

## **Safer Streets**

### **Communications & Engagement Plan – October 2022 – September 2023**

#### **Objective**

To install a sense of safety in the Town Centre through active community Engagement; change and improve public perception by providing positive messaging that working together with our partners we are making Maidstone a safe place to be.

To remove the fear and negative perception around spending time in Maidstone Town Centre, and that safety starts with all of us.

To encourage changing behaviours of people who install fear and are responsible for antisocial behaviour.

#### **Background**

The Kent Police and Crime Commissioner - Matthew Scott, bid for funding as part of the Home Office Safer Streets Initiative. This is the 3<sup>rd</sup> Safer Streets project to be held in Kent and the PCCs Office will now receive just over £1.4 million to improve parts of Canterbury, Gravesham, Maidstone and areas around Chatham and Rochester in Medway.

Maidstone will receive £565,877 for safety improvements around the town centre and Brenchley Gardens district. This will include more outreach workers, self-defence classes for women and an expansion of the Best Bar None scheme for licensed premises, which promotes good practice and improved customer safety.

The money will also be spent on things like improvements to CCTV in the town centre, body worn cameras, community engagement events, enhancing the look and feel of Maidstone. As well as providing personal attack alarms for some young women and girls. It will also be used to remove graffiti and clean up litter as well and hosting community crime prevention events.

#### **Key Messages**

- Making Maidstone Safer For You
- Maidstone is a safe place that feels safe
- We are working in partnership with others to make Maidstone safe
- Violence against women and girls is not acceptable
- Antisocial behaviour is not tolerated in Maidstone
- Look out for and take care of each other

## Safer Streets

### Communications & Engagement Plan – October 2022 – September 2023

#### Audiences:

All residents and businesses across the borough of Maidstone; partner organisations, MBC staff, Councillors, Parishes, local and regional press, community groups, charities, schools and colleges.

We will engage with these audiences by using business trade press, local media, online MBC website, social media, digital channels including the MBC website and Stay Connected newsletters, poster campaigns, radio and online advertising and community events.

Campaign	Key Messages & dates	Comms channels & tools
National Hate Crime Awareness Week	8 – 15 October  Saturday 8 October – stand at Gallagher Stadium promoting safer streets against hate crime in sports arena	Communications tools and resources: <ul style="list-style-type: none"><li>• Press release to trade and local/regional media and all Councillors</li><li>• Social media MBC Twitter, Facebook, Instagram and LinkedIn</li><li>• Stay Connected Newsletter</li><li>• Borough Insight – Winter 2022</li><li>• MBC staff bulletin – internal communication messages</li><li>• MBC news page</li><li>• Photography</li><li>• Videography</li></ul>
Safer Streets promotional articles:	October – November 2022: <ul style="list-style-type: none"><li>• SS4 Funding – made available for 12 months from PCC Matthew Scott</li><li>• Maidstone Street Pastors – playing a vital night-time role in town centre</li><li>• Town Centre Task Force</li><li>• MBC joins forces with partners to tackle illegal activities in town centre</li></ul>	Borough Insight Magazine (delivered to 82k residential properties) <ul style="list-style-type: none"><li>• Press Release</li><li>• Photography</li><li>• Social Media</li><li>• MBC News Page</li></ul>

## Safer Streets

### Communications & Engagement Plan – October 2022 – September 2023

White Ribbon Day	<p>Week commencing 21 November:</p> <p>Launch White Ribbon campaign at Maidstone United with players pledging to support</p>	<p>Communications tools and resources:</p> <ul style="list-style-type: none"> <li>• Press release to trade and local/regional media and all Councillors</li> <li>• Social media MBC Twitter, Facebook, Instagram and LinkedIn</li> <li>• Stay Connected Newsletter</li> <li>• Borough Insight – Winter 2022</li> <li>• MBC staff bulletin – internal communication messages</li> <li>• MBC news page</li> <li>• Photography</li> <li>• Videography</li> </ul>
Trinity – Community Hub	<p>W/c 12 December – Work being carried out at Trinity to make residents feel safe including:</p> <ul style="list-style-type: none"> <li>• Homelessness</li> <li>• Rough Sleepers</li> <li>• Temporary Accommodation</li> <li>• One Stop Shop – Domestic Abuse support</li> <li>• Christmas donations for children</li> </ul>	<p>Communications tools and resources:</p> <p>Trinity Team took part in TV and Radio interview on BBC</p> <ul style="list-style-type: none"> <li>• Press release to trade and local/regional media and all Councillors</li> <li>• Social media MBC Twitter, Facebook, Instagram and LinkedIn</li> <li>• Stay Connected Newsletter</li> <li>• Borough Insight – Winter 2022</li> <li>• MBC staff bulletin – internal communication messages</li> <li>• MBC news page</li> <li>• Photography</li> <li>• Videography</li> </ul>

