



# COMMUNICATIONS PLAN 2008/10



## **Aim**

To maximise awareness and understanding of the Partnership among its audiences and to ensure that the Partnership and initiatives supporting its Strategic Assessment are promoted as widely as possible.

## **Objectives**

Through effective communications, assist the Partnership to:

- Reduce the levels of antisocial behaviour within the City of Aberdeen;
- Reduce drug and alcohol misuse and highlight the links between alcohol and violence;
- Reduce the levels of domestic abuse and continue to support those suffering violence in the home;
- Reduce the opportunity for fireraising and raise awareness of fire safety measures;
- Identify young people at potential risk from prostitution, target on-street prostitution and 'kerb crawling' under the new legislation;
- Reduce the levels of accidents in Aberdeen, both in the home and on the roads;
- Provide coherent and consistent messages on crime prevention and community safety;
- Promote partnership working as the baseline for problem solving.

## **Communication Principles**

- Provide co-ordinated, accurate, relevant and timely information;
- Include a quote from a named spokesperson and have that person available for interview;
- Identify a lead partner for each story (see Responsibilities below) who co-ordinate publicity and seek quotes from other partners;
- Seek to have the Partnership mentioned and/or quoted in relevant stories issued by partners;
- Lead agency to monitor media coverage and to collate feedback from other agencies.

## **Key Messages**

- Help Aberdeen to be an even safer and more welcoming place for all who live, work or socialise within the City;
- The Partnership takes a co-ordinated approach to improving community safety through proactive multi-agency working;
- Aberdeen Community Safety Partnership is committed to working together to deliver a safer community;

3.

- The Partnership understands community concerns by listening to them, acting on information and providing feedback on any action taken;
- Partners engage with the communities by involving them in promoting and enhancing community safety.

### **Key Audiences**

- Elected Members, who have access to local media, need to feel some sense of involvement with, and ownership of, the Strategic Assessment;
- Local community groups and leaders as they can help to reach and influence those who may not be reached directly;
- Local media to help foster an atmosphere of trust and reliability between the media and the Partnership's communications co-ordinator;
- Staff from partner agencies as they have the responsibility of achieving the Partnership's aims and objectives;
- Aberdeen citizens with a focus on vulnerable groups and individuals, parents, children and young people;
- Voluntary organisations;
- Public and private commercial sectors, including the Licensing Trade;
- National Media.

### **Channels**

- Local media;
- Direct marketing materials that can be distributed to local homes or businesses by post or through facilities run by partner agencies, such as libraries, community centres, hospitals and retailers;
- Web sites, either those focusing on crime reduction or community safety or within the relevant sections on others belonging to partner organisations;
- Presentations at community events attended by partnership members;
- Word of mouth;
- Internal communication channels of partners.

### **Responsibilities of Each Partner Agency**

Although many campaigns or initiatives involve multiple agencies, in the form of physical or financial contributions, each venture will be led by a single organisation to ensure co-ordination and focus.

- Aberdeen City Council undertake to act as Lead Partner on issues relating to the Safer City Centre Programme, home and general community safety;
- Grampian Police undertake to act as Lead Partners on issues relating to road safety, crime and antisocial behaviour;
- Grampian Fire and Rescue undertake to act as Lead Partner on issues relating to wilful fireraising and fire safety;

4.

- NHS Grampian undertake to act as Lead Partner on issues relating to public health;
- Joint Alcohol and Drug Action Team undertake to act as Lead Partner on issues such as alcohol and substance misuse;
- Aberdeen Safer Community Trust undertake to act as Lead Partner on any issues led by the voluntary sector.

## **Resources**

While this Communications Plan details the overarching principles behind the document, the accompanying Action Plan maps out in more depth the key opportunities for the Community Safety Partnership to promote its interventions.

