- Develop consistent cohesive campaigns that educate and encourage the public to adopt safe measures in their daily lives

Our **external** Partnership objectives are to:

- Ensure all stakeholders are engaged in identifying Partnership priorities
- Be responsive to local needs in providing information and advice to raise awareness
- Establish a framework for consultation and engagement with partners and the public
- Ensure that the public knows what the Partnership is doing, why it is doing it and the outcomes achieved

### 3. Target Audience

The Partnership recognises the value in identifying and understanding the audience in which it is communicating. This helps to determine what motivates them, when and how to communicate, as well as ensuring that messages are relevant to them.

The Partnership appreciates the diversity of target audiences in delivering its work across the district. Dissemination of key messages is integral to the implementation of the action plan and in this the Partnership will be as specific as possible:

- Who will best help us achieve our goals?
- What demographic groups are we trying to reach?
- What do we know about the best ways to reach them?

*Primary Target Audience* – These are the key persons/groups you communicate to directly. You can have more than one primary target audience.

*For example: Drivers, particularly young drivers aged 17-25 years.*

*Secondary Target Audience* – others who you wish to receive the communications campaign messages, people who will also benefit from hearing the messages or people who influence your target audience now or in the future.

### 4. Key Message per Target Audience

The importance of developing key messages is to ensure both consistency (the same message through different mediums) and clarity (a clear and succinct message).

Key messages for the PCSP include:

### **The Function and Work of the PCSP**

- Awareness of the PCSP
- PCSP public meetings/events

### **Road Safety**

- Campaigns around speed, use of mobile phones, drink/drug driving, use of seatbelts
- Impact and trauma of RTCs

### **Domestic and Sexual Violence and Abuse**

- Violence is unacceptable in any form
- Supports available

### **Crime and the Fear of Crime**

- Secure it – buildings, homes, personal property
- Neighbourhood Watch

### **Anti-Social Behaviour**

- Anti-social behavior is unacceptable
- Impact of anti-social behavior is felt at individual, family and community level

### **Confidence in Policing**

- Policing engagement
- Awareness of Local Policing Plan

The following questions underpin the Partnership's communication with each target audience

- What is it that you want to change?
- What do you want the target audience to know?
- What do you want them to do - what action do you want as a result?

## **5. Communications Mix – How we communicate our message**

When developing Partnership campaigns or awareness initiatives there are a variety of channels, communications mixes used depending on the type of messaging and the target audience involved.

### **Social Media (Facebook, Twitter)**

Fermanagh and Omagh PCSP has an active facebook page active since summer 2017. The Partnership generates its own posts relating to the work it is currently delivering e.g. Bee Safe, trailer marking, Neighbourhood Watch meeting and shares posts from other relevant organisations such as PSNI, NEXUS, NIPB, other PCSPs etc. All messages share a common community safety message theme. An average of 4 posts are posted each week on facebook with 170 followers as of March 2018.

The Partnership will work to sustain its facebook presence and increase the number of followers.

Presently the PCSP does not use Twitter this will be explored and findings presented to the Partnership for consideration.

### **Website**

The PCSP has a page on the Fermanagh and Omagh District Council website. The page has a range of information on PCSP initiatives such as Neighbourhood Watch, Crash Car Simulator as well as information on PCSP Members.

Members recently requested that a URL be purchased so that users can be directed to page on Council website more efficiently.

### **Press Releases**

The Partnership will continue to issue press releases with accompanying photographs where it is felt they will be picked up by the local media. All press releases are subject to approval by Head of Service for Community Services and must include a quote from PCSP Chair or Vice Chair.

### **InPartnership**

The monthly ezine gives a roundup of events and activities across all eleven PCSPs. Fermanagh and Omagh PCSP aims to continue to have a minimum of one article published each month.

### **Leaflets, Posters, Brochures**

The Partnership has a brochure recently updated with information on the Partnership structure, projects and contact details. Leaflets and posters for specific events will be produced as and when required.

### **Merchandise**

The Partnership has a range of generic merchandise such as pens, notepads etc. There is also project specific merchandise such as personal safety alarms, tyre gauges and where possible all such merchandise will carry the Partnership logo and a key community safety message.

### **Newsletters**

The Partnership will continue to contribute articles to the Council newsletter - Inform and other publications such as Enniskillen Neighbourhood Renewal Newsletter, Omagh Neighbourhood Renewal Newsletter, NIHE newsletter.

### **Events**

The Partnership will continue to attend events/seminars/conferences organized by partner and community organisations.

## 6. Communications Mix – How we gather information for OBA

Outcomes Based Accountability challenges the Partnership to gather relevant and timely information relating to performance measures:

- How much did we do?

Information gathered by recording activities and events e.g. number of Crash Car Simulator demonstrations

- How well did we do it?
- Is anyone better off?

### *Neighbourhood Watch*

% co-ordinators satisfied with the scheme

% co-ordinators feeling supported, confident and equipped to deliver NW scheme

Information gathered from survey/questionnaire undertaken with participant/beneficiary

### *Crash Car Simulator*

% participants satisfied with the experience

% participants with improved road safety knowledge

Information gathered from survey accessed via on line

### *Bee Safe*

% participants satisfied with the activities

% participants with improved awareness of safety issues

See Appendix A sample questionnaires.