## Safer Streets

### Communications & Engagement Plan – October 2022 – September 2023

Boys 2 Men Training	19 December & 15 January: Virtual training with partners and stakeholders including youth workers, social workers, mental health charities youth charities and outreach.	Communications tools and resources: <ul style="list-style-type: none"><li>• MBC Stay Connected Newsletter</li><li>• Press release to trade and local/regional media and all Councillors</li><li>• Social media MBC Twitter, Facebook, Instagram and LinkedIn</li><li>• MBC staff bulletin – internal communication messages</li><li>• MBC news page</li><li>• Participant testimonials</li></ul>
Stay Safe in Maidstone this Festive Period	<p>December 2022: w/c 19 December – to remind people to stay safe and the work of Town Centre Task Force:</p> <p>Comms including a bespoke Stay Connected Newsletter including messages around DA, Mental Health, Rising Cost of Living, Loan Sharks, Winter Hubs, Street Pastors &amp; Town Centre Task Force. Messaging:</p> <ul style="list-style-type: none"><li>• Keep safe over Christmas</li><li>• Look after each other</li><li>• Be Safe – Stay Safe</li></ul>	Communications tools and resources: <ul style="list-style-type: none"><li>• MBC Stay Connected Newsletter</li><li>• Press release to trade and local/regional media and all Councillors</li><li>• Social media MBC Twitter, Facebook, Instagram and LinkedIn</li><li>• MBC staff bulletin – internal communication messages</li><li>• MBC news page</li><li>• Photography</li></ul>

## Safer Streets

### Communications & Engagement Plan – October 2022 – September 2023

Brenchley Gardens	<p>W/c: 19 December:</p> <p>To announce the installation of the safety gates and new police hub in Brenchley Gardens.</p>	<p>Communications tools and resources:</p> <ul style="list-style-type: none"><li>• Press release to trade and local/regional media and all Councillors</li><li>• Social media MBC Twitter, Facebook, Instagram and LinkedIn</li><li>• Stay Connected Newsletter – News</li><li>• MBC staff bulletin – internal communication messages</li><li>• MBC news page</li><li>• Photography</li></ul>
Safer Streets New Year Messaging and focussed advertising campaign:	<p>January 2023:</p> <p>Marketing material being produced to be used as follows:</p> <ul style="list-style-type: none"><li>• Lamppost banners throughout the town centre to be installed in January</li><li>• Maidstone Town Centre to be used for marketing material including advertising on buses</li><li>• Railway Stations advertising posters</li><li>• Pubs and clubs marketing material for tables (i.e. tent cards)</li></ul>	<p>Communications tools and resources:</p> <ul style="list-style-type: none"><li>• Press release to trade and local/regional media and all Councillors</li><li>• Social media MBC Twitter, Facebook, Instagram and LinkedIn</li><li>• Stay Connected Newsletter – News</li><li>• MBC staff bulletin – internal communication messages</li><li>• MBC news page</li><li>• Photography</li></ul>

