



# Engaged Communities Strategy 2009-2010

Safer Havant Partnership



**Havant**  
BOROUGH COUNCIL



**HAMPSHIRE  
FIRE AND  
RESCUE  
SERVICE**

**Hampshire NHS**  
Primary Care Trust

## 1. Introduction

The Crime and Disorder Act 1998 placed a duty on certain organisations to work together to prevent and reduce crime and disorder and anti-social behaviour.

Therefore, in every area throughout the country these organisations have formed partnerships.

The Safer Havant Partnership is made up of five key organisations, and more than twenty others, who are all responsible for community safety in the Havant Borough. These five key organisations are:

- Havant Borough Council
- Hampshire Constabulary
- Hampshire Fire and Rescue Service
- Hampshire Police Authority
- Hampshire Primary Care Trust

With the help of the community, these organisations are working together to improve quality of life and build a 'Safer Havant' for residents, businesses and visitors.

Effective communications and community engagement is vital to the success of the Safer Havant Partnership and key to improving community safety in the Havant Borough. Evidence shows that when people feel informed about action being taken to tackle anti-social behaviour and other community safety issues they have significantly more confidence in their local police and local authority than those who do not feel informed. (See Appendix A)

By raising awareness of the work of the Safer Havant Partnership and promoting the idea that the local authority, police and other agencies are working together to deal with community safety issues we will increase public confidence and reduce fear of crime and anti-social behaviour.

The Safer Havant Partnership Engaged Communities Strategy will be a flexible and proactive document, which will review the communication opportunities available to engage and inform staff, partners, stakeholders and the local community of the objectives, priorities and progress of the Safer Havant Partnership.

## 2. Purpose

The purpose of this strategy is to:

- Enhance the way that the Safer Havant Partnership communicates both internally with partner agencies and stakeholders, and externally with residents, businesses and visitors in the Havant Borough.
- Support the aims of the Safer Havant Partnership Plan 2009-2010
- Inform the Communications Action Plan 2009-2010

### 3. Aims

The aims of this strategy are to:

- Raise the profile of the Safer Havant Partnership in the local community and raise awareness of service provision.
- Raise the profile of the Safer Havant Partnership within partner agencies.
- Gain community support for the work of the Safer Havant Partnership.
- Reduce fear of crime in the Havant Borough and improve public reassurance.

### 4. Objectives

- Facilitate communication with, and engagement of, the local community and external stakeholders.
- Facilitate effective communication between partner agencies.

### 5. Communication context

#### i. Why focus on communications?

‘Perhaps the toughest challenge of all is the critical importance of improving public confidence in our ability to deliver safety and security in our communities. As well as continuing to reduce crime, we **must** make sure that we are responding to the issues people care most about so that our work together is really visible to communities around the country’.

*Rt. Hon Jacqui Smith, National Community Safety Plan, 2008-2011.*

The Safer Havant Partnership have identified that they do not have a proactive and coordinated approach to engaging and communicating with residents and staff. There is both internally and externally a lack of knowledge of the Safer Havant Partnership and the idea that a number of services are successfully working together to make the Havant Borough a safer place. There is also a lack of knowledge both internally and externally of who to contact to report community safety issues.

## Home Office Partnership Support Team visit

In October 2007 the Home Office Partnership Support Team were invited to visit the Havant Borough Council Community Safety Team in order to assess their current activities, including their current internal and external communications. The Home Office reported that 'there was no evident clarity on how the Partnership was actively engaging with communities across Havant' and recommended that the Safer Havant Partnership 'establish and publish a coordinated approach to community engagement'.

## The Hallmarks of Effective Partnerships

'An effective partnership should be visible and accountable to its community for the decisions and actions it takes on its behalf. Strong communities are ones where people are informed about what is being done to address their concerns.'