## **Links with Other Partnerships**

In line with the proactive and co-ordinated ethos of the Community Safety Partnership's Strategic Assessment, this Communications Plan enjoys links with the strategic documents of a number other key Partnerships:

- Joint Alcohol and Drug Action Team (JADAT) Alcohol Strategy 2008/18;
- Aberdeen Community Health Partnership's Joint Health Improvement Plan 2008/11;
- Grampian Police 'Performance with our Platform for Success' Strategy;
- Grampian Fire and Rescue Service Community Risk Reduction Plan 2008/09.

## **Feedback**

Aberdeen Community Safety Partnership acknowledges that it cannot be effective in isolation - it needs the support and involvement of the local community to succeed.

The Partnership wants to make it as easy as possible for the community to provide feedback or suggestions to the Partnership using mechanisms such as:

- Contact details on the Partnership's web pages or on the websites of partner agencies;
- Surveys and questionnaires, such as the 'City Voice';
- Contact details on all material produced by the Partnership.

## **Evaluation**

- Prominence given to key messages;
- Number of positive, negative and neutral articles;
- Increase in intelligence gathered from calls made by members of the public to either Police or Crimestoppers;
- Number of 'hits' on Aberdeen Community Safety Partnership webpage.

**NOT PROTECTIVELY MARKED**

**COMMUNICATIONS ACTION PLAN**

<b>Date</b>	<b>Intervention/Initiative</b>	<b>Audience</b>	<b>Message</b>	<b>Media</b>	<b>Lead Officer /Agency</b>
June 2008 and Ongoing	Carry out intelligence-led multi-agency operations specifically targeting crime types throughout the City as outlined in the Strategic Priorities	All	Proactively tackle emerging crime trends and highlight the results of successful operations enhancing community safety.	Local and National Media	Grampian Police
June 2008	Launch of 2008 'Best Bar None' Campaign	Licensing Trade	'Best Bar None' campaign promotes sensible drinking, enhanced personal safety and good management of licensed premises.	Local Media, Licensing Trade Publications	Aberdeen City Council
June 2008	Wilful fireraising on Tullos Hill (Gramps)	Young People	Highlight the dangers of wilful fireraising by means of a media campaign and by Grampian Fire and Rescue Service personnel taking young people to the area.	Local Media, Community Newsletters/ Magazines	Grampian Fire and Rescue Service
July 2008	Wilful fireraising on Tullos Hill (Gramps)	Young People	Highlight the dangers of wilful fireraising by taking young people to the area, jointly led by Grampian Police and Park Ranger Service.	Local Media, Community Newsletters/ Magazines	Grampian Police and Aberdeen City Council

**NOT PROTECTIVELY MARKED**

**NOT PROTECTIVELY MARKED**

<b>Date</b>	<b>Intervention/Initiative</b>	<b>Audience</b>	<b>Message</b>	<b>Media</b>	<b>Lead Officer /Agency</b>
July 2008	Vandalism and Antisocial Behaviour during the school holidays	Young People Residents	Illustrate to parents and young people the consequences of the latter's behaviour with regard to vandalism, inappropriate use of motor cycles and other antisocial behaviour.	Local Media, Community Newsletters/ Magazines	Grampian Police
July 2008	Launch of Information Sharing Scheme amongst licensed premises	Licensing Trade	Creation of 'Pubwatch'-type scheme to enhance information exchange leading to early identification of offenders, enhanced community safety and greater co-operation between the Licensing Trade and partner organisations.	Local Media, Licensing Trade Publications	Aberdeen City Council
September 2008	Student Fresher Week	Young People, Licensing Trade	Promotion of sensible drinking and personal safety amongst new student intake.	Local Media, Partners' Internal Publications	JADAT