## Safer Streets

### Communications & Engagement Plan – October 2022 – September 2023

Making Maidstone Safer 4 U	<p>February 2023 - To reiterate safety messages around SS4 funding:</p> <ul style="list-style-type: none"> <li>To create bespoke Radio Advertising – Heart FM Kent</li> <li>Town Centre Poster Sites</li> </ul>	<p>Communications tools and resources:</p> <ul style="list-style-type: none"> <li>Press release to trade and local/regional media and all Councillors</li> <li>Social media MBC Twitter, Facebook, Instagram and LinkedIn</li> <li>Stay Connected Newsletter – News</li> <li>Radio Advertising</li> <li>MBC staff bulletin – internal communication messages</li> <li>MBC news page</li> <li>Photography</li> <li>Videography</li> </ul>
Sexual Abuse and Sexual Violence Awareness Week:	<p>6-12 February 2023:</p> <ul style="list-style-type: none"> <li>To highlight work of Trinity One Stop Shop</li> <li>Reiterate Town Centre Task Force Work</li> </ul>	<p>Communications tools and resources:</p> <ul style="list-style-type: none"> <li>Press release to trade and local/regional media and all Councillors</li> <li>Social media MBC Twitter, Facebook, Instagram and LinkedIn</li> <li>Stay Connected Newsletter – News</li> <li>Radio Advertising</li> <li>MBC staff bulletin – internal communication messages</li> <li>MBC news page</li> <li>Photography</li> <li>Videography</li> </ul>
English Tourism Week:	<p>18-27 March 2023:</p> <p>Promoting Maidstone Town Centre as a safe place to visit and spend time in.</p> <ul style="list-style-type: none"> <li>Create bespoke radio advertising</li> <li>Events Posters</li> </ul>	<p>Communications tools and resources:</p> <ul style="list-style-type: none"> <li>Press release to trade and local/regional media and all Councillors</li> <li>Social media MBC Twitter, Facebook, Instagram and LinkedIn</li> <li>Stay Connected Newsletter - What's On</li> <li>Radio Advertising</li> <li>MBC staff bulletin – internal communication messages</li> <li>MBC news page</li> <li>Photography</li> <li>Videography</li> </ul>

## Safer Streets

### Communications & Engagement Plan – October 2022 – September 2023

Bystander Training:	<p>21 &amp; 23 March:</p> <p>Virtual training to take place for up to 80 participants around how to intervene through bystander training.</p>	<p>Communications tools and resources:</p> <ul style="list-style-type: none"> <li>• MBC Stay Connected Newsletter</li> <li>• Press release to trade and local/regional media and all Councillors</li> <li>• Social media MBC Twitter, Facebook, Instagram and LinkedIn</li> <li>• MBC staff bulletin – internal communication messages</li> <li>• MBC news page</li> <li>• Participant testimonials</li> </ul>
Violence against Women and Girls	<p>April 2023 - Walk and Talk event to educate people around events for VAWG:</p> <ul style="list-style-type: none"> <li>• To create a bespoke video to reflect the event</li> </ul>	<p>Communications tools and resources:</p> <ul style="list-style-type: none"> <li>• Press release to trade and local/regional media and all Councillors</li> <li>• Social media MBC Twitter, Facebook, Instagram and LinkedIn</li> <li>• Stay Connected Newsletter – News</li> <li>• MBC staff bulletin – internal communication messages</li> <li>• MBC news page</li> <li>• Photography</li> <li>• Videography</li> </ul>
Kings Coronation events	<p>May 2023:</p> <p>Maidstone in May – a series of events in and around the Town Centre to celebrate the coronation of King Charles III.</p> <p>To promote the town centre and keep people local with celebrations in the borough.</p> <p>Including:</p> <ul style="list-style-type: none"> <li>• Traditional Street Party at Lockmeadow</li> <li>• Proms in the Park</li> </ul>	<p>Communications tools and resources:</p> <ul style="list-style-type: none"> <li>• Press release to trade and local/regional media and all Councillors</li> <li>• Social media MBC Twitter, Facebook, Instagram and LinkedIn</li> <li>• Stay Connected Newsletter - What's On</li> <li>• MBC staff bulletin – internal communication messages</li> <li>• MBC news page</li> <li>• Photography</li> <li>• Videography</li> </ul>

