

From: Stuart Beaumont, Head of Community Safety & Emergency Planning

To: Kent Community Safety Partnership – 17th October 2013

Subject: Joint Media and Communications Campaign – “Getting Ready for Winter”

Classification: For Information

Past Pathway of Paper: Service Improvement DMT (September 2013)

Electoral Division: Countywide Service – all divisions affected

Summary: This report provides the Kent Community Safety Partnership with an outline concept for joining up media campaigns over key periods. The first being over this winter period 2013/14 and working up to a fully, joint campaign for the winter of 2014/15.

Recommendation(s):

The Kent Community Safety Partnership is asked to:

Endorse the media/communications approach outlined in this report for this winter 2013/14 and support the efforts of the officers in working towards a fully joint campaign for the winter of 2014/15.

1. Introduction

- 1.1 In light of the significant financial challenges facing the public sector, and the desire to transform service delivery to achieve better outcomes for the people of Kent, partners are increasingly exploring opportunities for closer joint working.
- 1.2 There is an appetite amongst strategic partners - principally Kent County Council, Kent Fire & Rescue Service and Kent Police - to cooperate across a number of areas in response to financial pressures and to realise business benefits from working in a different way.
- 1.3 Following an initial meeting between senior officers from the Community Safety field in Kent County Council, Kent Fire and Rescue Service and Kent Police, it was decided that one of these areas would be the media/marketing side of the business.

2. Financial Implications

- 2.1 The cost of marketing and promotional work to the public for all of our organisations around key preventative messages is significant. Whilst it is recognised that there will inevitably be a need to have single service campaigns, there are a number of occasions where these messages can be delivered jointly. The benefit of this work is not likely to deliver significant savings this financial year, but it will lay the foundation for future savings to be realised.

3. Bold Steps for Kent and Policy Framework

- 3.1 By working more closely together and exploring new ways of joint working across the partnership, the concept supports the objective in 'Bold Steps' which *"will require public authorities across Kent to rethink how services are designed and delivered. We must remove duplication and inefficiency that exists not just within authorities, but also between different authorities"*.

4. Outline Concept

- 4.1 A meeting between representatives in the community safety field from Kent County Council, Kent Police and the Kent Fire and Rescue Service and their respective media/communications counterparts took place in early September 2013.
- 4.2 At the meeting it was agreed that the way forward and the aspiration would be to work towards a fully, joint integrated media and communications campaign for the winter months entitled "Getting Ready for Winter".
- 4.3 Unfortunately following these discussions, it was understood that the timescales particularly the time needed for planning such a campaign would mean that it was simply not possible to organise such a campaign for this winter.
- 4.4 Nevertheless there remains still a strong desire to do something this year. Therefore the agencies involved will be exploring the theme – "Getting Ready for Winter" on smaller, more focussed events around the county this year. These events/messages would be targeted around a mixture of rural locations and some high footfall areas. The aim is to show the public a united front and to demonstrate what their community safety services are doing for them this winter. This would also form the basis of the planning for the winter campaign of 2014/15.
- 4.5 The media/communications leads from the three agencies will be coming together over the coming months to look at the timetable of campaigns and coordinating the process for next year.

5. Conclusions

- 5.1 There is a real, genuine desire from agencies to work in a different way and to explore new ways of delivering services and messages to the public. The partners have agreed that a move towards a more integrated approach is the best way forward and the work being explored around the delivery of a joint winter campaign is one such way that the residents of Kent will continue to receive key messages from our public services despite the increasing financial pressures we are under.

6. Recommendations

Recommendations:

The Kent Community Safety Partnership is asked to:

Support the efforts of the officers in working towards a fully joint campaign for the winter of 2014/15 and endorse the approach outlined in this report for this winter 2013/14.

7. Contact details

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