

Milton Keynes Community Safety Partnership

Engaging the Public and the Media Delivery Group

Strategic Objective: Engaging the public and the media

Key target: To reduce the fear of crime across MK by 10% by 31.3.08

Chair: Simon Marsh - MKC

Vice-Chair: Chris Knibb - TVP

Membership

Core membership comprises communications officers from Milton Keynes Council, Thames Valley Police, Bucks Fire and Rescue and MKPCT.

Meetings are held monthly.

James Keating-Wilkes was appointed Communications Officer for the CSP in July 06 and Neil Hayes was appointed Communications Manager for MK PCT in September 06.

Barriers

1. Local press, radio, MKCVO, and the Drug Action Team have been invited to be members of the group, but to date only Horizon Radio has attended and this attendance has been sporadic.
2. Individual partners remain reluctant to share information sufficiently in advance of any potential partnership activity to ensure a joined up approach for any activity and thus maximise public awareness of the CSP and potential positive media coverage for any of its initiatives. We must build bridges and not walls to enable the communications strategy to deliver.
3. With one of the CSP's Delivery Groups dedicated to Reducing Violence and a reporting violence system being introduced in partnership with A&E, there exists a need to engage with MK General Hospital's Comms. Lead, Ray Barrowdale and to invite the Acute Trust onto the group

Summary of Agreed Action Plan

Key tasks of the group during the remainder of the current financial year are:

- The first forum attracted 40 delegates, the second 80. Now planning the 3rd Community Safety Forum, provisionally scheduled to take place on 18 April 2007 at Age Concern, Peartree Bridge between 6.30pm and 9.00pm. Catering to be buffet style with an Eastern European flavour. This event will take Fear of Crime and Fear of Anti-Social Behaviour as its theme and the proposed seminar style with break-out groups event will encourage attendees to think 'outside the box.' Keynote address by Mick Page with other speeches that will consider

themes such as the social inclusion of Eastern European people who have migrated to MK, fear of crime amongst the over 70s, and how the CSP can link more effectively with Pride in MK. A further Forum is scheduled for September 07. These events are envisaged to take place twice annually.

- Planning and delivering of a series of 6 Roadshows to take place between 25 November 06 and 6 July 07:

25 November 06, adjacent Newport Medical Centre	1.00pm-6.00pm
22 January 07, MK Hospital car park	10.00pm-5.00pm
10 March 07 Stanier Square, Bletchley	10.00pm-5.00pm
7 April 07, Agora Car Pk., Wolverton	10.00pm-5.00pm
19 May 07, Front Piazza, Xscape	10.00am- 5.00pm
06 July, Woughton leisure centre	10.00am-5.00pm

- These have been designed to complement local events where possible to ensure we engage with as many members of the public as practicable. The November 25 event is adjacent to Newport Medical Centre between 1.00pm and 6.00pm and will coincide with the Christmas lights switch-on. Representatives of the CSP will invite attendees to raise local community safety issues. Their comments will be fed into the rolling 3 year CSP strategy as it becomes necessary and appropriate to evolve this to ensure correct focus is maintained. Facts 'n' Stats leaflets (containing the 'Ring 'n' Report card) and giveaways designed to reduce fear of crime will be distributed. Local NHS, Police, MK Council and Bucks Fire & Rescue will attend. 2500 each off 2 types of screen wipe (Sat Nav & Mobile Phone) have been produced featuring the slogans 'Out of Sight is Safer' and 'Snatch Thieves Love These' respectively.
- Disseminating results of the October 06 Fear of Crime survey to partners, public and the media and to use this information to inform the rolling 3-year CSP strategy. 24% of 3000 randomly selected individuals from the Electoral Register responded – 672 by post and 46 on-line. A free draw was included and it is hoped the 3 winners can be given their vouchers by the Mayor, thus creating another positive media story.
- Launch of a 3-month Taxi Marshall pilot 2 November to ensure revellers get home quickly and safely in a licensed Hackney Carriage
- Launch of a reducing vehicle crime campaign in conjunction with Crimestoppers November. GOSE granted £6K, CSP £3K and a further £1.5K has been raised through Jason Kemp of TVP.
- Launch of a new & improved CSP web-site embedded in MK Web. A paper is being submitted to the November PMG Meeting for approval.
- Launch Single Assessment Process for vulnerable adults Jan 07 at Age Concern, Peartree Bridge where Baroness Kay Andrews from Communities & Local Government Dept. has agreed to give the keynote speech.
- Launch Revolving Doors service Nov 9. CSP has edited collateral copy and obtained print quotes.
- Overseeing implementation of the communications plan, already approved by the PMG, through a programme of tactics and actions.

Completed by:	James Keating-Wilkes	☎:	01908 254453
Report for meeting Date	Partnership Management Group 13.11.06		

Provide summary of best achievements and most challenging barriers to progress.

Achievement 1	Successful Stakeholder Forum – Sept 06. Twice the number of attendees as March forum. Evaluation complete & lessons learned
Achievement 2	Fear of Crime survey completed 20 Oct. 3000 questionnaires posted. 24% response rate (718 receipts – 672 post & 46 on-line) compared with 711 for 2005 survey. Analysis awaited by Priority Research.
Achievement 3	First of 7 Roadshows run September – others to follow between Nov 06 and July 07.
Achievement 4	Minimised potentially adverse media response to crime spike. TVP have now agreed to answer questions posted by public on Citizen web site. Increased pro-active police engagement with media.
Achievement 5	Obtained confirmation that Baroness Andrews is happy to launch Age Concern's SAP January 07

(Additional achievements/barriers may be added if necessary)

Provide summary of progress towards agreed actions.

ACTIONS	LOCAL TARGET	STATUS¹	SUMMARY OF (i) PROGRESS TO DATE, AND (ii) PLANS FOR NEXT 2 MONTHS.
Fear of Crime survey	Oct 06	Green	Survey complete. 24% response. Report due October. 3 draw winners to be notified and media opportunity to be created with Mayor presenting vouchers.
25 November 06 Roadshow	To engage in a dialogue with the public to reduce fear of crime	Green	Facts 'n' Stats leaflet produced for distribution. Crime & ASB concern questionnaire produced as engagement tool. Screen wipes for Sat Navs and Mobile phones arriving 1 st wk. Nov.
Revise Community Safety page of the website	To update and brand this section of MKWeb by 30.4.06	Amber	Target missed because of lack of continuity (3 Comms people in CSP this year). Permanent Comms Officer appointment has led to internal meeting with Julie-Ann Hammond on maps, external meeting with MK web, and project brief complete for presentation to PMG Nov 06. Waiting sign off to progress.
Set up system of press releases	To achieve positive support from the media	Green	CSP are now issuing regular press releases which are getting well covered in the media.

¹ Status should be indicated as follows:

- Red - Overall target is unlikely to be achieved
- Amber - Overall target is in some danger, requires remedial action
- Green - Overall target is on course to be achieved

Vehicle crime campaign	Nov/Dec to reduce theft from vehicles	Green	£10.5 K funding available for Crimestoppers campaign. Meeting to progress detail, collateral and media plan 1 November
Launch SAP vulnerable people	Jan 07	Green	Baroness Andrews confirmed. Venue agreed Invitee list advancing. Detail to be finalised
Revolving Doors launch Nov 9	Support revolving doors in launch collateral	Green	Launching to stakeholders 9 Nov. No media communication required.