## Safer Streets

### Communications & Engagement Plan – October 2022 – September 2023

<p>Maidstone summer events and festivals launch:</p>	<p>May 2023:</p> <p>Maidstone the place to come and spend time and enjoy festivals and events in the town centre and parks including the Fringe.</p> <p>Be safe and Stay safe:</p> <ul style="list-style-type: none"> <li>To create marketing material and advertising to promote festivals and events</li> </ul>	<p>Communications tools and resources:</p> <ul style="list-style-type: none"> <li>Press release to trade and local/regional media and all Councillors</li> <li>Social media MBC Twitter, Facebook, Instagram and LinkedIn</li> <li>Stay Connected Newsletter - What's On</li> <li>MBC staff bulletin – internal communication messages</li> <li>MBC news page</li> <li>Photography</li> <li>Videography</li> </ul>
<p>Self Defence Classes</p>	<p>June 2023:</p> <p>Publicise and promote self-defence classes for women in the town centre possibly held at Trinity Community Hub</p>	<p>Communications tools and resources:</p> <ul style="list-style-type: none"> <li>Press release to trade and local/regional media and all Councillors</li> <li>Social media MBC Twitter, Facebook, Instagram and LinkedIn</li> <li>Stay Connected Newsletter</li> <li>MBC staff bulletin – internal communication messages</li> <li>MBC news page</li> <li>Photography</li> <li>Videography</li> </ul>
<p>PRIDE</p>	<p>June 2023:</p> <p>To acknowledge and celebrate PRIDE throughout the month.</p> <p>Events to include:</p> <ul style="list-style-type: none"> <li>Love Food @ Lockmeadow</li> <li>Maidstone Museum Trail</li> </ul>	<p>Communications tools and resources:</p> <ul style="list-style-type: none"> <li>Press release to trade and local/regional media and all Councillors</li> <li>Social media MBC Twitter, Facebook, Instagram and LinkedIn</li> <li>Stay Connected Newsletter</li> <li>MBC staff bulletin – internal communication messages</li> <li>MBC news page</li> <li>Photography</li> <li>Videography</li> </ul>



## Safer Streets

### Communications & Engagement Plan – October 2022 – September 2023

Antisocial Behaviour Awareness Week	<p>3-9 July 2023:</p> <p>To promote the work being carried out to promote awareness of antisocial behaviour week.</p>	<p>Communications tools and resources:</p> <ul style="list-style-type: none"> <li>• Press release to trade and local/regional media and all Councillors</li> <li>• Social media MBC Twitter, Facebook, Instagram and LinkedIn</li> <li>• Stay Connected Newsletter</li> <li>• MBC staff bulletin – internal communication messages</li> <li>• MBC news page</li> <li>• Photography</li> <li>• Videography</li> </ul>
Maidstone River Festival & Carnival	<p>July 2023:</p> <p>To celebrate the two major events in Maidstone and promote the work to hold them safely for all age groups to be involved.</p>	<p>Communications tools and resources:</p> <ul style="list-style-type: none"> <li>• Press release to trade and local/regional media and all Councillors</li> <li>• Social media MBC Twitter, Facebook, Instagram and LinkedIn</li> <li>• Stay Connected Newsletter</li> <li>• MBC staff bulletin – internal communication messages</li> <li>• MBC news page</li> <li>• Photography</li> <li>• Videography</li> </ul>
Joint working with partner agencies to tackle crime in town:	<p>August – September 2023:</p> <p>To promote the work through joint operations that MBC carries out with partner agencies including:</p> <ul style="list-style-type: none"> <li>• Waste Crime</li> <li>• Seizing vehicles</li> </ul>	<p>Communications tools and resources:</p> <ul style="list-style-type: none"> <li>• Press release to trade and local/regional media and all Councillors</li> <li>• Social media MBC Twitter, Facebook, Instagram and LinkedIn</li> <li>• Stay Connected Newsletter</li> <li>• Borough Insight – Winter 2023</li> <li>• MBC staff bulletin – internal communication messages</li> <li>• MBC news page</li> <li>• Photography</li> <li>• Videography</li> </ul>

## Safer Streets

### Communications & Engagement Plan – October 2022 – September 2023

- |  |   |  |
|--|---|--|
|  | <ul style="list-style-type: none"><li>• Seizing illegal and counterfeit goods</li></ul> |  |
|--|---|--|