



Crime & Disorder Reduction Partnership

Notes of a Meeting of the Safer Derbyshire Dales Community Safety Panel held on Thursday 19th July, 2007 at 10.00 am in the Committee Room, Town Hall, Matlock

PRESENT:

Muriel Wilshaw (Tideswell 2000) – In the Chair

Dave Cousins (British Transport Police), Glynn Bevan (Ashbourne Police), Heather Worsley (Derbyshire County PCT), Jon Bewley (Matlock Police Safer Neighbourhoods Team), Karl Millward (Matlock Police Safer Neighbourhoods Team), Sue Furniss (DCC Community Safety Unit), Gary Williams (Rodsley and Yeaaveley PC), Royd Alderson (Licensing Consultant), Barry Thacker (DDCSP Partnership Sergeant), Amy Henegan (DDDC), Kath Potter (DALC), Sarah Jackson (Anti-Social Behaviour Officer), Jo Maguire (Communications and Marketing Officer) and Christine Laver (Committee Administrator)

APOLOGIES

Apologies for absence were received from Shaunagh Carroll, Brian Long, Malcolm Mayfield, Inspector Tony Dales, Ian Cooke, P.C. John Riley, Inspector Bryan Hall, C/sup. Roger Flint, Jim Dixon, Teresa Jones, Cllr. Andrew Bingham, Cllr. Irene Ratcliffe, Barbara Savage and Sue Smith

16/07 – CHAIR'S INTRODUCTION


The Chairman welcomed everyone to the meeting and explained that the intention was to explore ways marketing techniques could be applied to the work of the Crime Reduction Partnership in determining the needs and wants of the market, (the residents), to improve resource allocation and to attract additional funding.


17/07 – MARKETING AND ITS USES FOR THE CRIME REDUCTION PARTNERSHIP

Sarah Jackson, Anti-Social Behaviour Officer, gave a presentation that outlined the main principles and purposes of marketing and gave examples of how these could be adapted for use in non-commercial organisations. She was assisted by Jo Maguire, Communications and Marketing Officer, who outlined the importance of promoting Derbyshire Dales as a safe place to live in the light of information gleaned from the 2005 Quality of Life Survey that showed a mismatch between actual crime levels and the perceptions of residents. A copy of the presentation is attached.

Following the presentation the meeting divided into two groups to discuss ways that marketing principles could be applied to the work of the Partnership. Feedback from the discussion groups is attached.


Meeting closed 12.30pm


Marketing
 Identifying, Anticipating and
 Satisfying Customer
 Requirements Profitably


 Community Safety Panel 19th July 2007


Aims

- To define marketing and explore its relevance
- To examine the benefits that can be achieved by strategic marketing planning
- To define our publics
- To explore the contents of a communications plan


 Community Safety Panel 19th July 2007

Is Marketing Applicable to Us?

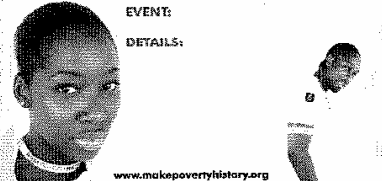
- Non profit organisations exist for the general betterment of society and/or the provision of goods and/or services
- Tools that are commonly used in commercial marketing practises can be equally applicable to the realm of non profit organisations


 Community Safety Panel 19th July 2007


Awareness Raising Example

MAKEPOVERTYHISTORY

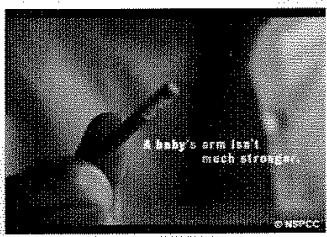
EVENT:
DETAILS:




www.makepovertyhistory.org
 TRADE JUSTICE DROP THE DEBT MORE & BETTER AID

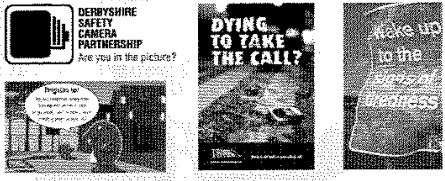

 Community Safety Panel 19th July 2007


Charity Example




 Community Safety Panel 19th July 2007

Road Safety Examples




 Community Safety Panel 19th July 2007

What Is Marketing?