**NOT PROTECTIVELY MARKED**

**NOT PROTECTIVELY MARKED**

<b>Date</b>	<b>Intervention/Initiative</b>	<b>Audience</b>	<b>Message</b>	<b>Media</b>	<b>Lead Officer /Agency</b>
September 2008	Launch Union Street 'Nite Zone' Initiative	Young People, Transport Providers	Creation of a 'Nite Zone' with 'super' taxi ranks on Union Street, improved lighting and CCTV coverage will make the City Centre a safer and more welcoming place for all.	Local and National Media	Aberdeen City Council
September 2008	Launch of new Domestic Abuse Action Plan and joint working structure	Residents	Partners are working together in innovative ways to reduce gender-based violence.	Local Media	Aberdeen City Council
Autumn 2008	Launch of Alcohol Strategy for Aberdeen for consultation	All	Launch of multi-agency strategy document for consultation outlining a range of short, medium and long-term measures can, over a period of time, improve alcohol related issues in Aberdeen. A draft Strategy will be presented to the JADAT in September 2008.	Local and National Media, Partners' Internal Publications	JADAT

**NOT PROTECTIVELY MARKED**

**NOT PROTECTIVELY MARKED**

<b>Date</b>	<b>Intervention/Initiative</b>	<b>Audience</b>	<b>Message</b>	<b>Media</b>	<b>Lead Officer /Agency</b>
October 2008	Pre-Bonfire Night Refuse Amnesties	Residents, Young People	Carry out refuse amnesties on the three Saturdays before Bonfire Night. Areas involved to be determined using crime pattern analysis and amnesties to be preceded by targeted leaflet drops in area(s) involved.	Local Media, Community Newsletters/ Magazines	Aberdeen City Council and Grampian Fire and Rescue Service
October 2008	Vandalism and Antisocial Behaviour during the school holidays	Young People, Residents	Illustrate to parents and young people the consequences of the latter's behaviour with regard to vandalism, inappropriate use of motor cycles and other antisocial behaviour.	Local Media, Community Newsletters/ Magazines	Aberdeen City Council
October 2008	Alcohol Awareness Week	Young People, Residents, Retailers, Licensing Trade	Through effective multi-agency partnership working highlight the potential dangers from the excess consumption of alcohol and promote the ethos of sensible and responsible drinking to enhance community and personal safety.	Local and National Media, Licensing Trade Publications	JADAT

**NOT PROTECTIVELY MARKED**

**NOT PROTECTIVELY MARKED**

<b>Date</b>	<b>Intervention/Initiative</b>	<b>Audience</b>	<b>Message</b>	<b>Media</b>	<b>Lead Officer /Agency</b>
October 2008	Firework Safety and Bonfire Night	Young People, Residents, Retailers	Tackle the sale of fireworks to those under the authorised age and reduce fireraising and inappropriate use of fireworks.	Local Media, Community Newsletters/ Magazines	Grampian Fire and Rescue Service
October 2008	Support the delivery of a training programme for Licensees and Staff of licensed premises	Licensing Trade	Launch of a programme that can provide training for the Licensing Trade throughout Scotland and aims to set professional, responsible standards for all those involved in the sale of alcohol.	Local Media, Licensing Trade Publications	JADAT
October 2008	Launch newly integrated City Warden Service throughout Aberdeen	All	All previous Warden services amalgamated into one Unit tackling the whole spectrum of community safety-related issues.	Local and National Media, Community Newsletters/ Magazines	Aberdeen City Council

**NOT PROTECTIVELY MARKED**

**NOT PROTECTIVELY MARKED**

<b>Date</b>	<b>Intervention/Initiative</b>	<b>Audience</b>	<b>Message</b>	<b>Media</b>	<b>Lead Officer /Agency</b>
November 2008	Promote any successes achieved by previous launch of Information Sharing Scheme amongst licensed premises in July 2008	Licensing Trade	Creation of 'Pubwatch'-type scheme to enhance information exchange leading to early identification of offenders, enhanced community safety and greater co-operation between the Licensing Trade and partner organisations.	Local Media, Licensing Trade Publications	Aberdeen City Council
November 2008	Launch of Aberdeen CHP Joint Health Improvement Plan 2008-11	All	Aberdeen Community Health Partnership is working with partners to tackle the key health improvement issues facing the City.	Local and National Media	NHS Grampian
November 2008	Domestic HBs - 'Lights Out'	Residents	Following the time change from BST back to GMT highlight to householders the importance of implementing a range of simple home security measures.	Local Media, Community Newsletters/ Magazines	Grampian Police

