



**Lancashire
Constabulary**
police and communities together

Campaign Planning

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Section 1. Contents.....	2
Section 2. Background.....	3
Section 3. Our Approach.	5
Section 4. Delivery.....	8
Section 5. Governance	9
Appendix 1. Proposed campaigns.....	10
Appendix 2. National calendar of events.....	11

Section 2: Background

Lancashire Constabulary's aim is to **keep people safe from harm and make them feel safe, particularly the vulnerable.**

Daily decisions about issues such as deployments and resources are centered round local risk, threat, harm and vulnerability.

Traditionally, the work of the Media & Engagement Team hasn't necessarily focused on these areas.

Campaigns have either replicated national themes set out by the NPCC or they have been general awareness raising campaigns, requested by individual officers or departments with no account taken of wider force objectives.

In addition, campaign planning must take cognisance of the Police and Crime Plan priorities, and close liaison with the Office of the Police and Crime Commissioner is required to ensure there is complementary activity and no duplication of effort.

Section 3: Our Approach

The Media & Engagement team delivers a wide range of campaigns. Some of these are reactive - responding real time to emerging trends like a rise in a specific crime category or to an operational incident or event; others are more long-term, planned campaigns.

For the purpose of this report, we are dealing with planned campaigns; clearly the capability to respond quickly to emerging trends and threats will remain.

Our approach, moving forwards, is that all planned campaign work done by the Media & Engagement team will:

- Link in with the force Engagement Strategy
- Complement the Police and Crime Commissioners Police & Crime Plan.
- Give priority to areas of high risk/high vulnerability.
- Have clear aims, objectives, target audiences and identified funding, where required.
- Have clearly defined outcomes which can be measured.

Section 4: Delivery

In order to focus the force's campaign work on strategic priorities and risk and threat, delivery will be through five key strands as follows:

- Safety
- Crime
- Vulnerability
- Demand
- Engagement

A 12 month campaign plan will be agreed through the BMM process, with campaign work prioritized on risk and threat.

Any emerging threats which require additional work will be identified through TMB.

Section 5: Governance

Campaign activity will be determined and governed by the Strategic Engagement Board, chaired by ACC Territorial Operations and Contact.

The responsibility for delivering campaigns will rest with the Media & Engagement Department and in particular, the Digital & Engagement Services Manager.

Appendix 1: Proposed Campaigns

Campaign Name	Communications Purpose	Operational Purpose	Audience	Primary Activities	Est Costs	Time
Rape PCP priority	To be agreed	Protecting the vulnerable	TBC	TBC	TBC	
CSE PCP Priority	To assist the Constabulary's efforts to raise awareness of child sexual exploitation: who suffers from it, what constitutes it and how/where people can get help.	Protecting the vulnerable	Young children, particularly vulnerable Practitioners	Digital media campaign Youth engagement event	OPCC funded	Ongoing
Young People	To help deliver the Constabulary's youth engagement strategy	Protecting the vulnerable	Young people aged 12-18	Digital Media Events (primarily youth summit)	TBC	Ongoing
Modern Day Slavery/ Human Trafficking	To encourage victims to come forward and members of the public to spot potential signs of this type of crime	Protecting the vulnerable	TBC	TBC	TBC	TBC

Domestic Abuse PCP Priority	Initially, to encourage victims to come forward	Protecting the vulnerable	Victims of domestic abuse	Digital Media Traditional media	NIL	Ongoing
Early Action	To support the Constabulary in embedding Early Action into everyday business	Protecting the vulnerable	Internal – at least initially	Internal channels inc training	TBC	TBC
Demand	To assist the Constabulary in managing demand, ensuring a good quality service can be given to those most vulnerable	Reducing/ managing demand	General	TBC	TBC	Will be a continuous campaign
Channel Shift/Contact	To promote the ways in which members of the public, particularly the vulnerable, can contact the Constabulary, with a particular emphasis on its new online channels	Managing demand/ Improved customer service	All public but an emphasis on the vulnerable	TBC	TBC	TBC
Citizens in Policing PCP Priority	To promote the Constabulary's commitment to the CIP programme and encourage the public to take part	Reducing/ managing demand	Each strand has specific audiences	Digital media Events	Nil	Ongoing

Motorcycle safety	Support the work of the RPU to reduce serious & fatal RTCs involving motorbikes	Safety	Motorcyclists	TBC	TBC	April – Oct
Drink/drug Driving	Support the work of the RPU to reduce serious & fatal RTCs involving drugs and alcohol	Safety	All Motorists/ Motorcyclists	Digital and traditional media	TBC	Seasonal peaks – December & July
Counter Terrorism	Supporting the work of the Prevent Team	Safety	Those deemed vulnerable to radicalisation Practitioners in the field of Prevent	TBC	TBC	TBC
Gun Surrender	To support the regional firearms surrender and improve perception of police response to a rise in incidents regionally	Safety	Gun owners	Digital media Traditional media	NIL	April 2016
Rural Crime PCP Priority	TBC	Safety	TBC	TBC	TBC	TBC