- **Marketing is not selling!!**
- **Planned approach to promoting your organisation, its aims, objectives and its benefits to the public. Marketing activities must be measured and analysed so you can repeat successful items and drop things that didn't work**



Community Safety Panel 19th July 2007

Benefits of Marketing

- **Improved level of customer satisfaction obtained**
- **The attraction and allocation of resources**
- **Defines what the organisation does best**
- **A framework for researching needs, setting objectives, planning to meet objectives, implementation and control**



Community Safety Panel 19th July 2007

Therefore.....

Marketing is core to the organisation in:

- **Deciding where you want to be**
- **Planning how you are going to get there**
- **Measuring achievements and is felt by all when you have achieved the desired result**



Community Safety Panel 19th July 2007

Satisfaction for Whom?

A distinct group of people/organisations whose actual or potential needs must be satisfied in some way or could influence or be influenced by the strategy/actions

- **Input publics**
- **Internal publics**
- **Partner publics**
- **Consuming publics**



Community Safety Panel 19th July 2007

The Role of Marketing Communication

- **D**ifferentiate
- **R**emind
- **I**nform
- **P**ersuade



Community Safety Panel 19th July 2007

Marketing Communications Example

4000 people took part in the 2006 Derbyshire dales residents survey

Results

- **27% of the residents of the Derbyshire dales feel fairly/very well informed about what is being done to tackle anti-social behaviour in the Derbyshire dales**
- **Of these, the over 60's were the most informed**



Community Safety Panel 19th July 2007

More Information

Those that felt very/fairly well informed

- 49% got the information from council publications
- 23% got their information from local media
- Evidence suggested that those who got information from a local councillor feel best informed



Community Safety Panel 19th July 2007

Perceptions in the Dales

Perceptions of anti-social behaviour and related crime have improved markedly in the last three years. This is likely to be a result of:

- The success of partnership working in the CDRP
- Improvements in environmental services
- Improved publicity



Community Safety Panel 19th July 2007

DDDC Community Safety Publicity Campaign

- The DDC 2005 quality of life survey revealed that 42% of residents surveyed believed that reductions in crime would improve quality of life
- DDC prepared a press campaign to help reduce the fear of crime and promote the actual fall of crime



Community Safety Panel 19th July 2007

Council Publications



Community Safety Panel 19th July 2007

Designing a Marketing Communications Campaign

- Specification of the target audience
- Communication objectives
- Specification of promotional message
- Media selection
- Schedule
- Budget
- Monitoring/control



Community Safety Panel 19th July 2007

Target Audience

A relatively lower number of 18-24 year olds and 25-34 year olds reported being very/fairly well informed

- Other criteria for dividing the population include
- Geographic
 - Behavioural
 - Individual or group



Community Safety Panel 19th July 2007

Communication Objectives

- Must be **SMART**
- Must be aligned with organisational objectives/strategic business plans
- To increase how well informed the population of Derbyshire dales are about what is being done by the partnership to tackle ASB by the end of April 2008



Community Safety Panel 19th July 2007

Specification of Promotional Message

- Define the added value of the CDRP against a single agency approach
- Remind the community that ASB is being tackled
- Inform service users of successes and the existence of new initiatives and their benefits
- Persuade service users that their provision will offer genuine benefits



Community Safety Panel 19th July 2007

Media Selection

- **Television** - lends a certain status to a campaign
- **Print** - a flexible communications opportunity
- **Radio** - enables the identification of specific target audiences
- **Outdoor** - traditionally receives less attention than other forms of media
- **Electronic** - websites and advertising space



Community Safety Panel 19th July 2007

Media Selection

Information from the residents survey suggests:

- Information received from local councillors leaves the audience feeling well informed
- Council literature is more effective than local media