**NOT PROTECTIVELY MARKED**

**NOT PROTECTIVELY MARKED**

<b>Date</b>	<b>Intervention/Initiative</b>	<b>Audience</b>	<b>Message</b>	<b>Media</b>	<b>Lead Officer /Agency</b>
November 2008	Award Ceremony for 'Best Bar None' Campaign	Licensing Trade	'Best Bar None' campaign promotes sensible drinking, enhanced personal safety and good management of licensed premises.	Local Media, Licensing Trade Publications	Aberdeen City Council
November 2008	Launch joint awareness raising programme in schools regarding drugs, alcohol and weapons	Young People, Residents	Using jointly presented inputs or materials highlight with young people the dangers of drugs, alcohol and weapons, including how they can impact upon public health.	Local Media, Partners' Internal Publications	Aberdeen City Council
December 2008	Festive Campaign - alcohol related violence, getting home safely, personal safety	Young People, Licensing Trade, Businesses, Transport Providers	Participate in national multi-agency campaign, highlighting the dangers of excessive alcohol consumption leading to alcohol-fuelled violence, a reduction in personal safety and awareness. Carry out extra high profile joint patrols in the City Centre.	Local and National Media	Grampian Police

**NOT PROTECTIVELY MARKED**

**NOT PROTECTIVELY MARKED**

<b>Date</b>	<b>Intervention/Initiative</b>	<b>Audience</b>	<b>Message</b>	<b>Media</b>	<b>Lead Officer /Agency</b>
December 2008	Drink Driving Campaign	Motorists, Licensing Trade	Carry out high profile Police patrols as part of a campaign to tackle drink driving and improve road safety.	Local and National Media	Grampian Police
December 2008	Highlight domestic abuse during festive period	Residents	Work with partners to highlight the correlation with the festive period and high levels of domestic abuse.	Local Media	Grampian Police
December 2008	Vandalism and Antisocial Behaviour during the school holidays	Young People, Residents	Illustrate to parents and young people the consequences of the latter's behaviour with regard to vandalism, inappropriate use of motor cycles and other antisocial behaviour.	Local Media, Community Newsletters/ Magazines	Aberdeen City Council

**NOT PROTECTIVELY MARKED**

**NOT PROTECTIVELY MARKED**

<b>Date</b>	<b>Intervention/Initiative</b>	<b>Audience</b>	<b>Message</b>	<b>Media</b>	<b>Lead Officer /Agency</b>
January 2009 (Tbc)	Establish Injury Surveillance Project at Accident and Emergency Department, ARI (Tbc)	All (Tbc)	<p>The appointment of a CSP Analyst able to dedicate some time to work within ARI to interrogate the A and E 'EDIS' system for non-identifiable patient information will provide valuable intelligence on serious and violent crime trends and numbers, as well as home safety and a range of other alcohol and substance misuse-related areas.</p> <p>Consider the formation of a Strategic Working Group to support any intelligence gathered, particularly in relation to Home Safety. (Tbc)</p>	Local and National Media, Partners' Internal Publications (Tbc)	Grampian Police (Tbc)

