

Statement of Purpose

Nottinghamshire Neighbourhood Watch (NottsWatch ®), Nottinghamshire County Council and Nottinghamshire Police, along with other partner organisations share a clear goal of making Nottinghamshire a great place to live and work.

We can, collaboratively, achieve this aim by adopting/sharing effective methods and ongoing campaigns committed to building public engagement, strengthening community cohesion and addressing areas of concern for citizens. These aims are our primary focus, and one that a robust and active communications team can directly impact. This document sets out to highlight specific pathways for improvement that the communications team can focus on in order to best serve NottsWatch’s interests.

Commitments: Transparency	Implementation Strategy	Team Support required/Actions
<p>Each party will name a Single Point of Contact (SPOC) for their Communications Teams who will work collaboratively to share relevant information and promote each other’s Comms via own websites and electronic publications.</p>	<p>If the SPOC changes role, they will update the other parties of their replacement.</p> <p>The SPOC will review their internal & external lines of communication and:</p> <ol style="list-style-type: none"> 1. Pass on the other SPOC’s contact details to relevant teams within their organisation. 2. Link to the other organisation’s website/web page, as relevant. 3. Follow/share (as appropriate) other party’s social media. 4. Add other parties’ SPOC contact email to information distribution lists. 	<p>NW – Chair – currently Sue Sambells NP – Corporate Communication – currently Richard Brown NCC – Notts Trading Standards Comms Leads currently Sarah Bailey (sarah.bailey@nottscc.gov.uk) and Claire Geeson (claire.geeson@nottscc.gov.uk), who job share.</p> <p>Julie Cuthbert (Julie.cuthbert@nottscc.gov.uk) is working on the social isolation campaign.</p>

	<p>5. Share/promote other parties' newsletters/publications, as relevant.</p> <p>The SPOC to confirm in writing to the other parties, actions taken and planned, including time frames.</p>	
<p>Commitments: Common Ground</p>	<p>Implementation Strategy</p>	<p>Team Support required/Actions</p>
<p>Promoting positive citizenship and greater public awareness of the support community (individual or organisations) can give.</p>	<p>Highlighting stories of active participation in the community; supporting and promoting displays of positive citizenship through sharing of media, publishing articles and cross-posting with relevant groups to further disseminate positive work.</p>	<p>Neighbourhood Watch Network (NWN) are running a campaign and inviting good news stories #More than you expect. Week commencing 17 June 2019. NottsWatch promoting this via spring newsletter and social media. Also, via blog on new website.</p>
<p>Increasing public participation in the prevention and detection of crime, reducing the fear of crime, improving police/community liaison and increasing community safety.</p>	<p>Promoting crime prevention material produced by Notts Police, Nottinghamshire County and Nottingham City Councils, NWN and any other reputable, recognised organisations.</p> <p>Identifying and promoting stories/advice tackling issues that will engage NottsWatch members and encourage them to share within their communities and give relevant feedback to NottsWatch via Neighbourhood alert.</p>	<p>Added to NottsWatch new website: Resources include Small Business Cyber Security Guide, Fraud Advice and Cyber Protect handouts (produced by Notts Police Cybercrime Unit. Also, promoting this new team via collaboration pages. Useful links section includes suggestions made by Notts Trading Standards team. Additionally, incorporated in the councils' collaboration pages is a range of Trading Standards advice.</p>

	<p>Collaboration with targeted campaigns such as:</p> <ul style="list-style-type: none"> • Scam Awareness Month: June • Rogue Trader Awareness Week: October • National Consumer Week: 15 Nov, Product Safety Week: Nov 	
<p>Addressing loneliness, isolation, vulnerability and enhancing neighbourliness</p>	<p>Encouraging and supporting campaigns that directly tackle those issues and encouraging members to create campaigns where there is a need for one; researching into what specific actions best address the most common concerns for citizens and ways community-driven actions can best help.</p>	<p>Actively promoting Nominated Neighbour Scheme via newsletter, website and direct targeting, when appropriate. Plan to liaise with Inspire to ensure their volunteers have awareness for signposting at Tech & Tea sessions. Plan to further educate coordinators via Neighbourhood Alert – also Trading Standards Notts can take this action.</p>
<p>Providing effective communication to support communities, reduce crime and improve community cohesion.</p>	<p>Ongoing and consistent updates and communications with members; clear signposting for people who want to learn more or become more involved; liaising with neighbouring groups on issues that affect wider communities;</p>	<p>Through recent communications and meetings NottsWatch have better awareness of other organisations, and them of us, to enable reciprocal support plus effective signposting and promotion. Better use of Neighbourhood Alert planned to include specific surveys and signpost to relevant information/organisations. Further</p>

