Not in my Neighbourhood Week

2 – 6 November 2009

Handbook for local agencies and police forces
The Big Picture
The Public Service Agreements (PSAs) 23 and 25 focus on building public confidence in the work of local agencies in tackling crime and anti-social behaviour and reducing public perception of drug use or dealing and drunk and rowdy behaviour.

Not in My Neighbourhood Week is an excellent opportunity for you to increase local communications around this work.
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The first ‘Not in My Neighbourhood Week’ (NIMNW) took place in 2007. Now in its third year, NIMNW continues to be a great opportunity for local agencies and police forces and partners to showcase the work they do.

The key objective is to inform local people of action taking place in their area to tackle crime and anti-social behaviour and to make their communities safer.

**NIMNW aims to:**

- Increase awareness among the local community of what the police and local agencies do to tackle crime and anti-social behaviour.
- Increase public confidence in the work the police and local agencies are doing to tackle crime and anti-social behaviour and make communities safer.
- Encourage the public to engage with the police and local agencies and play their part in tackling crime and anti-social behaviour.
- Engage local and regional media and encourage them to support the work you are doing locally.

**This handbook is for:**

- Crime and Disorder Reduction Partnerships (CDRPs) / Community Safety Teams (CSPs)
- Drug Action Teams (DATs) / Drug and Alcohol Action Teams (DAATs)
- Government Offices
- Neighbourhood Watch Schemes
- Tenants and Residents Associations
- Anti-Social Behaviour Coordinators
- Police Forces / Police Authorities
- Neighbourhood Policing teams
- Youth Offending Team managers
- Local Criminal Justice Boards (LCJBs)

We’ve refreshed the handbook based on your feedback after NIMNW 2008. It contains tips on how to get involved with NIMNW and use it as an opportunity to communicate and engage with your communities.
We hope to make NIMNW 2009 bigger and better than last year. We would like to encourage as many local agencies as possible to take part. To promote your activities effectively, we encourage you to get together. Here are some suggestions on how:

**Crime and Disorder Reduction Partnerships (CDRPs) / Community Safety Partnerships (CSPs) ◄ ► Neighbourhood Policing Teams**

Up and down the country, teams are working to raise awareness of the work they do with local communities to tackle crime and anti-social behaviour. CDRPs and Neighbourhood Policing Teams can work in partnership during NIMNW.

**Local Criminal Justice Boards (LCJBs) ◄ ► Crime & Disorder Reduction Partnerships (CDRPs) / Community Safety Partnerships (CSPs)**

CDRPs and CSPs may be working with LCJBs on activities for Inside Justice Week; so you could also consider how to work together during NIMNW to further strengthen publicity opportunities. Visit [http://lcjb.cjsonline.gov.uk](http://lcjb.cjsonline.gov.uk) for your LCJB contact details.

**Neighbourhood Watch Schemes ◄ ► Crime and Disorder Reduction Partnerships (CDRPs) / Community Safety Partnerships (CSPs)**

If you are a Neighbourhood Watch coordinator and want to work with your CDRP or CSP, please contact the Community Safety Team at your local authority. If you are part of a CDRP and would like to work with your local Neighbourhood Watch schemes then please contact the Neighbourhood Watch Force Lead in the police force covering your area.

**Resident Associations ◄ ► Community Safety Teams Crime and Disorder Reduction Partnerships (CDRPs) / Community Safety Partnerships (CSPs)**

If you are part of a residents association and you would like to take part, contact your local authority community safety team to see how you can work together.

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**Section 2 GET INVOLVED**

**A Partnership Approach in Swindon**

For NIMNW 2008, a double-decker bus toured Swindon, stopping at different locations in the town each day. Local people could get on board to meet key staff from the different agencies that make up Swindon’s Community Safety Partnership.

In this way, local people found out all about how crime and anti-social behaviour was being tackled locally. They could also raise specific concerns or seek personal advice on crime prevention and other topics.

Special clean up squads accompanied the bus to remove unsightly graffiti and rubbish to improve the appearance of local neighbourhoods and Wiltshire Fire and Rescue Service offered free home fire safety checks to residents.
Inside Justice Week 2009

This year’s Inside Justice Week will run from 17 – 24 October and will see events running across England and Wales which offer the chance for everyone to see inside the Criminal Justice System.