**NOT PROTECTIVELY MARKED**

**NOT PROTECTIVELY MARKED**

<b>Date</b>	<b>Intervention/Initiative</b>	<b>Audience</b>	<b>Message</b>	<b>Media</b>	<b>Lead Officer /Agency</b>
March 2009	Wilful fireraising on Tullos Hill (Gramps)	Young People	Highlight the dangers of wilful fireraising by a programme of targeted school presentations delivered by Grampian Fire and Rescue Service.	Local Media, Community Newsletters/ Magazines	Grampian Fire and Rescue Service
March 2009	Vandalism and Antisocial Behaviour during the school holidays	Young People, Residents	Illustrate to parents and young people the consequences of the latter's behaviour with regard to vandalism, inappropriate use of motor cycles and other antisocial behaviour.	Local Media, Community Newsletters/ Magazines	Aberdeen City Council
April 2009	Publication of CSP Targets	All	Partners are working together in innovative ways in line with the inaugural Strategic Assessment.	Local and National Media, Community Newsletters/ Magazines	Aberdeen City Council
April 2009 (Tbc)	Accident and Emergency-Based Domestic Abuse Case Workers (Tbc)	All (Tbc)	If approved, promote the continued funding by the Scottish Government of the initiative managed by Alcohol Support Ltd. (Tbc)	Local and National Media, Partners' Internal Publications (Tbc)	Grampian Police (Tbc)

**NOT PROTECTIVELY MARKED**

**NOT PROTECTIVELY MARKED**

<b>Date</b>	<b>Intervention/Initiative</b>	<b>Audience</b>	<b>Message</b>	<b>Media</b>	<b>Lead Officer /Agency</b>
May 2009	Wilful fireraising on Tullos Hill (Gramps)	Young People	Highlight the dangers of wilful fireraising by means of a media campaign and by Grampian Fire and Rescue Service personnel taking young people to the area.	Local Media, Community Newsletters/ Magazines	Grampian Fire and Rescue Service
June 2009	Launch of 2008 'Best Bar None' Campaign	Licensing Trade	'Best Bar None' campaign promotes sensible drinking, enhanced personal safety and good management of licensed premises.	Local Media, Licensing Trade Publications	Aberdeen City Council
June 2009	Vandalism and Antisocial Behaviour during the school holidays	Young People, Residents	Illustrate to parents and young people the consequences of the latter's behaviour with regard to vandalism, inappropriate use of motor cycles and other antisocial behaviour.	Local Media, Community Newsletters / Magazines	Grampian Police
July 2009	Wilful fireraising on Tullos Hill (Gramps)	Young People	Highlight the dangers of wilful fireraising by taking young people to the area, jointly led by Grampian Police and Park Ranger Service.	Local Media, Community Newsletters / Magazines	Grampian Police and Aberdeen City Council

**NOT PROTECTIVELY MARKED**

**NOT PROTECTIVELY MARKED**

<b>Date</b>	<b>Intervention/Initiative</b>	<b>Audience</b>	<b>Message</b>	<b>Media</b>	<b>Lead Officer /Agency</b>
September 2009	Student Fresher Week	Young People, Licensing Trade	Promotion of sensible drinking and personal safety amongst new student intake.	Local Media, Partners' Internal Publications	JADAT
September 2009	Launch of annual 'Grampian Safe Team' event	Young People	'Safe Team' gives children throughout the North East of Scotland the chance to learn 'hands-on' about safety issues involving multiple agencies providing practical, scenario based inputs.	Local Media	Aberdeen Safer Community Trust
October 2009	Pre-Bonfire Night Refuse Amnesties	Residents, Young People	Carry out refuse amnesties on the three Saturdays before Bonfire Night. Areas involved to be determined using crime pattern analysis and amnesties to be preceded by targeted leaflet drops in area(s) involved.	Local Media, Community Newsletters/ Magazines	Aberdeen City Council and Grampian Fire and Rescue Service

