

Cheshire Neighbourhood Watch Association

Engagement and Communications Plan for 2020 - 2025

March 2020

Mission of CNWA:

In partnership with Cheshire Constabulary and other organisations, achieve a future where all households in Cheshire are members of their local Neighbourhood Watch Network, neighbours know each other, and residents feel safe and connected with their community.

Core Aims and Activities for 2020 to 2025:

- Partner with the police and other community safety agencies to prevent crime, the fear of crime
- Increase awareness in our communities about all crime, including new crime threats
- Increase the number of NW schemes
- Create stronger links with PCSOs
- Encourage all residents to take personal responsibility for their own safety and that of others
- Foster community spirit between the diverse communities in Cheshire
- Work together with the national Neighbourhood Watch Network to raise awareness of all forms of crime

Core Audience Groups:

In the table below are the specific targets for our communications and engagement plans. This represents all the individuals and organisations that we should aim to communicate with.

Audience	Specifically
Volunteers	Neighbourhood Watch Coordinators
General public	Residents of Cheshire
Cheshire Police	Cheshire Local Policing Units (LPUs): <ul style="list-style-type: none"> • PCSOs • Beat Managers
Policy makers	<ul style="list-style-type: none"> • Police & Crime Commissioner (PCC) for Cheshire • Chief Constable of Cheshire Constabulary • Senior officers in Cheshire Constabulary with responsibility for local policing and crime prevention and reduction • National Neighbourhood Watch Network
Funders and Partners	<ul style="list-style-type: none"> • PCC Safer Communities Fund • Any not-for-profit organisation operating in Cheshire aligned with our goals of crime reduction, safety and community cohesion • Any for-profit organisation operating in Cheshire with a CSR goal to benefit the local community

Effective communication requires articulation of the benefits that accrue to each audience group from our organisation and its services. The tables below provide a summary of the benefits for each audience type.

Volunteers

CNWA Service/Activity	Benefit
Provide leadership and strategic direction for NW schemes in Cheshire	<ul style="list-style-type: none"> • Opportunity for Coordinators to feel part of an important, credible, high quality national network • Coordinators can understand the overall goals and progress of NW in Cheshire and they can work in this context
Disseminate national and local information to Coordinators	<ul style="list-style-type: none"> • Ability to communicate valuable information to neighbours and scheme members
Administration of scheme and Coordinator data	<ul style="list-style-type: none"> • Efficient running of schemes on Alert system, so no need for Coordinators to worry about technical issues
Provision of NW scheme support	<ul style="list-style-type: none"> • Coordinators get encouragement and guidance for getting schemes set up, and opportunities to ask questions and solve problems • Source of resources such as leaflets, street signs and stickers
Facilitate communication between Coordinators	<ul style="list-style-type: none"> • Opportunities for sharing of ideas and best practice

Key messages: 'This is where we are headed', 'We're here to help you', 'Here's how you can grow and develop your scheme'.

General Public

CNWA Service/Activity	Benefit
Promote NW across Cheshire	<ul style="list-style-type: none"> • When increased numbers of households in Cheshire are part of a NW scheme, this leads to an overall reduction in crime and fear of crime
Sign up to NW	<ul style="list-style-type: none"> • Reduced fear of crime, and improved mental health through feeling safer • A chance to discuss local safety concerns • Increased neighbourliness and community spirit

Key messages: 'Join NW to help cut crime in your area', 'Help your neighbours feel more secure', 'Help bring your neighbours and community together'.

Also use NWN Key messages: 'Know your neighbour', 'Be Neighbourly', 'Be Active in your Community'

Cheshire Police

CNWA Service/Activity	Benefit
Facilitate communication between Coordinators and PCSOs/Local Policing Units	<ul style="list-style-type: none"> • Local policing teams have a ready-made network of community spirited local contacts to assist their work e.g. Acquiring intelligence • PCSOs are equipped and enthusiastic to work with NW Coordinators, and they understand the benefits of doing so • PCSOs learn to communicate relevant local information more effectively, and enhance their reputation in the community by doing so
Support PCSO training carried out by Cheshire Police	<ul style="list-style-type: none"> • PCSOs are equipped and enthusiastic to work with NW Coordinators, and they understand the benefits of doing so • PCSOs learn to communicate relevant local information more effectively, and enhance their reputation in the community by doing so