The campaign is coordinated by the Office for Criminal Justice Reform and delivered locally by 42 LCJBs. Some CDRPs will already be working with their LCJB on campaign activities, for example: police open days. Coordination of activity for NIMNW and Inside Justice Week may need to be considered.

For information on Inside Justice Week, contact Laurie.Garlington@homeoffice.gsi.gov.uk or visit www.cjsonline.gov.uk/insidejustice

The national Justice Awards ceremony is held on Tuesday 20 October 2009 during Inside Justice Week. CDRPs may feature among the finalists and this offers a further publicity opportunity for your work!

Inside Justice Week and NIMNW provide strong opportunities for communications and are designed to complement each other.
NIMNW Key Messages

NIMNW is extremely flexible. You can use it to roll out existing initiatives, or theme the week to focus on specific action you are taking in response to local concerns, such as tackling robbery, crack house closures, or better street lighting.

You should ensure local concerns are at the heart of your NIMNW and its key messages. Analysis of your local community’s priorities should inform your messages: if the local community is concerned about drunk or rowdy behaviour or underage drinking, then your campaign and messages should reflect this. You could focus on action taken to tackle alcohol-related ASB in the city centre or to prevent alcohol sales to those under age.

The following messages were found to be useful during last years NIMNW. An evaluation of NIMNW 2008 also found that these were the messages often picked up in the local media. You may want to consider using them along with your own local messages:

- A range of people work together to keep you safe including anti-social behaviour managers, Neighbourhood Policing Teams, youth workers etc. Examples of this work include...
- Here’s what we’re doing to keep you safe and here’s what you can do to help keep yourself safe.
- We want to work with you to identify what concerns you the most so that we can address it.
- Here are the ways you can find out what we are doing and how to tell us what concerns you the most.
- There is a Neighbourhood Policing Team or Safer Neighbourhood Team in your area working with you to keep you safe. Your local Neighbourhood Policing Team or Safer Neighbourhood Team is contactable by (local contact details).
- We have successfully [local examples, e.g. close a crack house in your area]. We want to continue to work with you so we can identify what concerns you the most and continue to successfully address these.
- The policing pledge gives local people a stronger voice in setting local police priorities and the means to challenge their local force if they are not getting the service they expect – during NIMNW you can speak with your Neighbourhood Policing team at these events...

“

“If the duty of the Home Office stretches beyond enforcement to upholding quality of life, then we cannot be satisfied with a year-on-year reduction in crime. We also need to give serious consideration to the issues that deflate public confidence and make them feel less secure. Perception of crime is every bit as important as reality. Confidence is as relevant as experience”

Rt Hon Alan Johnson Home Secretary 2 July 2009

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A Suggested Approach

2 months before
If you haven’t already done so:

- Get in touch with partners and agree your objectives for NIMNW 2009
- Plan activities. For ideas, see the examples in this handbook and on the Crime Reduction website
- Invite your local MP to get involved
- Make contact with your COI News and PR and your Government Office.
- Order merchandise.

1 month before

- Warm up local media – let them know what you are planning.
- Send information to local action groups and active residents and ask them to put NIMNW in their diaries and promote it in their newsletters.
- Draft press notices – a template for you to tailor is available from COI News and PR and the Crime Reduction website.
- Finalise activity details and agree roles and responsibilities with partners.

1 week before

- Send a final schedule of activities to local media and let them know about any photo opportunities.
- Put up posters to publicise the event to local people.
- Do a run through of any events or presentations, rehearse speeches.

Not in My Neighbourhood Week: 2 – 6 November, 2009

- Run activities
- Send press releases, be interviewed for radio, press and/or TV
- Keep a note of all of your activities and successes

Follow-up

- Evaluate how well your activities achieved your local objectives
- Use evidence or information gathered during NIMNW to inform future activities
- Send event feedback (from stakeholders and the public) to the Home Office
- Keep in touch with your media contacts to let them know about the continuing efforts to reduce crime and ASB.
- Send case studies to the Home Office for NIMNW Handbook 2010!
Activity Ideas

Get local media to promote the week by having a theme for the week in partnership with your Neighbourhood Policing team or Neighbourhood Wardens. Get Crimestoppers involved.

Set up a photo call to illustrate the volume of achievement over a 12-month period – for example, abandoned cars cleared away or bottles of alcohol seized.

