

# SAFER WATFORD COMMUNICATIONS STRATEGY 2015-16

*Reassure & inform*

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# Communications objectives

- **Raise awareness of Safer Watford's** purpose and output
- **Address the concerns of residents** and reassure them that Safer Watford is working to deal with issues
- **Inform stakeholders** about the work the partnership is undertaking
- **Boost Watford's image** through proactive campaigns
- **Encourage residents/visitors to engage with Safer Watford services and take preventative measures** to reduce their chance of being a victim of crime

# Audiences

- Watford residents
- Visitors to Watford – *shoppers, football fans, nighttime economy, students*
- Watford businesses
- Employees in Watford
- Partners and employees of member organisations
- Local media (broadcast/print)

# Key messages

- Safer Watford - working together behind the scenes, keeping you safe.
- Safer Watford is committed to ensuring Watford is a safe and vibrant town for all.
- The Safer Watford partnership brings together Watford Borough Council, Herts Constabulary, Herts Fire & Rescue, Herts County Council and other key local organisations.
- We work together to tackle crime and anti-social behaviour and achieve this by diverting people away from committing crime and anti-social behaviour, protecting the vulnerable and keeping people informed.

# Channels

Conduct audit of, and utilise, partner communications channels

## **Partners:**

- Watford Borough Council
- Hertfordshire County Council
- Hertfordshire Constabulary
- Hertfordshire Fire & Rescue
- Intu
- Watford FC
- Palace Theatre
- The Colosseum
- Watford For You
- West Herts College
- Watford Community Housing Trust
- Watford General Hospital
- Pubs & nightclubs

## **Communications channels:**

- Websites
- Social media
- Residents magazines/newsletters
- Internal communications
- SMS alerts
- Email residents (OWL)
- Screens
- Local media
- Posters & leaflets
- Paid for advertising

# Launch campaign



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- Initial flood of communications
- Launch April 2015
- Video (*Think about it Films*) and supporting poster campaign
- To carry key messages about *Safer Watford*
- Utilise partner communications to launch
- Outdoor advertising to ensure maximum infiltration
  - Back of bus adverts (*30 buses for 5 weeks*)
  - Watford underground posters
  - JC Decaux advertising - two-week outdoor advertising campaign depicting the key Safer Watford partners and including stats on what has been achieved over the last year.

# Communications post launch

- Commitment to continual communication with the public about the CSP's work.
- Communications to carry key messages.
- Input from Safer Watford partners about positive stories and results.



# Complementary communications

- Big Events – community spirit, claiming the town centre as a family-friendly space.
- Green Flags for our parks.
- Regeneration and development of Charter Place.
- Gladstone Road clean-up.
- New website.

# Evaluation

- This year's community survey: residents are less concerned about crime and community safety compared to 2013 and 2012.
- It was the third most raised issue (32% of respondents put it as a concern).
- In 2013 it was the first major concern (48%), as it also was in 2012 (72%).
- In the next community survey we will look to see if there is a further reduction.
- New website – community safety microsite, which we can monitor and drive traffic to.
- Coverage, including social media reach.

# Next steps

- Run a number of campaigns in 2016 based on partnership's objectives.
- Look at ensuring campaigns are very local, so that we can target issues relevant to the different parts of Watford.
- Create a strong online presence for the partnership on Watford Borough Council's new website.
- Look at using the community survey to expand our understanding of residents' safety concerns.