

SHIELD COMMUNICATIONS PLAN – Confidential**Introduction**

This communications plan has been reviewed by the Shield Programme Board members and should be viewed in conjunction with the Shield Frequently Asked Questions (FAQs).

In the communications plan we differentiate (where relevant) between general communications to members of the public/gang affected communities and media communications. The Shield Programme Board has agreed that there will be no proactive media communications after the initial launch of the project; however, general communications to members of the public/gang affected communities will be supported by the Board.

Communications overview**1. What are we communicating?**

The introduction and delivery of a one year pilot implementation of the GVI model.

2. What are the top lines for the project?

- Gangs are responsible for a significant portion of the violence in the Capital. MPS data on gangs indicates that they are responsible for 40% of all shootings in the Capital and 17% of all serious violence and stabbings.
- There has been an increase in Violence with Injury offences in London in the last six months. Tackling violence is central to the Shield approach.
- Effective partnership enforcement and prevention activities have resulted in significant reductions in gang violence. Despite the increase in Violence with Injury, levels of violence in London remain lower than they were in 2010. The reduction in gang violence has created an opportunity to trial innovative new approaches in the Capital.
- We have selected the three pilot boroughs, Westminster, Lambeth and Haringey, because gang offending is challenging in different ways in these boroughs; they are also markedly different in terms of geography and need; and the infrastructure of their community safety partnerships and borough services make it possible to trial this new way of managing and reducing gang violence.

- The delivery of the Shield pilot is a multi-agency partnership effort, involving local and regional partners, including, the MPS, the Crown Prosecution Service; the Youth Justice Board; the London National Probation Service; London Community Rehabilitation Company, Her Majesty's Court and Tribunal Service and the National Offender Management Service.

3. Who is our audience?

- Members of the public
- Gang-affected communities in the pilot boroughs
- Gang Members

4. What are the key messages we want to get across?

- Members of the public – the Mayor is addressing gang crime
- Gang-affected communities in the pilot boroughs – we want you to stand alongside us to say no more violence, community reassurance that gangs are being tackled rather than communities feeling targeted or unsafe.
- Gang Members – we want to help you change, but if you do not we will enforce robustly against you

5. What are the key dates and timescales for communications relating to the project?

There are no further proactive media planned during the pilot. Stakeholders engaged with the delivery/ implementation of Shield will be discouraged from talking to the media.

However, there is recognition by the Shield Programme Board that it will be necessary to communicate with members of the public/gang affected communities at critical points of the Shield implementation because collective enforcement activities undertaken by police and partners will be noticed by members of the public/gang affected communities. It is also recognised that information provided by boroughs to members of the public/gang affected communities could find its way into the media. It will therefore be imperative that information provided to local communities takes into account the FAQs. The Shield FAQs have been produced to ensure a single set of messages for all partners. MOPAC will also support the development of local communications where required and where necessary.

Mid way, we may give consideration to exit /success stories.

6. What stakeholders are involved?

- Lambeth, Westminster, Haringey
- MPS/ Trident
- Regional partners – as outlined above
- Community representatives – to be identified
- Voluntary and community sector

7. Are there any negative aspects to our communication of this activity? What are the questions you do not want to be asked about this project?

See FAQs.

8. Is a product – such as a report or review – going to be produced?

Evaluation product in 2016.

9. What has happened before with this activity? How have we communicated in the past?

Previous trials have taken place (eg Pathways in 2008). Communications then took place over radio and leaflets as well as other media.

10. What are your expectations on the impact communications activity will have on promoting this?

Whilst we do not wish to proactively push further media messages from the centre, local authorities may wish to use local and community communications mechanisms (as opposed to media activity) to engage communities with the messages around Shield and foster engagement and support.

11. Shield protests

Two groups who are protesting against Shield; London Black Revolutionaries and London Campaign against Police and State Violence. Additionally MOPAC is receiving correspondence and queries from JENBA, and anti- joint enterprise organisation.

Much of this activity appears to be misinformed, for example relating to the use of joint enterprise, and sharing leaflets/ posters on stop and search.

It is suggested that should partners wish to share material to better inform local communities, a brief A5 document will be produced by MOPAC in order to inform reactive messaging.

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