Work with the probation service to ask members of the community which ‘grot spots’ they would like offenders on Community Payback to clear up. Invite journalists to see Community Payback in action.

Review areas where improvements have been made (e.g., lighting, youth diversion schemes, alley gates) and promote those improvements.

Profile the work of a local residents’ group.

Involve local schoolchildren in a competition – for example to paint a poster of what they love about their neighbourhood and what they like to do there. Publicise the competition through the local media.

Invite Neighbourhood Watch representatives and young people to visit police cells, courts, and the Probation Service.

Hold a crime and disorder event with local police, drug and alcohol action team and Neighbourhood Watch, where representatives are on hand to describe their work and answer questions.

Hold an Environmental Action Day, with partner agencies and volunteers cleaning up local ‘grot spots’.

Great ideas from NIMNW 2008:

- Bournemouth CDRP launched a ‘Student Neighbourhood Pack’ to encourage good relationships between students moving into the town and their new neighbours. The packs contained a raft of information to help students settle into their new community including: recycling, waste disposal, noise pollution and useful contacts.
They were handed out by Council staff during Freshers’ Week and sent to local residents living near student accommodation to help develop community relations.

- Bedford CDRP, Police, Drugs and Alcohol Action Team and local residents came together for a community day. This involved cleaning up the local area, police security marking belongings, youth workers teaching residents about CV writing and alcohol services providing beer goggle simulation test.

- Fire fighters from Sawston teamed up with other agencies to visit residents ahead of Bonfire Night and to speak with students at Sawston Village College about Guy Fawkes Night safety.

- Cambridgeshire Police worked with CDRPs, schools and Neighbourhood Watch groups to hold activity days. These included environmental clean-up events with local schools, council enforcement patrols and Neighbourhood Watch surgeries.
Section 4
GET SUPPORT

Online www.crimereduction.homeoffice.gov.uk
We’ve improved the NIMNW page for 2009. It now contains:

• Template NIMNW poster
• Sample of 2008 media coverage to stimulate creative ideas for your area
• Evaluation of NIMNW 2008.
• Template press notice for you to tailor to locally (available from October)
• A feedback form for you to gather information from members of the public who participate in your NIMNW activities
• Stakeholder feedback form to return to the Home Office
• Links to other resources (see box below)

Tenants Participation Advisory Service (TPAS) local residents events
On behalf of the Home Office or TPAS will contact you, via the regional Government Office to discuss their local priorities. The events include presentations from local agencies, a Q&A forum, and then a lunch and exhibition.

If an event is organised in your area, the Home Office or TPAS will contact you via the Government Office to discuss your possible involvement. These events proved very successful in 2007 and 2008 because they provide a ready made platform for local agencies and police another opportunity to engage with local residents. These events are funded by the Home Office so your participation is at no extra cost to your organisation.

Other Resources
Inside Justice Week www.cjsonline.gov.uk/insidejustice
Policing Pledge http://policingpledge.direct.gov.uk/index.html
ASB Website www.respect.gov.uk/sasurvey.aspx?id=12864
Community Cashback http://cashback.cjsonline.gov.uk/
Community Payback http://communitypayback.direct.gov.uk/index.htm

Merchandise
The Home Office has NIMNW branded merchandise including pens, badges, post-its and balloons. A maximum order amount has been set for each order to ensure that materials are evenly distributed.

To order please complete an order form (which has been circulated with this handbook) and send it to: homeoffice@prolog.uk.com as soon as possible and no later than Friday 2 October.
Merchandise is limited and demand is high, so it will be distributed to those who order first. It is not guaranteed that orders after the deadline will be met or that we can fulfill all orders before stocks run out.

**Communicating for Confidence**

If you would like more detailed advice on communications to support NIMNW, the Home Office has produced a toolkit called ‘Communicating for Confidence’.

The toolkit is designed to support front line delivery partners such as CDRPs, CSPs, Neighbourhood Policing Teams, Drug and Alcohol Action Teams, by providing evidence and practical advice on how to build public confidence in the work being done to tackle crime and anti-social behaviour via communications.

[www.crimereduction.homeoffice.gov.uk/learningzone/communicatingforconfidence.htm](http://www.crimereduction.homeoffice.gov.uk/learningzone/communicatingforconfidence.htm)
Ministerial visits
Ministers will visit areas and projects to support local activities. If a visit is arranged in your area, the Home Office will help you publicise the event by engaging the local media. We will work with you to identify media opportunities, write press releases and arrange media interviews. Don’t forget to approach prominent local figures to take part in your events.