*Delivering Safer Communities: A guide to effective partnership working P.44*

Hallmark four of the Home Office Hallmarks of Effective Partnership is 'Engaged Communities'. Partnerships are required to specifically consult and seek the participation of their communities in their work and have a statutory requirement to:

- Consult its communities about crime and disorder issues in their area and also about what priorities the partnership should tackle
- Consult communities who may be affected by the priorities that will be included in the strategy and plan.
- Take into account any existing consultation undertaken by partnership members
- Hold one or more public meetings throughout the year
- Consider the way in which its communities can help in supporting the delivery of the priorities in the partnership plan
- The strategic assessment will contain the priorities that the community have identified that the partnership should tackle.
- To publish a summary of the partnership plan in a way that reaches all the community, as far as is reasonable.

The Engaged Communities Strategy will assess opportunities to consult and engage residents in order to gauge what the public feel that the Safer Havant Partnership should prioritise and raise the profile of the Partnership.

## Havant Borough Council's Citizen's Panel

Havant Borough Council conducts a quarterly Citizen's Panel survey, which seeks the views of residents on a number of relevant topics. The February 2009 Citizen's Panel focused on community safety and a number of the questions were related to communications.

The survey found that 23% of residents had heard of the Safer Havant Partnership, an extremely positive result only one year on since the launch of the Safer Havant Partnership. However, 66% of residents felt that they were not very well informed or not informed at all about community safety issues, highlighting the importance of building on existing communications on the work of the Partnership and on community safety issues generally.

The Safer Havant Partnership will use the Citizen's Panel and other available surveys as regularly as possible in order to evaluate their progress against agreed communications targets.

## Safer Havant Partnership Plan 2009-2010

The Safer Havant Partnership Engaged Communities Strategy will support the priorities and aims of the Safer Havant Partnership Plan 2009-2010. The Partnership has agreed on three priority areas, which are:

- Anti-social behaviour, including secondary fires
- Violence, especially domestic abuse
- Alcohol

These priorities will be addressed in part through effective community engagement, publicity and communication with partners including the formation of a Communications sub-group as discussed in the recommendations section of this document.

The plan states that by March 2010 there will be improved awareness of the Safer Havant Partnership within both partner agencies and the wider community. This success will be measured through:

- Increased awareness of the Safer Havant Partnership among the community.
- More people stating that they well informed on community safety issues.
- Community having increased confidence in the work of the Safer Havant Partnership.

The Engaged Communities Strategy is an important tool in the implementation of the Safer Havant Partnership Plan 2009-2010 and will be used to inform the Communications Action Plan and the work of the Communications sub-group.

## ii. Assessment of previous communications

### The relaunched Safer Havant Partnership

The 2009-2010 Engaged Communities Strategy will be the first time that the Safer Havant Partnership has implemented a coordinated approach to community engagement. The Safer Havant Partnership was relaunched in April 2008 from the outdated Havant Crime and Disorder Partnership and has already greatly improved existing communications and community engagement. However, communications and publicity from the Safer Havant Partnership has still been intermittent and irregular and it has been identified that a more coordinated approach is needed in order to raise the profile of the Partnership and increase public reassurance.

In October 2007 the Home Office Partnership Support Team assessed the performance of the Safer Havant Partnership and highlighted that 'the Partnership had no corporate identity' both internally and externally. It was identified that the current Havant Crime and Disorder Reduction Partnership branding was outdated and was not recognised by partners or residents.



In response to this, new Safer Havant branding was devised and agreed, together with a bold, unique and clearly recognisable logo. The Safer Havant Partnership branding is now clearly displayed on all communication.



Although progress has been made with the successful rebranding of the Partnership, there are still further developments to be made to successfully publicise the Safer Havant Partnership. The Engaged Communities Strategy will assess appropriate means of communication both internally and externally and recommend what should be done to increase public knowledge of the Safer Havant Partnership and its work.

### Community Engagement events

The Safer Havant Partnership has coordinated a number of community engagement events since its relaunch in April 2008. In order to build on these successful and well attended events, the Partnership has identified that their approach to community engagement needs to be more coordinated and organised. The Engaged Communities Strategy will make a number of recommendations related to raising the profile of the Safer Havant Partnership to residents through community engagement events.

