

saferbromley partnership

Communications and Engagement Plan

2024 – 2027

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1. Introduction

- 1.1 The Safer Bromley Partnership ('the SBP') is the statutory 'community safety partnership' (CSP) for the London Borough of Bromley, established under the Crime and Disorder Act 1998.
- 1.2 The causal and influencing factors related to crime and disorder are many and varied and it is recognised that no single agency can successfully tackle these on their own.
- 1.3 The SBP includes representatives from organisations with statutory responsibility for community safety, these are Bromley Council, Metropolitan Police, South-East London Integrated Care Board, London Fire Brigade and Probation Services. It also includes community, voluntary and private sector groups who are key to shaping and delivering strategies and activities to reduce crime and anti-social behaviour in Bromley.
- 1.4 Each member agency in the SBP has a commitment to using their communication and engagement opportunities to promote the SBP priorities wherever possible.

2. SBP Priorities

- 2.1 The SBP have agreed three strategic priorities for 2024 – 2027. These are based on the findings from the 2023 Strategy Assessment. They are;
 - **PREVENTION**
Build resilient communities by delivering a comprehensive crime prevention programme to build community resilience and improve safety.
 - **PEOPLE**
Protect people by delivering targeted early intervention to people who are at higher risk of being impacted or affected by crime.
 - **PLACES**
Be stronger together by designing and delivering targeted crime and disorder reduction measures in collaboration with communities in areas with the highest levels of reported crime and disorder.

3. Aims of the Communication and Engagement Strategy

- 3.1 The SBP understands that having effective engagement with the community is essential to successfully delivering its priorities.
- 3.2 This plan seeks to build on work already done by each partner agency, and aims to ensure that residents and partners are involved as active participants in improving safety in Bromley, and that the public's contribution influences decisions regarding the Partnership's priorities.
- 3.3 To help achieve this, the Partnership will need to meaningful engagement with the community and establish dialogue where individuals, groups or organisations can feed in ideas to help shape its programme of activity.

4. What do we mean by Community?

- 4.1 Communities can mean different things to different people but, for the purposes of this plan, the SBP will focus on two types of communities, commonly referred to as 'Communities of Place' and 'Communities of Interest'. Furthermore, the Partnership will segment the communities into three distinct groups for engagement, as relevant. These groups are Children & Young People, Adult Residents, Businesses and Visitors.
- 4.2 A Community of Place is defined by a geographical area with defined or physical boundaries, for example, a housing estate or a town centre. These communities may have similar concerns about crime and disorder issues affecting their local area.
- 4.3 A Community of Interest is defined by a shared interest, experience or situation. Examples include young victims of exploitation and older victims of fraud and scams, or people concerned about a specific issue such as anti-social behaviour, sexual violence or hate crime.
- 4.4 Individuals can associate themselves with more than one community and this can relate to where they live, work and their interests. It is essential that people define their own communities.

5. Communication and Engagement Channels

- 5.1 Media in all its forms continues to evolve and provide different platforms for the SBP to engage with different parts of the community, however it is important to note that different sections of the community engage differently with different media platforms. OFCOM's [News Consumption in the UK 2023](#) report found:
- TikTok's reach for news has increased from 2020 (1%) to 2022 (7%). Half of its user base (for news) are aged 16-24
 - Reach of TV (74%), and internet (66%) platforms remain steady. There is some evidence of longer-term erosion of radio reach (40% in 2022 down from 44% in 2018)
 - Different age groups consume news very differently; younger age groups are much more likely to use the internet and social media for news, whereas their older counterparts favour print, radio, and TV
 - The reach of print/online newspapers has seen a decrease from 2020 (47%) to 2022 (38%). The decrease is driven by decreases in print (online newspapers reach remains steady) which have likely been exacerbated by the pandemic
 - Five of the top six TV channels (including BBC One, which remains the top news source across platforms) saw decreased reach from 2021 among online adults
 - Attitudes towards news generally remain consistent with 2020 (across measures such as quality, accuracy, trustworthiness, and impartiality) for TV, radio, social media, newspapers and online, with TV performing strongest, and social media performing least well

- Social media is overtaking traditional channels for news among teens. Instagram, TikTok and YouTube are now their top three most used sources for news. Meanwhile many sources have seen decreases since 2021, with reach of BBC One/Two decreasing to 24% in 2022 (down from 35% in 2021)
- 5.2 It is important to note that not all parts of the community engage with media in the same way, there are groups that have barriers, such as access to devices, digital literacy, and use of different language/s. Therefore, the need for face-to-face engagement remains essential to meaningful engagement and to hearing the voices of the whole community.
- 5.3 All of the partners of the SBP will have their own existing platforms for engagement with communities within Bromley. Where existing platforms exist and when it is appropriate for them to be used in this way the SBP will look to engage through these routes to avoid duplication.