## 7. Communications Mix – How we consult with the public

One of the functions of the PCSP is to:

***To make arrangements for obtaining the views of the of the public about matters concerning the policing of the district and enhancing community safety in the district and to consider fully any views obtained***

In fulfilling this function, the PCSP makes provision to consult and engage with the public across the district. Consultation ensures that those affected by decisions are able to have their voice considered in those decisions.

Consultation does not mean that those consulted are joint decision-makers or are making a vote on an issue. It means that their voices will be taken into account and considered before a decision is made by those elected to do so.

Therefore, consultation cannot be 'in word only'. Consultees should be assured that the results of consultation will be considered and potentially influence the end result.

Effective consultation aims to:

- Gain broad perspectives and points of view
- Facilitate the sharing of opinions
- Draw out new ideas, thoughts or approaches
- Enable PCSP decisions to take into account the views of its stakeholders

The focus is on the quality of engagement and the information gathered rather than the quantity of information received.

Consultation is through a range of both structured and non-structured processes:

- Community Police Liaison Committees
- Focus Groups – use of existing networks e.g. NIHE housing networks or convene specific focus group
- PCSP public events
- Events – Omagh Show, Hats off to Forthill,
- Ad hoc – one off engagement opportunities

A template is provided see Appendix B to guide discussion when consulting.

## **8. Targets for 2018-2019**

Building on effective communication practices in place the Partnership will:

- Increase following on PCSP facebook page by 10%
- Explore potential use of twitter
- Issue press releases for key events such as Bee Safe, Roadsafe Roadshow etc.
- Implement revised PCSP public meeting format
- Apply to PSNI social media training project
- Avail of appropriate training opportunities for PCSP Members and staff as appropriate
- Continue to participate in Fermanagh and Omagh District Council Marketing and Communications Group
- Respond to press enquiries within 5 working days
- Review communications strategy annually and as and when required

# Appendix A

## Neighbourhood Watch Questionnaire



Neighbourhood Watch schemes play a very important role in addressing community safety issues in the district.

Please complete this short questionnaire to help inform future development of Neighbourhood Watch across the district.

1) Please state what NHW scheme you are involved with.

Scheme Name:
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2) How satisfied are you with the NHW scheme? Please tick

<input type="checkbox"/> Very Satisfied	<input type="checkbox"/> Satisfied	<input type="checkbox"/> Neither Satisfied or Dissatisfied	<input type="checkbox"/> Dissatisfied	<input type="checkbox"/> Very Dissatisfied
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Comments:
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3) Are you happy with the level of support and resources available? Please tick

<input type="checkbox"/> Yes	<input type="checkbox"/> No
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Comments:
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4) How satisfied are you with the way the police and other local public services are dealing with crime, anti-social behaviour and community safety issues in your area? Please tick

<input type="checkbox"/> Very Satisfied	<input type="checkbox"/> Satisfied	<input type="checkbox"/> Neither Satisfied or Dissatisfied	<input type="checkbox"/> Dissatisfied	<input type="checkbox"/> Very Dissatisfied
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Comments:
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5) Please use this space to include any additional comments.

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## Bee Safe Evaluation Form

Thank you for your recent participation in the Bee Safe event. We trust that you enjoyed and benefitted from the experience.

1) Did you enjoy the event?



Yes



Undecided



No

2) Has this helped raise your awareness of safety issues?



Increased Awareness



Stayed Same



Decreased Awareness

3) Please rate each presentation

			
	Good	Ok	Poor
PSNI Road Safety 			
PSNI Internet Safety 			
Northern Ireland Fire & Rescue 			
Translink 			
Northern Ireland Electricity 			
Health & Safety Executive 			
Royal National Lifeboat Institution 			

4) What did you enjoy the most about the event?

# CRASH CAR SIMULATOR



Department of  
**Justice**

[www.dojni.gov.uk](http://www.dojni.gov.uk)



**Policing & Community  
Safety Partnerships**

*making Fermanagh & Omagh safer*



**Please complete our survey on your experience**

**[Bit.ly/Crash\\_Car](https://bit.ly/Crash_Car)**



**For more information on the Crash Car Simulator please contact Fermanagh & Omagh PCSP  
Telephone: 0300 303 1777 Email: [pcsp@fermanaghomagh.com](mailto:pcsp@fermanaghomagh.com)**

** [Fermanagh & Omagh PCSP](#)**

## Appendix B

# Consultation Questionnaire



Fermanagh and Omagh PCSP is committed to making our community safer. We do this by focusing on crime, policing and community safety issues that matter most in our district. Please help us capture your views, opinions and concerns so that we can plan for the future.

1) What do you know about the work of the PCSP?

2) What are the main community safety issues you are concerned about in your area?

3) What would you like the PCSP to do to try and address these issues?

4) What level of confidence do you have in the police to tackle crime in your area?

5) What would you like to see the police do better to tackle crime in your area?

Thank you for your comments