## Case study: Crookhorn Community Engagement event February 2008



Residents living in the Crookhorn area and students of the nearby South Downs College had been experiencing high levels of criminal damage, litter and graffiti and were having problems with groups of people congregating in the local area behaving in an anti-social manner. In response to these issues, the Safer Havant Partnership held a community engagement event in this area, which worked to inform and reassure residents that work was being done to address their concerns and to gather further information on these incidents. The aims of the visit were:

- To demonstrate the type of work that had been taking place in that area to reduce crime and disorder and to improve the aesthetics of the area.
- To find out what the residents' experiences have been and whether any of the work done so far in the area had had an impact, in order to inform future tasking.
- To answer questions from residents or members of the public who walk through the estate.
- To encourage local shops to speak to students about the correct disposal of litter.
- To engage local young people in local activities and to find out what activities they would like in the future to inform Street Sport and longer term plans.

Representatives from a broad range of partner agencies attended the event. Letters were sent to all households before the event informing them that the Safer Havant Partnership would be in the area to discuss any community safety issues that they might have. The team were based in the local community centre with Havant Borough Council, Hampshire Fire and Rescue and Hampshire Constabulary vehicles parked in conspicuous locations around the estate. The team knocked on doors throughout the area to give information and advice on community safety issues and asked residents to complete a short survey. Community Safety leaflets were available and contact details for local Safer Neighbourhood Teams and other local organisations were given out.

This event and the further work that was done as a result of the event had a great impact on the local area, with levels of reported anti-social behaviour significantly down in the months after the Safer Havant Partnership's visit. As part of this work, the ringleader of the group that were identified as causing problems in the area was given an anti-social behaviour order and work was done with the rest of the group. South Downs College greatly increased their involvement in the local community and paid for a number of rubbish bins to be installed in the local area. Unpaid workers now also regularly visit the area to conduct clean-ups.

The impact that this and other engagement events coordinated by the Safer Havant Partnership have had shows the importance of implementing a coordinated approach to organising regular community engagement events in the future.

## 6. Planning for the future

### External Communications

Effective external communications with residents, businesses and visitors are essential to the success of the Safer Havant Partnership. Public confidence in the work of the Partnership and the knowledge that the local authority, police and other organisations are successfully working together can only be achieved through a clear understanding of the current activities, plans and priorities of the Safer Havant Partnership.

Communication with the public should be clear, consistent and appropriate. Residents need to be given the full picture in order to appreciate that a number of bodies are working together to make their local area safer. The February 2009 Havant Borough Council Citizen's Panel found that 28% of residents agree or strongly agree that agencies are successfully dealing with community safety issues in their area, indicating that further communications need to be put in place to increase public confidence in these agencies.

The Citizen's Panel found that the majority of residents would like to be informed about community safety issues monthly (44%), or quarterly (39%). All communications, both internal and external, should be linked to the priorities and objectives of the Safer Havant Partnership Plan. Before communicating externally, the Partnership should have a clear idea of the message that they wish to get across.

### Key Messages

- The Safer Havant Partnership brings together a number of agencies who work together to make the Havant Borough a safer place to live, work and visit.
- Promotion of the Safer Havant Partnership website [www.saferhavant.co.uk](http://www.saferhavant.co.uk)
- Promotion of contact details for both Safer Havant Partnership and partner agencies in order to improve two-way communications.
- 2009-2010 Community Safety Campaign 'A little thought makes a big difference: give five minutes of your time to make your community safer'

### Key Audiences

All those who live, work or visit the Havant Borough, with particular focus on:

- Young people
- Neighbourhood Watch members
- Those affected by alcohol and their families

## Press releases

To ensure an appropriate and consistent message, all press releases from the Safer Havant Partnership should be released through the Havant Borough Council Communications Team.