	effective analysis of member feedback to help critically assess and improve all communications on an ongoing basis	public perception survey sent out to 21467 people between 23 March to 14 April 2019 to which 2376 (11.07%) responded giving valuable feedback that will be presented at our 2019 Common Ground Conference. Also, targeted use of social media. New SM Editor taken on the role as a summer placement.
	Communication – Teamwork and Support	
Communication Issue	Implementation	Actions
<p>1. Diverse range of recipients preferring different media channels.</p> <p>2. Different priorities of communications.</p> <p>3. Comms to be easily archived and referenced.</p> <p>4. Lack of joined up thinking in issuing comms.</p>	<p>Social media is popular and speedy but only relevant to some types of comms. Collaboration required to agree appropriate channels of communication required to cater for diverse range of information and needs/habits of recipients.</p> <p>Strong record-keeping and communication across the organization, as well as updates provided at larger meetings. Trello Board set up to share NW Comms within our team.</p>	<p>Neighbourhood Alert - Mike Douglas, VISAV, to meet and demonstrate NA with interested parties: Notts CC, Notts Fire & Rescue, Crimestoppers, NTU Quantitative and Spatial Criminology Research Group. MD met with RB, Police Comms 22.5.19. RB to set up an internal workshop and invite relevant teams such as Burglary, NPT, Volunteering. MD to demonstrate how by using Origins and a system like Humber Talking, police (and council in collaboration) can accurately measure the predominant and underrepresented communities and specifically pin down issues, areas etc.</p>

	<p>https://trello.com/b/8ii3OfgD/nw-comms</p> <p>Horizontal, rather than vertical, communication to be implemented to improve efficiency and effectiveness between members. Working collaboratively on projects to be encouraged, where appropriate, with records kept on the status of those projects.</p>	
<p>NottsWatch Comms</p>	<p>NW implementation</p>	<p>Actions</p>
<ul style="list-style-type: none"> • Comms Team (Also see About Us > Comme team on website) • Newsletter Editor: JozefDoyle@nottswatch.co.uk • Comms Liaison: MattLawson@nottswatch.co.uk • Website Editor: Sue Sambells communication@nottswatch.co.uk • Social Media: adgent1986@gmail.com 		<p>Comms team meeting 22.2.19</p>
<p>Website</p>	<p>www.nottswatch.co.uk – new version live May 2019.</p>	

<p>Promotion of Website</p>	<p>Soft launch to May 2019.</p> <p>Introduction to new website sent out via Neighbourhood Alert 2.8.19</p> <p>News release to our contact lists to be issued early September (after holiday season).</p>	<p>Collaboration required to share NW Comms</p> <p>NCC added links: https://www.nottswatch.co.uk/districts-and-areas (for police info/local alerts) to the help sheet from https://www.nottinghamshire.gov.uk/care/adult-social-care/social-care-publications/safety-advice-older-people and Doorstep callers (how do I protect myself or others section): https://www.nottinghamshire.gov.uk/business-community/trading-standards/consumer-advice/doorstep-callers Scams (useful links section): https://www.nottinghamshire.gov.uk/business-community/trading-standards/consumer-advice/scams</p> <p>Add link to NW, where relevant, from Email Me - Latest News/Your Life. Covered in Your Life bulletin in Feb</p> <p>Email Me sign up – agencies page – NCC unable to add NW as managed by third party, Granicus.</p> <p>https://nottswatch.neighbourhoodalert.co.uk/LocalArea (postcode search for NHW schemes)</p> <p>Notts Police:</p>
<p>Evaluation of Website</p>	<p>https://extensions.joomla.org/category/site-management/analytics/</p>	