6. Communications Approach

- 6.1 The SBP recognises that there are often national and regional campaigns which seek to raise awareness of issues that are of concern to people living, working and visiting Bromley. Where it is appropriate the SBP will seek to use its platforms resources to amplify these campaigns locally.
- 6.2 All partners will take a multi-agency approach, where possible, for relevant communication with residents and stakeholders, so that all partners are working towards shared communication aims and outcomes, and are providing consistent messages to inform and reassure local communities.
- 6.3 As much as possible, we will ensure that all new initiatives include a communications and community engagement plan as part of developing the initiative, so that dialogue with the relevant community is built into the initiative and contained within existing resources.

7. Community Engagement Approach

- 7.1 Community engagement is about giving people the opportunity and confidence to get involved, influence and shape the planning, development, and delivery of services.
- 7.2 Delivering engagement activities can take many different forms and the level of involvement can vary greatly. It may not always be possible to reach consensus around issues, however greater involvement and participation will bring about better understanding of sometimes complex issues. The SBP will use a variety of community engagement methods, and these range from active involvement (empowerment) to passive involvement (receiving information) depending on the activity and circumstances.

8. Communication and Engagement Objectives

8.1 The communication and engagement objectives are to inform, consult, involve, collaborate and empower. The Community Involvement Continuum table below outlines the objectives, goals, pledges and methods.

	Inform	Consult	Involve	Collaborate	Empower
Goal	To provide the community with balanced and objective information to assist them in understanding the problems, alternatives and solutions	To obtain community feedback on analysis, alternatives, proposals or decisions	To work with the relevant community throughout the process to ensure that their concerns and aspirations are consistently understood and considered	To partner with the community in aspects of decision, incl. development of alternatives and identification of preferred solutions	Shared leadership of community-led projects or programmes, with final decision-making at community level
Pledges	We will keep you informed	We will keep you informed, listen to your input and tell you how your ideas and concerns have influenced decisions	We will ensure your input and feedback are reflected in alternatives and will engage you as partners to implement solutions	We will co-create and co-produce solutions with you, and your advice are recommendations will be incorporated as much as possible	We will support your decisions and work with you to implement solutions
Methods	Fact sheets, newsletters, websites, open forums, press releases.	Surveys, focus groups, community meetings	Community-organising, leadership development, workshops	Consultative groups, seat at relevant forums, engaging and funding as partners.	Support full governance, leadership and partnership

9. Communication and Engagement Activity

9.1 The Partnership will undertake a wide range of community engagement activity relevant to the desired aims or outcomes. This will include attending community events for awareness raising, information sharing and feedback, engaging in targeted focus groups around specific subjects, through to sharing information through webpages, emails, forums etc. Engagement activity will be a combination of planned events alongside reactive engagement due to emerging themes.

Key Engagement Opportunities 2024/2025

Engagement Opportunity	Scheduled for	Stakeholders	Communication Channels	Engagement Objectives (Place or issue-based)	SBP Agencies Participating

Activities for Communication

Activity	Scheduled for	Target area, group, or issue	Communication Channels	Communication Objectives (Place or issue-based)	SBP Agencies Participating

10. Evaluation

10.1 The Partnership will review its communication and engagement activity to provide an annual performance report to the Partnership's Executive Board setting out:

Outputs (actions undertaken)

- Number of communications activities undertaken.
- Number of engagement events undertaken.
- Public participation in engagement activities.

Outcomes (effect of the communications on the audience in understanding, attitude, trust, advocacy, and behaviours/actions)

- An annual public survey to understand
- Changes to public opinion on specific outcomes (e.g., fear of crime, perceptions of safety, belief that partners are working to make the area safer)

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