## Channels of communication best used for communicating externally

Communication Channel	Available in the Havant Borough	Further details
Local Newspapers	<p><b>The News</b> (Daily newspaper with edition covering Havant and Waterlooville area)</p> <p><b>The Hayling Islander</b> (Daily newspaper paper focusing on Hayling Island issues)</p> <p><b>Park Life</b> (Free quarterly community newspaper for the residents of Leigh Park)</p>	<p>Links need to be developed with local newspapers.</p> <p>Relevant community articles may be considered for inclusion free of charge in Park Life.</p> <p><b>59%</b> of residents surveyed in the Citizen's Panel would like to get information on community safety through the local media.</p>
Local Radio	<p><b>Angel Radio</b> (Local community radio station run by and aimed at older people)</p> <p><b>BBC Radio Solent</b> (Hampshire-wide BBC radio station)</p>	<p>Radio interviews to be coordinated by the Havant Borough Council Communications Team.</p>
Internet	<p><b>The Safer Havant Partnership website</b> <a href="http://www.saferhavant.co.uk">www.saferhavant.co.uk</a> (The Safer Havant Partnership's own website launched on the 12<sup>th</sup> of November 2008.)</p> <p><b>Havant Borough Council website</b> <a href="http://www.havant.gov.uk">www.havant.gov.uk</a> (Includes a Community Safety page)</p> <p><b>Waterlooville and District Neighbourhood Watch Association Website</b> <a href="http://www.wdnwa.org.uk">www.wdnwa.org.uk</a></p> <p><b>Hayling Island Community online</b> <a href="http://www.hayling.co.uk">www.hayling.co.uk</a></p> <p><b>Emsworth Online</b> <a href="http://www.emsworthonline.co.uk">www.emsworthonline.co.uk</a></p>	<p>The Havant Borough Council Community Safety Team is able to update the Safer Havant Partnership website regularly and efficiently with updates on community safety issues, local events, or information and contact details from partner agencies.</p> <p>Relevant community articles may be considered for inclusion free of charge on the Hayling Island Community website, Emsworth Online and Waterlooville and District Neighbourhood Watch website.</p> <p>Links to the Safer Havant Partnership's website can be added to partner agency websites.</p>

	<p><b>Other partner agency websites including:</b></p> <p>Hampshire Constabulary  <a href="http://www.hampshire.police.uk/internet/">http://www.hampshire.police.uk/internet/</a></p> <p>Hampshire Fire and Rescue  <a href="http://www.hantsfire.gov.uk/">http://www.hantsfire.gov.uk/</a></p>	<p><b>25%</b> of residents surveyed in the Citizen’s Panel would like to be given community safety advice through websites including the Safer Havant Partnership site. Levels of internet access should be taken into account when using websites to communicate.</p>
<p><b>Council Publications</b></p>	<p><b>Havant Borough Council’s Serving You</b>                  (Free quarterly magazine circulated to every address in the Havant Borough)</p> <p><b>Portsmouth City Council’s House Talk</b>                  (Quarterly magazine for all Portsmouth residents and those in Portsmouth City Council housing)</p>	<p>Good links exist with Havant Borough Council’s Serving You Magazine, which is edited by the Havant Borough Council Communications Team.</p> <p>‘House Talk’ is delivered to 5000 residents of the Havant Borough in Portsmouth City Council housing.</p> <p><b>71%</b> of those surveyed in the Citizen’s Panel would like to be given information and advice on community safety issues through community newspapers and magazines including Serving You</p>
<p><b>Word of Mouth</b></p>	<p><b>Neighbourhood Watch</b> (Havant Neighbourhood Watch and Waterlooville and District Neighbourhood Watch)</p> <p><b>Community Boards and other public meetings</b></p> <p><b>Havant Borough Council Customer Services library visits</b></p> <p><b>Community Engagement events including events in town centres and shopping centres and door-knocking in appropriate areas.</b></p>	<p>Strong links exist between the Safer Havant Partnership and Neighbourhood Watch. 12,000 households (28%) in the Havant Borough are members of Neighbourhood Watch. Both Neighbourhood Watch schemes hold an annual general meeting where information about the Safer Havant Partnership may be shared.</p> <p>Havant Borough Council’s Customer Services Team visits a different library in the Havant Borough each working day to share information and make to Council’s services more accessible.</p> <p>The yearly Junior Citizen event is an excellent opportunity to engage young people. This event, which is held at Fort Purbrook, aims to give community safety advice to all Year 6 school children from the Havant Borough.</p> <p><b>33%</b> of residents surveyed reported they would like to be given community safety information through</p>