With local policing teams, promote crime prevention	<ul style="list-style-type: none"> • PCSOs are confident that they are engaging effectively to genuinely address local concerns • The support of Coordinators enhances their crime prevention activities
Find ways to make membership of NW representative of individual neighbourhoods and communities	<ul style="list-style-type: none"> • Opportunity for local policing teams to try out new models of NW and ways of working in collaboration with NW Coordinators in 'hard to reach' or deprived communities

Key messages: 'Use Neighbourhood Watch Coordinators to engage more effectively in your community area', 'Harness the knowledge and help of NWCs to tackle local issues', 'Think about working in new ways with the community to reach vulnerable individuals and struggling families'.

Policy Makers

CNWA Service/Activity	Benefit
Provide input and feedback to strategic planning activities	<ul style="list-style-type: none"> • Police and Crime Plan and other strategic documents for planning have development of NW embedded within them • Justification for priority and resources allocated to local policing and NW across Cheshire can be maintained or expanded
Communicate progress of NW across Cheshire	<ul style="list-style-type: none"> • National Neighbourhood Watch Network team can be confident that Cheshire Force Area is developing and performing well • PCC and Senior Police can have confidence in CNWA (which is a relatively new organisation)

Key messages: 'Neighbourhood Watch has [grown/shrunk] by [xx%] [across Cheshire/in your LPU] in the last [x] months', 'Messages from local policing teams to NWCs via Alert have [increased/decreased] by [x%] over the last [x] months', 'Neighbourhood Watch Schemes are an effective way for communities to reduce crime based upon [evidence from Cheshire Neighbourhoods], 'Here are the success stories where NW made a real impact'.

Funders and Partners

CNWA Service/Activity	Benefit
Engage with other community partners to strengthen offer and overall reach	<ul style="list-style-type: none"> • Increased impact can be achieved through working with NW as aligned partners working on community safety and cohesion
Progress reporting on existing funded projects associated with NW	<ul style="list-style-type: none"> • Assist delivery of funder organisation goals through NW being a reliable, credible organisation with a track record of delivering promised outcomes within allocated budget and on time • PR benefits (stories etc.) for successful delivery
Support for Coordinators and partners wishing to apply for funding for projects to assist NW objectives across Cheshire	<ul style="list-style-type: none"> • Offer partners attractive proposition through Cheshire wide remit and being part of a large national network • Reduce risk for partner organisations through joint applications

Key messages: 'Let's work together to deliver interesting sustainable projects to improve communities across Cheshire', 'We are doing/did what we said we would, and these are the results'.

Communications Plan

Audience Type	Stakeholder	Purpose	How?	Responsibility
Volunteers	Neighbourhood Watch Coordinators	To sustain engagement, and encourage them to grow & develop their schemes	<p><u>Monthly:</u></p> <ul style="list-style-type: none"> • Send 'how to' guides on aspects of managing schemes on Alert • Circulate NWN newsletter from JHC via Alert • Continue to send weekly Cheshire News and Appeals via Alert <p><u>Quarterly:</u></p> <ul style="list-style-type: none"> • Hold CNWA meetings, and Coordinator 'support surgeries' in different LPU areas <p><u>Annually:</u></p> <ul style="list-style-type: none"> • Request nominations for CNWA Awards via Alert, social media and via partners • Invite to AGM via Alert/Eventbrite • Review relevance of monthly communications <p><u>As appropriate:</u></p> <ul style="list-style-type: none"> • Send out opportunities to seek funding for community projects via Alert • Send out links to resources (e.g. Toolkits on all crime types) on CNWA and NWN websites via Alert • Send out requests for support for CNWA activities via Alert • Send out requests for nominations to the CNWA committee via Alert <p><u>Other:</u></p> <ul style="list-style-type: none"> • Consider setting up CNWA social media accounts (Twitter, Facebook) 	
General Public	Residents of Cheshire	Raise awareness of the benefits of NW, and motivate them to join as Coordinators or Scheme members	<p><u>Attendance of events such as:</u></p> <ul style="list-style-type: none"> • Parish Council meetings by request • Local Authority volunteer events • Connected Community meetings across Cheshire • The Royal Cheshire County Show • Cheshire Police Blue Light Day • Nantwich Show • Chester Pride <p><u>Spring 2020:</u></p>	

