



Communication Strategy for Safer Portsmouth Partnership

2008-2011

Introduction

The Safer Portsmouth Partnership (SPP) Community Safety Strategy for 2008-2011 identifies five priority areas:

- Reduce violence - domestic violence, rape and sexual assault, racial violence and homophobic violence and the harm it causes those who suffer
- Reduce anti-social behaviour - related to alcohol and young people focusing on arson and criminal damage
- Reduce the harm caused by drugs and alcohol focusing on alcohol related violence, parental substance misuse and drug and alcohol dependency
- Reduce the number of young people committing offences and reduce the harm caused by substance misuse among young people
- Reduce levels of adult re-offending focusing on drug related acquisitive crime, (burglary, vehicle crime), Prolific and other Priority Offenders and violent offenders

Aims

The delivery of these priorities will occur by:

- Improving communications with an updated, targeted Communications Strategy
- Improving data collection and analysis
- Develop preventative strategies based on reducing risk and increasing protective factors
- Improving community engagement by supporting the development of Neighbourhood Policing and the Community Tasking and Co-ordinating Groups (CTCGs)
- Improving delivery by more effective partnership working

The communications strategy is a crucial area of work that will support these priorities and delivery methods. It will:

1. Raise the partnership's profile in the community
2. Gain community support for the partnership's work and help the partnership meet its community involvement targets
3. Reduce fear of crime and change attitudes to crime and crime reduction
4. Improve communication with other partnership organisations working on crime issues
5. Promote positive images of young people
6. Highlight crime reduction work in areas in which people are most fearful
7. Focus on direct and social marketing

The communication strategy provides guidance on the most effective ways of informing the local community and stakeholders of our work and helps provide consistent messages from all our partners. The communications strategy will

also assist with guarding the Safer Portsmouth Partnership brand and how it is used amongst partners across different types of media.

Objectives

1. Raising the Partnership's Profile in the Community

The previous three-year communications strategy focused on building up the SPP brand. It also focused on PR and marketing that high-lighted partnership working and promoted projects and services that gathered recognition and support in the community for the partnership's crime reduction work.

The 2008-2011 strategy will focus on similar areas of work, as this must continue to ensure brand awareness and SPP crime reduction service awareness, but will include:

- Regular press and media stories using or stating SPP name/brand
- Targeted direct marketing and media in local community papers and at networking events

Other priorities for the strategy will be:

2. Gain community support for the partnership's work and help the partnership meet its community involvement targets

For SPP to continue promoting itself in a positive way – so it is associated with effectively reducing crime and substance misuse by working with communities and partners – it must be seen to be delivering community-related projects that residents want.

Crime reduction is a positive service for people, but crime is negative, so it will be important to always focus any promotion about SPP's services by using positive marketing that is about combating anti-social behaviour and preventing crime in the future. Providing long-term, viable solutions for ongoing issues are what residents will want to hear about, not short-term projects that vanish after 12 months funding.

Regularly communicating the sustainability of crime reduction services will help Portsmouth residents understand that SPP is *always* there for them working to make the city safe and that it has many different community safety teams locally-focused and issue-focused across the city.

Key delivery methods for gaining further support for SPP include public consultation, "Face the People" sessions and staff training to ensure up to date awareness of services on offer by SPP so frontline staff can pass information to residents in their daily work.

Operation Drink Safe was an example of a strategically and operationally sustained project with a clear "story". It had a clearly evidenced problem and a raft of solutions was provided. This is the kind of positive model that SPP communications and marketing should take, using a multitude of mediums, press liaison and social marketing to achieve a clear PR goal.

Actions for this area include:

- Continuing to prioritise marketing and promotion of Drink Safe
- Develop a communications strategy alongside democratic and community engagement services about Face the People sessions

3. Reduce fear of crime and change attitudes to crime and crime reduction

Despite efforts to lessen the fear of crime, especially in the city's entertainment areas, fear of crime is still a problem.

Addressing people's perception of how safe their area is will be an important focus for the communications strategy, especially in two wards of the city – Somerstown and Buckland – where the perception of crime has been shown to be higher than actual physical crime*. Please see Appendix 2 for more information.

Changing the culture of feeling unsafe to feeling safe is a big challenge but one that is just as important as cutting physical crime. Actions to include:

- Delivering "Heart of Portsmouth" communications strategy, focusing on positive "pride" messages
- Work with police to promote community schemes that reduce the fear of crime

4. Improve communication with other partnership organisations working on crime issues

The previous communications strategy included work to identify all partner communications channels, helping to focus better co-ordination of marketing and communications activities between SPP partners. This media channel analysis was given to all partners for use in their marketing.