		Neighbourhood Watch, and <b>37%</b> said they would like to be informed through events in town centres or supermarkets.
<b>Other methods of communication</b>	<p><b>Citizen's Panel</b></p> <p><b>Notice boards</b></p> <p><b>Paid publicity and promotional materials</b> (including leaflets)</p>	<p>Havant Borough Council runs a quarterly Citizen's Panel questionnaire to assess the views of 1500 local residents.</p> <p>The Safer Havant Partnership have designed and printed a number community safety information packs which include information about anti-social behaviour, contact details for partner agencies and the new website address. Partner agencies can also add their own information and leaflets into these folders.</p>

## Internal Communications

Staff in partner agencies who understand the role and work of the Safer Havant Partnership will be more willing to become involved in partnership working and will be more able to direct members of the public to the appropriate organisation if necessary.

All staff in partner agencies should have heard of the Safer Havant Partnership and should have basic knowledge of the role and membership of the Partnership. This knowledge is particularly important for those who deal with problems and enquiries from the public, such as the Havant Borough Council Customer Services Team.

Many staff and other stakeholders live in, or regularly visit the Havant Borough and will therefore also be influenced by the Safer Havant Partnership's external communications.

All communications, both internal and external, should be linked to the priorities and objectives of the Safer Havant Partnership Plan. Before communicating internally, the Partnership should have a clear idea of the message that they wish to get across.

## Key Messages

- Sharing of basic information on the role of the Safer Havant Partnership and on the key members to allow staff to advise the public on the role of the Safer Havant Partnership.

- Promotion of the Safer Havant website [www.saferhavant.co.uk](http://www.saferhavant.co.uk)
- Promotion of contact details for the Safer Havant Partnership and partner agencies.
- 2009-2010 campaign 'A little thought makes a big difference: give five minutes of your time to make your community safer'

## Key Audiences

- Havant Borough Council Staff
- Havant Borough Council elected members
- Hampshire Fire and Rescue Staff
- Hampshire Constabulary staff
- Other partner agency staff

## Channels of communication best used for communicating internally

Communication Channel	Available in the Havant Borough	Details
Internet	<p><b>The Safer Havant Partnership website</b> <a href="http://www.saferhavant.co.uk">www.saferhavant.co.uk</a> (The Safer Havant Partnership's own website launched on the 12<sup>th</sup> of November 2008.)</p> <p><b>Havant Borough Council Intranet site Holli</b></p> <p><b>Havant Borough Council's website</b> <a href="http://www.havant.gov.uk">www.havant.gov.uk</a> (Includes a Community Safety page.)</p>	<p>The Havant Borough Council Community Safety Team is able to update the Safer Havant Partnership website regularly and efficiently with updates on community safety issues, local events, or information and contact details from partner agencies.</p> <p>Havant Borough Council's internal website Holli includes a scrolling information bar that can be used to share information about the Safer Havant Partnership. A pop-up screen also appears for a short time on computer start-up that can be used to promote internal events.</p>
Council Publications	<p><b>Havant Borough Council internal newsletter</b> (Quarterly newsletter for all Havant Borough Council staff)</p> <p><b>Havant Borough Council's Serving You</b> (Free quarterly magazine circulated to every address in the Havant Borough)</p> <p><b>Councillor's newsletter</b> (Twice monthly newsletter for Havant Borough Council)</p>	<p>Good links exist with Serving You and the Council newsletter, both of which are edited by Havant Borough Council staff.</p>

	Councillors)	
<b>Word of Mouth and other</b>	<b>Staff engagement events</b> <b>Posters and displays</b> <b>Partner agency internal newsletters</b>	

## 7. Recommendations for Communications Action Plan 2009-2010

The recommendations from the Engaged Communities Strategy will be used to inform the Communications Action Plan 2009-2010.