<p>Blog posts</p>	<p>Good news community stories sought. Individuality of style by author encouraged but consistency of message required, supporting our core aims and ensuring accuracy/relevance/quotation of source. Aim for weekly update to be sent summarising blog posts via Neighbourhood Alert.</p>	<p>Initial introduction to NW Blog sent via alert 2.8.19. Good feedback received.</p>
<p>Promotion of Blog</p>	<p>News Release including link, poster & request for positive community stories to send to: Age friendly Notts</p> <p>Inspire, Notts County Council Trading Standards Notts CC plus all Borough/District Comms SPOCs</p> <p>Notts Fire & Rescue Comms UoN Off Campus Affairs UoN Volunteering NTU Student Community Liaison Cybercrime Unit</p> <p>Neighbourhood Watch Network Notts Police Comms Nottm City Council – SPOCs for departments: Nottingham Together</p>	<p>Collaboration required to share NW Comms</p> <p>stephen.smith2@nottscc.gov.uk; rob.bryant@nottscc.gov.uk; gillian.wheatcroft@nottscc.gov.uk; Peter.Cribb@inspireculture.org.uk sharon.may@nottscc.gov.uk Julie.cuthbert@nottscc.gov.uk; sarah.bailey@nottscc.gov.uk; claire.geeson@nottscc.gov.uk; Arvinder.Sangha@notts-fire.gov.uk; Kirsty.Rackstraw1@nottingham.ac.uk; Billy.Mawson-Harris2@nottingham.ac.uk eleonor.cosh@ntu.ac.uk; kirsty.jackson4653@nottinghamshire.pnn.police.uk; william.murphy@ourwatch.org.uk; richard.brown12402@nottinghamshire.pnn.police.uk; Paul.Smithurst@nottinghamcity.gov.uk;</p>

	<p>Trading Standards</p> <p>Student Development Officer Emily Bairstow, Selective Licencing Team Senior Principal Urban Design and Conservation Officer Age Friendly</p> <p>Notts Victim Care Notts Community Organisers Co-op member Pioneers (local & regional)</p> <p>Additionally, refer to publications and politicians' distribution lists.</p> <p>Neighbourhood Alert – public issue inviting neighbourly stories and to opt into group to see blog stories.</p>	<p>patricia.hennessy13044@Nottinghamshire.pnn.police.uk; Farah.Khan@nottinghamcity.gov.uk; selective.licensing@nottinghamcity.gov.uk;</p> <p>Laura.Alvarez@nottinghamcity.gov.uk;</p> <p>healthandwellbeing@nottinghamcity.gov.uk</p> <p>Andrew.Goodall@nottsvictimcare.org.uk; Davidjones103@gmail.com toni.jarvis@coopmembers.co.uk; simon.kilbey@coopdigital.co.uk</p>
Evaluation of Blog engagement	Via analytics, periodic surveys, post comments and any specific feedback.	https://extensions.joomla.org/category/site-management/analytics/
Newsletters	Newsletter Editor to aim to issue spring, summer, autumn and winter newsletters by the end of the month following the quarterly meetings. I.e. April, July, October and January.	Sharon May, Trading Standards to provide copy also Kirsty Jackson, Cybercrime Unit. Contact JozefDoyle@nottswatch.co.uk early to mid January, April, July and October.
Promotion of Newsletters	Via neighbourhood Alert to all registered users plus distribution list. Include politicians' distribution list.	Collaboration required to share NW Comms NCC: Notts Police:

Evaluation of Newsletters	Including feedback form with alert	First newsletter – 77 responses – 59% excellent relevance only 5% poor. Word cloud shows suggestions including inconsiderate parking and knife crime. These topics were included in summer newsletter, also further feedback form.
Social Media Posts	SM Editor schedules to post on all three SM sites at 2pm and 7pm and plans around national and local campaigns: NW week 17-21 June 2019 #MoreThanYouExpect	NCC Campaigns: Scam Awareness Month: June, Rogue Trader Awareness Week: October, National Consumer Week: 15 Nov, Product Safety Week: Nov
Promotion of SM	https://www.facebook.com/nottswatch/ https://twitter.com/NottsWatch https://www.instagram.com/nottswatch/	<p>Collaboration required to share NW Comms</p> <p>NCC: Share appropriate info via social media. Discussed liaising with campaigns. Ongoing Safeguarding Adults/Social Isolation campaign – liaise with AFN & NW. Advise process. Website text agreed, waiting for comments from safeguarding adults’ team on draft posters, leaflets and other materials.</p> <p>Notts Police: Send to Richard Brown (Corp Comms) and Ash Wagstaffe (Specials) to promote.</p>
Evaluation of SM	Via SM Evaluation tools and quarterly report from SM Editor	