The co-ordination of partner communications will continue to be a challenge – as members' communications officers are involved in their organisation's own promotional agenda. Because of this, this co-ordination should be a priority and the following should be considered for the future:

- A regular community safety and crime reduction "slot" at the Portsmouth Communications Network organised by Portsmouth City Council's Corporate Communications Team (attended by all regional press and media officers)
- Monthly partnership-wide communications email – an update on activities and news sent to SPP contact list (thus involving communications officers more as they send in materials to be included in this update)

5. Promote positive images of young people

An important area of marketing and communications for the partnership will

* From the MORI Community Safety Survey 2007

be to help alter the perception of city residents about young people and crime. The Preventing Youth Offending Project (PYOP), Motiv8 and the Youth Advisers Portsmouth (YAP) are key SPP stakeholders that should support this key communications priority with the SPP communications officer by:

- Regularly providing new images and stories to the communications officer about successful case studies
- Working and co-operating with local media to build a more positive image of services and young people preventing future crime

6. Focus on direct and social marketing

For the partnership to continue successfully marketing itself, and build on brand awareness already in the city, it should look at focusing more efforts in the next three years on different forms of social marketing.

This is about concentrating on getting educational and enforcement messages directly to different target audiences. Researching and identifying key target audiences (depending on the kind of campaign messages that need to be promoted) and the right media to reach them will be a key part of this work to ensure that “social marketing” works effectively.

Social marketing should also provide the recipients of promotional messages with the feeling that a campaign is locally-focused and exactly *for them*.

Social marketing focus for the SPP should include:

- Community marketing via high-profile influencers in the city, community papers and ward Councillors
- Further use of direct marketing to audiences, such as mail shots, web marketing, adverts in magazines/newsletters, viral marketing, email updates, SMS, merchandise and podcasts
- Editorial and “advertorials” in more partners’ media, i.e. website and newsletters
- Road shows that go into the heart of residential areas
- Face the People sessions and neighbourhood forums used (in addition to allowing residents access to SPP) for passing direct community safety messages on to residents
- Issue-based marketing high-lighting well-known themes people recognise, such as drugs and alcohol, using communication channels such as community radio slots
- Encouraging frontline workers – via briefings from CTCGs – to pass on key messages in their daily work with the public

7. SPP Branding Guardianship and use by all Partners

All partner members of SPP agreed the branding guidance for the partnership and it is timely, alongside a new communications strategy, to remind all Theme Champions and Heads of Services about this. There are times when the SPP brand conflicts with partners’ own brand – for instance, on police Dispersal Order posters and on some council Trading Standard promotions –

and this needs to be constantly addressed. See Appendix 3 for more information.

Actions to include:

- SPP's strategic team and the communications officer should ensure all partners follow the SPP brand usage correctly, that it is used appropriately on promotional material (in the correct way) and is not associated with potentially controversial schemes or damaging opinions and/or projects that SPP does not support financially or in principal.
- The branding guidance to be updated in the next three years to include further guidance on new brands that the partnership "owns" and manages, i.e. Operation Drink Safe and all its off-shoot projects.

Other Communications Methods

There are other areas of work that are part of the communications strategy and they take into consideration external and internal communication. They include:

Media Plan

A proactive approach is needed to promote Safer Portsmouth Partnership's services and projects in the media.

Marketing positive crime messages and, in the process, engaging with residents to help develop safer communities is a key area of work for SPP which can be achieved through effective use of the media.

A good working relationship has been built up with key media such as *The News* and this should continue to be nurtured over the next three years to encourage more balanced reporting on crime issues.

Fear of crime has a major impact on the quality of life for residents, workers and people visiting Portsmouth. The MORI survey 2007 identified that residents were most fearful of going to certain areas of Portsmouth with 37% of those surveyed saying they are afraid to go Somerstown and 27% saying the same for Buckland. This would suggest that the partnership needs to continue to address the gap between perception and experience of crime.

Press Management & Spokespeople

A spokesperson has been identified for each of SPP's priority areas. This person is the main point of contact for media enquires on that particular subject. The use of a named spokesperson ensures that the messages and the views of the partnership and priority groups are consistent. See Appendix 1 for more information.

Communications Operational Planner

The development of an operational planner will identify any national and local publicity campaigns, planned meetings of the partnership, priority groups and

any other relevant events. This will enable the partnership to take a proactive approach to crime prevention and highlight the work of the partnership.

This operational planner will supersede the partnership's "PR Calendar" to ensure a better joined-up approach to working alongside Portsmouth City Council's communications team (the "hosts" of SPP's communications officer). The planner will be made available on the SPP website.

Training Opportunities

Many of the partner organisations provide in-house multi-agency training that can be accessed by staff from other agencies. A training list should be regularly updated and circulated to all partners.

Consultation

Consultation with partners, other agencies and the public is an important component of the decision-making process and also another way to enable better direct marketing of key messages.