### Recommendation One: To set up a Safer Havant Partnership website

- To set up, populate and maintain a modern, inclusive and interactive Safer Havant Partnership website, which will be updated on a weekly basis with local and national community safety news, information and advice on important issues and input from partner agencies. The website will include a monthly online poll to determine the opinions of website visitors on community safety issues. To make appropriate updates to the Havant Borough Council Community Safety website page.
- To regularly and innovatively publicise the Safer Havant Partnership website both internally and externally using the channels of communication identified above.
- To optimise search engine rankings to ensure the website can be found easily online. To ensure that links to the Safer Havant Partnership website are added to partner agency websites.

### Recommendation Two: To set up a Safer Havant Partnership Communications Group

- To set up and run a Communications Group responsible for coordinating and monitoring all internal and external publicity and communications from the Safer Havant Partnership and assessing public confidence and perceptions. The group will meet quarterly and will report back to the Safer Havant Partnership Performance Group. A request form will be available for all agencies to apply for assistance in coordinating community engagement events.
- The Communications Group to coordinate small monthly community engagement events in appropriate areas and to plan for one or two larger

events a year including Not in My Neighbourhood Week.

- The Communications Group to compile a calendar of events identifying local and national community safety campaigns, together with Partnership meetings and planned community engagement events. To ensure all partners are aware of these events and are able to prepare for them well in advance.

**Recommendation Three: To improve external communications, publicity and consultation using the methods detailed below.**

- To coordinate a number of small monthly community engagement events and to plan for one or two larger events a year (see Recommendation One: Set up a Safer Havant Partnership Communications Group).
- To promote and publicise the work of the Safer Havant Partnership through local media and websites, with a particular focus on Serving You and Park Life community newspapers.
- To ensure that the Safer Havant Partnership consult the community thorough as many channels as are available. To consult the Havant Citizen's Panel as regularly as possible (ideally once every two years), to assess residents' views on community safety issues and knowledge of the work of the Safer Havant Partnership. Other forms of consultation include surveys, online polls, feedback forms and meeting with the Havant Borough Youth Council.
- The Havant Borough Council Community Safety Team to visit all Community Boards in the Havant Borough twice yearly to inform them of the role of the Safer Havant Partnership, their current priorities and to listen to their views on the work of the Partnership. The Community Safety Team to visit other community groups where possible including the Leigh Park Task Force and Neighbourhood Watch Annual General meetings.
- To provide community safety information packs to as many individuals as possible, particularly in areas highlighted as vulnerable, in order to promote the Partnership and share contact details for partner agencies. This will include delivering packs to Neighbourhood Watch Co-ordinators across the Borough to distribute in their local area.
- To purchase relevant and engaging promotional materials to be distributed to the public through community engagement events. To ensure all communications material is clearly branded with the Safer Havant Partnership logo and colour scheme.