Email Amie.Shallcross@homeoffice.gsi.gov.uk to discuss Ministerial visits.

Don’t forget to approach your local MP to take part in your events.

Working with Your Local Media
Local media – press, radio and TV – is a trusted information source for the community. Here are some tips for how to work with your local media:

• Know what you want to achieve. Understand your audience – decide the best communication route. This is likely to be your local paper or local radio.

• Making the first call. Your first contact is likely to be calling a journalist to introduce yourself. Be prepared; you should know the purpose of your call, what you want to achieve and your key messages. Don’t forget statistics if they are relevant.

• Build relationships. Find out what your local journalists are interested in. Keep in touch on a regular basis. Be imaginative – offer them a new take on an old subject. Really sell your event and the impact it will have locally. Be loyal – don’t spoil a relationship by going to another rival newspaper with an exclusive.

• Target all outlets. Phone your local news desk and tell them about your event. Target different outlets such as free community newspaper, residents’ newsletter, hospital or students’ campus radio and TV stations.

• Recognise success. Recognise your own success or realise that the action you are taking will provide reassurance to your local community. Explain this to your media contacts.

• Let real people do the talking. Case studies and first person accounts are the most meaningful way to communicate what you are doing. Whenever possible, back up your story with real life accounts.

• Manage and sell your story. For example, pick out the key points from a new piece of research. Write a press notice around those key points to keep the story focused and accurate. Always follow up with a phone call to the journalist.

• Use images. Use an image to make your story visual and grab people’s attention.

• Be persistent. If your positive messages do not get through first time round, don’t be put off – try again.

• Respect journalist’s deadlines. Journalists are driven by clocks and calendars so find out and don’t miss their deadlines. Good stories are especially welcomed during news droughts (August and Christmas to New Year).
Press notices
A press notice is a short statement informing journalists about a news item or event you want them to report. The secret of getting noticed is a ‘wow’ factor. Journalists are looking for stories that will grab their readers’ attention. So think and write from the journalist’s and the readers’ viewpoints.

• ‘Is it news?’ If it isn’t then there is little point in going further. But it’s not quite as easy as that: what is news to one medium, might not be so for another. For example an item announcing the newly-appointed Neighbourhood Watch Coordinator might be right for a regional radio station but not TV.

• Timing. A release for publication on a Monday has a better chance of being published than on any other weekday unless some major new story occurs over the weekend.

• Put the main facts in the opening paragraph. Say who, why, where, when. Write subsequent points in descending order of importance.

• Layout and presentation are important. Double-space the copy to give the sub-editor room to make changes. Most will insist on rewriting, or at the very least make substantial amendments. Don’t underline anything in the release itself, and don’t put anything in italics or bold.

• Keep the release to a single sheet of A4 if you can. Two pages are fine. One page is better. And keep the paragraphs short and punchy.

• Get noticed with a catchy headline. Make your most exciting point as concisely as possible. The heading will help to ‘sell’ the story and it is worth getting it right.

• Write in a factual style and avoid adjectives and superlatives like exciting, lovely, superb. If there is much technical data, include it as an attachment.

• Ensure the subject matter is relevant to the people who will read or hear about your news. It’s good to include case studies featuring ‘real people’ and how an initiative has made a positive impact on their lives. Local media thrives on local people!

• The story should carry a date of issue at the top and always include contact information at the end.

• The release should be identifiable as a communication for publication or broadcast. It should carry a printed heading like ‘Press Notice’.

Nearer to NIMNW a template press notice will be available on
www.crimereduction.homeoffice.gov.uk
In 2008, over 500 local agencies and police forces took part and worked with local residents to make their community a safer place to live. Last year many CDRPs and CSPs worked with their local partners, including Neighbourhood Policing Teams and Neighbourhood Watch schemes, to run activities. They used creative ideas to get the community involved.

Here is an example of how NIMNW was run in South Wales in 2008:

James Harper, the Neighbourhood Policing Marketing and Communication Officer for South Wales Police describes their approach to NIMNW as “making it straight forward and building on existing neighbourhood policing tactics to engagement and problem solving”.