Audience Type	Stakeholder	Purpose	How?	Responsibility
			<ul style="list-style-type: none"> • Distribution of flyers in three pilot areas, e.g. Wrenbury, then monitor response <p><u>Other:</u></p> <ul style="list-style-type: none"> • Engage with Cheshire Association of Local Councils (CHALC) to see how they can promote NW • Request nominations for CNWA Awards via Alert, social media and partners • Consider setting up CNWA social media accounts (Twitter, Facebook) 	
Cheshire Police	LPUs: PCSOs and Beat Managers	To increase their understanding of NW, encourage them to engage fully with NWCs, and work with them on issues of concern to the community	<p><u>Training on NW:</u></p> <ul style="list-style-type: none"> • An overview of NW is provided to all new PSCOs as part of initial induction, along with PCSOs, PCs and Sgts during Beat Training. Follow up training is provided by force SPOC. • Train the eight PCSO coaches, face to face – ideally in a group but if necessary, individually to enable this knowledge to be cascaded to PCSOs, and so that coaches can assist PCSOs with NW queries. Target completion by June 2020. Due to Covid-19 training has been delayed. <p><u>Communication with LPU Inspectors:</u></p> <ul style="list-style-type: none"> • Provide monthly statistics of: scheme numbers in each community area, alert email messages sent. • Ask for, and send examples of, best practice involving NW in Cheshire (quarterly). <p><u>Support for PCSOs:</u></p> <ul style="list-style-type: none"> • Advertise presence of CNWA MSA team at each of eight LPU stations for NW support ‘drop-in’, aimed at local policing teams, once or twice per year • Send ‘how to’ guides on aspects of community engagement via Alert and best practice tips monthly • Ask them for feedback on what support they need, and also for examples of good practice/successes/stories (quarterly) <p><u>Other:</u></p> <ul style="list-style-type: none"> • Engage with exemplary/enthusiastic PCSOs and LPTs on extending and diversifying NW activities focused on specific challenges or projects (new models of NW) 	

Audience Type	Stakeholder	Purpose	How?	Responsibility
Policy Makers	PCC	Keep informed about progress of NW across Cheshire	<u>Quarterly:</u> <ul style="list-style-type: none"> Send brief report on NW progress <u>Other:</u> <ul style="list-style-type: none"> Invite PCC to annual AGM 	
	CC, and senior police officers with responsibility for local policing and crime prevention and reduction	Maintain support for NW, and for the priority given to Local Policing at strategic level	<u>Superintendent Peter Crowcroft:</u> <ul style="list-style-type: none"> Continue to invite to monthly CNWA meetings Raise issues at monthly meetings and ask PC for his support to resolve Send monthly statistics for all LPU Invite to annual AGM <u>Chief Constable:</u> <ul style="list-style-type: none"> Invite to annual AGM 	
	National Neighbourhood Watch Network	Maintain their arm's length support	<u>As appropriate:</u> <ul style="list-style-type: none"> Respond to NWN initiatives that fit our activities and goals Attend NWN conferences, training and meetings Invite to annual AGM 	
Funders and Partners	Safer Communities Fund (SCF)	Report back on SCF	<u>Quarterly:</u> <ul style="list-style-type: none"> Sent reports of activities and spend related to the grant from the Safer Communities Fund, until funding period ends 	
	Aligned organisations	Build relationships for mutual benefit	<u>Connected Communities:</u> <ul style="list-style-type: none"> Engage with Connected Communities initiatives of Cheshire East and CWAC with goal to embed NW promotion Attend meetings and events for promotion of community cohesion <u>Other potential partner organisations:</u> <ul style="list-style-type: none"> Identify suitable partners and meet to explore options, follow up with joint action appropriately, such as joint grant applications or joint awards 	