A medium does not have to be used in isolation



Community Safety Panel 19th July 2007

Media Selection

Personal communications channels

- Word of mouth influence carries great weight
- Organisations can take steps to make personal communications channels work for them
- It is important to target personal communications channels at the correct people



Community Safety Panel 19th July 2007

Diary/schedule

- To ensure that the communications are integrated and consistent, it is beneficial to design a schedule
- If the communication is 'ground breaking' it may require an initial promotional burst
- Timely to need e.g. Halloween/bonfire night
- Periodic reminders support the original message - synergy



Community Safety Panel 19th July 2007

Budget

- The overall budget for a communications strategy should be specified with nominated budget controllers
- Variances between proposed and actual expenditure should be noted
- Where necessary corrective action should be taken
- A huge budget is not always needed



Community Safety Panel 19th July 2007

Evaluation and Control

- Formative Evaluation
 - Pre-test the materials that will be used during the campaign
 - Pre-test the promotional techniques
- Process Evaluation
 - Ensure the process achieves campaign objectives
 - Ensure the appropriate messages have been received and understood by target market.



Community Safety Panel 19th July 2007

Evaluation and Control

- Outcome Evaluation
 - The awareness, recall and acceptance of the campaign messages
 - Changes of attitude
- Impact Evaluation
 - Often difficult to measure immediate impact
 - More cost effective to monitor ongoing changes in attitude and awareness



Community Safety Panel 19th July 2007

Summary & Key Points

- Marketing is relevant to public and non-profit sector work
- Marketing is used to D.R.I.P feed the benefits of the CDRP
- Should reflect organisational objectives to achieve buy-in
- A communications campaign must be targeted and planned to achieve SMART objectives



Community Safety Panel 19th July 2007

Thank you and goodnight!
Any Questions?



Community Safety Panel 19th July 2007

Notes from discussion groups at Community Safety Panel

Key messages

- One of the safest places in England to live, work and visit
- Positive actions towards solving local problems by residents, police and Neighbourhood Watch
- Lessons to be learnt – new threats such as I.D. theft and car crime
- Burglary – no room for complacency
- Balance – raising awareness that crime rates are low but urging people to still be vigilant

How we get the message across

- Safer Neighbourhood teams – promote benefits
- Getting the community involved – shared ownership and responsibility
- Must be the truth – ethical not offensive
- Lot of visitors – tourism (perhaps magnet to criminals)
- By the police being pro-active in crime prevention, not just detection
- Positive initiatives by partners – i.e. energy saving light bulbs and timers
- Demonstrations by Fire Service and citizenship classes in schools
- Empowering the community – taking a stand against crime
- More sophisticated communication tools e.g. short message service, road signs, advertising on cars/taxis/busses

Barriers of communications

- Mixed messages – no consistency between partners
- Difference ways of recording crime – often leads to higher figures in certain areas e.g. ASB
- Disproportionate fear of crime – people perceive that there is a higher possibility of them being a victim (media influence)
- Age gap between youth and older people can lead to a lack of understanding

Notes from workshop 2

Workshop 2 looked at Innocent Fruit Juice as a private sector marketing example. It highlighted the ways in which the type of packing used for your product can attract or alienate sections of the community.

Taking this across to the Community Safety Panel it was noted that to appeal to everyone in the community different methods and messages should be used rather than a one size fits everyone approach. Workshop 2 looked at Older People as their main audience.

Key Messages:

You are safer in the Dales

There is lots of joined up working to keep the Dales Safe

Preventative messages – don't be complacent

Getting the message across

From the Innocent example workshop 2 agreed that you needed to back up messages with a quality product. For the Community Safety Panel this means showing the good work that is going on. Visible evidence of safe communities could include:

- Seeing Police/PCSO on the street
- Clean Areas
- Trusted Traders groups
- HandyVan Service
- Ready Call Scheme
- Nominated Neighbour scheme
- No Cold Calling Zones

Methods

To get the message across it was felt that the credibility of the media used was important.

Most suitable

Presentation and talks to groups

Photographs and stories in local parish newsletters/magazines and District Council publications