Get Involved
The campaign was positioned around the main themes of the South Wales neighbourhood policing programme and built on the (already strong) links local policing teams have with partners and stakeholders, ranging from local authority, other emergency services, community groups, and local business.

Get Planning
Neighbourhood Policing Teams and partners work was coordinated at Borough Command Unit level, with the support of Front Line Support Officers and BCU Neighbourhood Policing Lead Officers.

The campaign included a ‘being there for you’ reassurance message that emphasised the team approach with partners.

Briefings were delivered to all neighbourhood policing teams with information on NIMNW and the local aims and key messages. This was followed up with regular emails and briefings.

Get Publicity
The wide-ranging activities included awareness raising, crime prevention and enforcement. Officers were encouraged to use their neighbourhood profile training and plan activities to engage people across a variety of demographic profiles.

Promoting ‘Not in My Neighbourhood’ involved:

- Public Relations to promote good news through local media
- E-marketing to encourage visits to http://www.ourbobby.com/
- Sponsorship to help engage the local community and good causes.

Success in South Wales
NIMNW was a good fit with South Wales neighbourhood policing programme so they developed the campaign to make it part of a continuous approach to everyday neighbourhood policing.
This was supported with a series of frontline engagement and training events. The Citizen Focus Seminars were delivered to over 400 staff and included Community Profiling and Problem Solving, Effective Promotion, and how to be Brand Ambassadors (recognising each officers responsibility to make a great impression on our customers). A ‘Walk and Talk’ Making Communication Guide was produced as an easy reference tool.

South Wales activities included:

- **Crime prevention training** for partners, along with a Neighbourhood Watch recruitment and promotion.
- A **Youth Action Network** music project, peer mentoring, young fire fighters, Hype anti drugs schools project, and youth safety talks.
- **Cleaning up neighbourhoods**, graffiti removal as part of Community Payback, and litter patrols.
- **Home security improvements** with home surveys and ‘safe as houses’ initiatives.
- Daily articles in local press, radio interviews and a dedicated radio feature on the Wave Breakfast Show.
- Swansea City Centre operations to tackle ASB, and alcohol and drug related crime – resulted in arrests for public disorder and 24 exclusion notices.
- **Community surgeries** involving ASB workers, neighbourhood policing officers and the fire service.
- **Worship Watch** initiative to prevent crimes in places of worship, including theft, vandalism and anti social behaviour.
- Teamed up with Halfords so **new bikes were postcode marked**.
- **Crime prevention days** with officers visiting schools to speak about the consequences of ASB in the run up to Halloween and Bonfire Night.
- Activities for elderly persons, including the launch of ‘Keep Well – Keep Safe’ focusing on road safety, and an Age Concern road show.
- Local MP held ‘Coffee, Crime, and Chat’ session for 6th form students.
- ‘Local Democracy Week’ where neighbourhood policing Inspectors fielded questions from local schools.
- Focus on enhancing partnerships, with a networking day for partners.
- **Scam reporting exercise** to report any incidents of post or email scams.
- **Launch of a new communication channel**, where neighbourhood policing teams can email over 26,000 students.
Section 7
EVALUATION

We want NIMNW to be a success and we will use it to plan for future activities by:

- Collating details of your local NIMNW activity through Government Offices;
- Asking you to gather feedback from members of the public who are involved in your activities; a form is available for you to download and use at [www.crimereduction.homeoffice.gov.uk](http://www.crimereduction.homeoffice.gov.uk);
- Gathering press cuttings and details of other coverage that your activities generate; and
- Asking you to submit your own evaluation – a stakeholder feedback form is also available to download at [www.crimereduction.homeoffice.gov.uk](http://www.crimereduction.homeoffice.gov.uk).

Many police forces and local agencies conduct detailed evaluations of their communications activities and weeks of action – we’d be very interested in seeing the outcomes of your evaluation, so please share them with us.

Please send feedback and/or evaluation by the **30th November 2009** to:

**Amie Shallcross**
amie.shallcross@homeoffice.gsi.gov.uk
Crime and Policing Communications Team
4th Floor Peel Building
2 Marsham Street
London SW1P 4DF

We aim to produce an evaluation of NIMNW 2009 two months after the event and we will share this with you.

*Thank you for being a part of Not in My Neighbourhood Week 2009.*