**NOT PROTECTIVELY MARKED**

**NOT PROTECTIVELY MARKED**

<b>Date</b>	<b>Intervention/Initiative</b>	<b>Audience</b>	<b>Message</b>	<b>Media</b>	<b>Lead Officer /Agency</b>
October 2009	Firework Safety and Bonfire Night	Young People, Residents, Retailers	Tackle the sale of fireworks to those under the authorised age and reduce fireraising and inappropriate use of fireworks.	Local Media, Community Newsletters/ Magazines	Grampian Fire and Rescue Service
October 2009	Alcohol Awareness Week	Young People, Residents, Retailers, Licensing Trade	Through effective multi-agency partnership working highlight the potential dangers from the excess consumption of alcohol and promote the ethos of sensible and responsible drinking to enhance community and personal safety.	Local and National Media, Licensing Trade Publications	JADAT
October 2009	Support the delivery of a training programme for Licensees and Staff of licensed premises	Licensing Trade	Launch of a programme that can provide training for the Licensing Trade throughout Scotland and aims to set professional, responsible standards for all those involved in the sale of alcohol.	Local Media, Licensing Trade Publications	JADAT

**NOT PROTECTIVELY MARKED**

**NOT PROTECTIVELY MARKED**

<b>Date</b>	<b>Intervention/Initiative</b>	<b>Audience</b>	<b>Message</b>	<b>Media</b>	<b>Lead Officer /Agency</b>
October 2009	Vandalism and Antisocial Behaviour during the school holidays	Young People, Residents	Illustrate to parents and young people the consequences of the latter's behaviour with regard to vandalism, inappropriate use of motor cycles and other antisocial behaviour.	Local Media, Community Newsletters/ Magazines	Aberdeen City Council
November 2009	Domestic HBs - Lights Out	Residents	Following the time change from BST back to GMT highlight to householders the importance of implementing a range of simple home security.	Local Media, Community Newsletters/ Magazines	Grampian Police
November 2009	Award Ceremony for 'Best Bar None' Campaign	Licensing Trade	'Best Bar None' campaign promotes sensible drinking, enhanced personal safety and good management of licensed premises.	Local Media, Licensing Trade Publications	Aberdeen City Council

**NOT PROTECTIVELY MARKED**

**NOT PROTECTIVELY MARKED**

<b>Date</b>	<b>Intervention/Initiative</b>	<b>Audience</b>	<b>Message</b>	<b>Media</b>	<b>Lead Officer /Agency</b>
December 2009	Festive Campaign - alcohol related violence, getting home safely, personal safety	Young People, Licensing Trade, Businesses, Transport Providers	Participate in national multi-agency campaign, highlighting the dangers of excessive alcohol consumption leading to alcohol-fuelled violence, a reduction in personal safety and awareness. Carry out extra high profile joint patrols in the City Centre.	Local and National Media	Grampian Police
December 2009	Drink Driving Campaign	Motorists, Licensing Trade	Carry out high profile Police patrols as part of a campaign to tackle drink driving and improve road safety.	Local and National Media	Grampian Police
December 2009	Highlight domestic abuse during festive period	Residents	Work with partners to highlight the correlation with the festive period and high levels of domestic abuse.	Local Media	Grampian Police

**NOT PROTECTIVELY MARKED**

**NOT PROTECTIVELY MARKED**

<b>Date</b>	<b>Intervention/Initiative</b>	<b>Audience</b>	<b>Message</b>	<b>Media</b>	<b>Lead Officer /Agency</b>
December 2009	Vandalism and Antisocial Behaviour during the school holidays	Young People, Residents	Illustrate to parents and young people the consequences of the latter's behaviour with regard to vandalism, inappropriate use of motor cycles and other antisocial behaviour.	Local Media, Community Newsletters/ Magazines	Aberdeen City Council
March 2010	Wilful fireraising on Tullos Hill (Gramps)	Young People	Highlight the dangers of wilful fireraising by a programme of targeted school presentations delivered by Grampian Fire and Rescue Service.	Local Media, Community Newsletters/ Magazines	Grampian Fire and Rescue Service
March 2010	Vandalism and Antisocial Behaviour during the school holidays	Young People, Residents	Illustrate to parents and young people the consequences of the latter's behaviour with regard to vandalism, inappropriate use of motor cycles and other antisocial behaviour.	Local Media, Community Newsletters/ Magazines	Aberdeen City Council

**NOT PROTECTIVELY MARKED**