Valuing Difference	TBC	Staff engagement	Internal – at least initially	Internal channels	TBC	TBC
Futures	To support the Futures team with staff engagement work	Staff engagement	Staff	Internal channels	TBC	TBC
Ethics	To promote appropriate ethical standards	Staff engagement	Staff	Internal channels	Minimal	From March 2016
Reward & Recognition	TBC	Staff engagement	Staff	Internal channels primarily but maximising external publicity to impact on public confidence	TBC	TBC

Appendix 2: National Calendar of Events

DATE	EVENT	LANCON LEAD	BUDGET
11 Jan	CT: Syrian Mothers	Andy Heath/Andy Crook	NIL
Feb	LGBT History Month	Laura Corrick	
6 Feb	Zero tolerance to FGM		
6 Feb	SPORT: Rugby Union - Six Nations starts, France v Italy and Scotland v England		
5 Feb	Domestic Abuse campaign: Be a Lover not a Fighter (public health led)	Johanna Ducworth	
9 Feb	Safer Internet Day www.saferinternet.org.uk	Johanna Duckworth	NIL
14 Feb	SPORT: Rugby Union - Six Nations Italy Vs England		
16 Feb	SPORT: Rugby Union - Six Nations England Vs Ireland		
28 Feb	SPORT: League Cup final, Wembley		
March/April	Motorcycle safety campaign		
2 March	SPORT: World Track Cycling Championships, London		
8 March	International Women's Day		
11 March – 3 April	SPORT: Cricket Twenty20, India		

12 March	SPORT: Rugby Union - Six Nations Ireland Vs Italy		
18 March	National CSE Awareness Day		
19 March	SPORT: Rugby Union - Six Nations Final round		
25-27 March	Easter weekend		
26 March	SPORT: Football. Germany Vs England, Berlin		
29 March	SPORT: Football. England V Netherlands, Wembley		
3 April	SPORT: Cricket Twenty20 finals, India		
4 April	Regional Gun Surrender		
9 April	SPORT: Grand National, Aintree		
11 April	Operation Rogue Trader National campaign		
16 April – 2 May	SPORT: Snooker world Championships		
23 April	St George's Day		
12- 18 May May	Mental Health Awareness Week www.mentalhealth.org		
12-20 May	SPORT: Football League play-off semi finals		
19 May	SPORT: Europa League Final, Basel, Switzerland		

19-23	SPORT: Cricket England Vs Sri Lanka, first test at Headingley		
18-24 May	Dementia Friendly/Dementia Awareness Week		
21 May	SPORT: Football FA Cup Final, Wembley		
23 – 24 May	SPORT: Football FA Cup Semi Finals, Wembley		
25 May	International Missing Children's Day		
28 May	SPORT: Football Champions League Final, Milan		
29 May	SPORT: Rugby Union England Vs Wales		
28-30 May	SPORT: Football League Play off finals, Wembley		
1-7 June	National Volunteers Week		
10 June until 10-July	SPORT: Euro 2016, France		
11-12 June	Blackpool Pride Festival		
5 June – 5 July	Ramadan		
18-26 June	Drowning Prevention Week		
27 June – 10- July	SPORT: Tennis - Wimbledon		
8-10 July	SPORT: Formula 1 – British GP at Silverstone		
10 July	SPORT: Football, Euro 2016 Final, Paris		

12 July	International Disability Awareness Day		
14-18	SPORT: Cricket England Vs Pakistan, First Test at Lords		
2-24 July	SPORT: Cycling Tour de France		
12 July	National Disability Day		
July	Scams Awareness Month		
w/c 6 July	Farm Safety Week (check date) www.nfuonline.com		
30 July	World Human Trafficking Awareness Day		
5-21 August	Olympic Games, Rio de Janeiro, Brazil		
August	National Road Victim Month www.roadpeace.org		
13 August	SPORT: Football - Premier League season starts		
September	Freshers weeks for the various colleges and universities		
September – November	Blackpool Illuminations		
October	National Personal Safety Day www.nationalpersonalsafetyday.co.uk		
October	Black History Month		
October	National Identity Fraud Awareness		

	Week		
October	National Hate Crime Awareness Week (check dates)		
October	National Cyber Security Awareness Month		
October	Anti Slavery Day (check dates)		
12	Domestic Violence Awareness Month		
18 October	Darker Nights (end BT)		
31 October	Halloween		
5 November	Bonfire Night		
11 November	Armistice Day		
11-12 November	SPORT: Football, World Cup Qualifying		
23-29 November	Anti Bullying Week (check dates) www.anti-bullyingweek.co.uk		
23-29 November	Road Safety Week www.roadsafetyweek.org.uk		
November	CT Awareness week – dates to be confirmed		
1 December	Drink/Drug Driving campaign		
December	Christmas		