**Recommendation Four: To improve internal communications and publicity using the methods detailed below.**

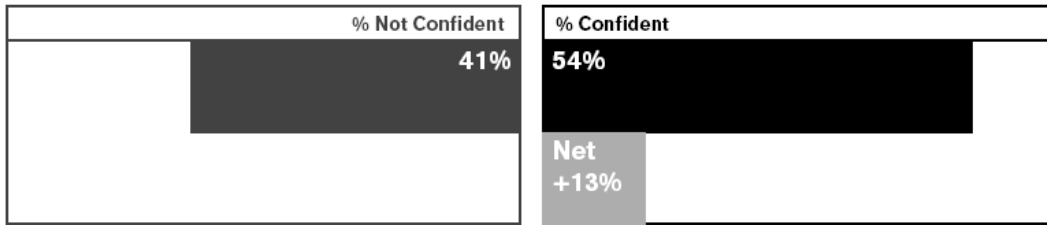
- To run a series of internal briefings for staff of partner agencies in order to inform them of the work of the Safer Havant Partnership and to promote an understanding of who to contact to report community safety issues.
- To promote the Safer Havant Partnership to Havant Borough Council staff through posters, displays, messages on the internal website and in the staff newsletter.
- To purchase relevant and engaging promotional materials to be distributed to partner agencies. To ensure all communications material is clearly branded with the Safer Havant Partnership logo and colour scheme.

## Appendix A

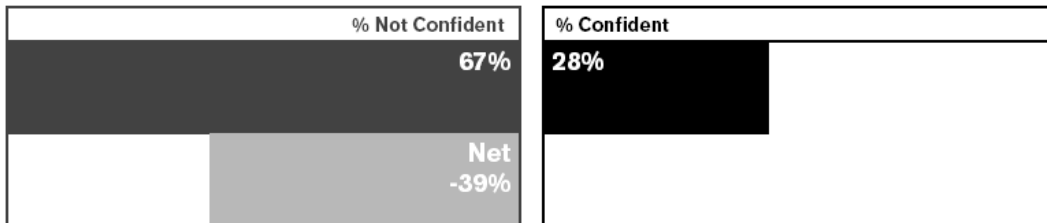
Confidence that the police, local authority and other agencies are successfully dealing with community safety issues is affected by how informed people feel about how these issues are being tackled. Sharing regular information on actions is the key to increasing public confidence.

### Confidence in Local Authority

People who feel informed about how ASB is being tackled



People who do not feel informed about how ASB is being tackled

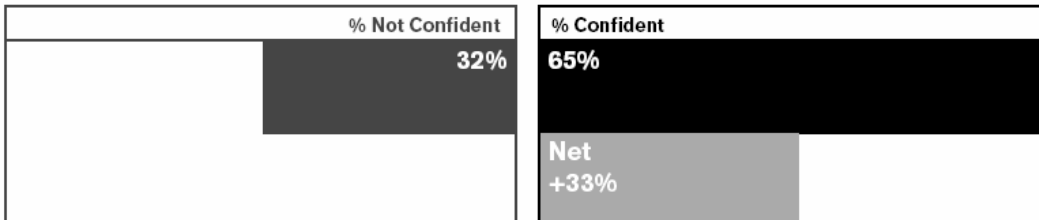


Base: All who say they feel informed (2,006)  
All who say they do not feel informed (2,295)

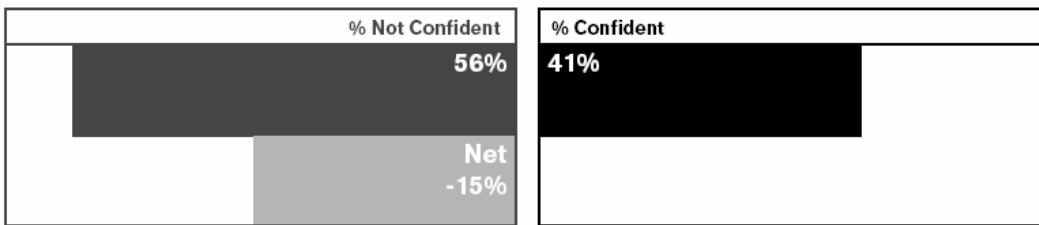
Source: MORI

### Confidence in Police

People who feel informed about how ASB is being tackled



People who do not feel informed about how ASB is being tackled



(MORI survey results <http://www.respect.gov.uk/members/article.aspx?id=8114>)