This consultation work is especially relevant with the expansion of Tasking and Co-ordinating Groups (TCGs) across the city – working in wards to co-ordinate how anti-social behaviour is dealt with – and the SPP communications officer will have key responsibility for ensuring the "Face the People" sessions provide a level of community engagement and public promotion of SPP services/messages over coming years.

The Department for Communities and Local Government (DCLG) is also planning to deliver a bi-annual "New Place Survey" – administered by the Local Strategic Partnership (LSP) – which will ask residents questions about relevant community safety issues, e.g. fear of crime, drug dealing, litter, youth crime and how well the council and police are improving areas.

Any formal consultation conducted by partners should be published on SPP website, recorded and monitored to reduce duplication across the partnership and assist information sharing between agencies. A schedule should be produced and be readily available and circulated to include details of existing and future consultation exercises.

Website Development

The partnership must continue to publish on, update and develop its website, with the possibility of web streaming and integrated video to be used at a later date in order to keep the SPP website relevant. This will mean that:

- In the next three years, the SPP website should have a complete redesign and new content management system installed to provide better user interactivity.

Measure Of Success

The means of evaluating the effectiveness of this communications strategy should be explored regularly and include:

- MORI survey in 2009

- SPP Balance Scorecard and quarterly Home Office reports
- Results of Department for Communities and Local Government (DCLG) “New Place Survey” in 2008
- Other local residents surveys
- Police data on reported crime
- Media monitoring
- SPP website navigational “hits”
- Audit Commission performance indicators in the Portsmouth City Council communications strategy (which SPP the communications officer contributes to) below:

Performance Indicator		How often measured?	Target set
1	Number of media enquiries received	Per month	30
2	Speed of response to general enquiries	Per month	8 working hours
3	% of responses made on time when reporters set a deadline*	Per month	100%
4	Number of news releases written	Per month	30
5	Number of broadcasts arranged/initiated by the Comms team	Per month	15
6	Number of proactive articles published in trade press	Per month	5
7	Number of proactive articles published in national press	Per year	5
8	% of news releases written that are covered in local media	Monthly	90 %
9	% of coverage in The News with a positive tone **	Monthly	60% positive
10	% of coverage in The News with a neutral tone	Monthly	25% neutral
11	% of coverage in The News with a negative tone	Monthly	15% negative
12	% of high prominence articles from local media releases	Monthly	50%
13	Proactive media briefing sessions	Per year	12
14	Correcting factually inaccurate reporting with rebuttals	Per month	80% ***
15	Speed of reply to complaints about the service provided	Per month	3 working days

Appendix 1

Community Safety Strategy 2008-2011 SPOKESPERSON'S PROTOCOL

Background

A key element of the community safety strategy for 2008-2011 is to develop and implement a communication strategy for the partnership.

This Communication Strategy will:

- assist with both internal and external communication
- co-ordinate a proactive and reactive approach to media
- identify further opportunities to aid greater liaison and co-ordination between various groups and partner agencies.

Breadth of Protocol

This protocol covers press releases and media statements that directly relate to (or could impact on) the initiatives described in the community safety strategy.

Nominated Spokespeople

It has been agreed that a spokesperson will be identified as the main point of contact for any media enquiries on that particular subject, regardless of which partner organisation receives the initial call. (Advice and training are available if necessary)

Overall Strategy

Spokesperson and
Press release approval:

David Williams
Chief Executive
Portsmouth City Council
(023) 92834009

AND

Rachael Dalby
Head of Community Safety Team
Portsmouth City Council
(023) 9283 4040

AND

Lisa Wills
Partnership and Strategy Manager
Portsmouth City Council
(023) 9284 1472

Anti Social Behaviour

Spokesperson and
Press release approval:

Kevin Evenett
Group Manager Portsmouth
Hampshire Fire Service
(023) 9266 4223

Press releases to be approved by:

Roy Goulding
Anti Social Behaviour Manager
Portsmouth City Council
(023) 9284 1766

Young People

Spokesperson and
Press release approval:

Charlie Adie
Chief Executive for Motiv8
(023) 9283 4027

Press release to be approved by:

Bruce Marr
Preventing Youth Offending Manager
Portsmouth City Council
(023) 9268 8516

And

Cherry Sullivan
Assistant Sub Misuse Co-ordinator
(Young People)
Portsmouth City Council
(023) 9283 4688

Drugs and Alcohol

Spokesperson and
Press release approval:

Paul Edmondson-Jones
Director of Public health & Well-being
Portsmouth Primary Care Trust
Mon-Weds on (023) 9289 4351
Thu-Fri on (023) 9268 8700

Press releases to be approved by:

Alan Knobel
Substance Misuse Co-ordinator
Portsmouth City Council
(023) 9268 8221

And

Barry Dickinson
Joint Commissioning Manager
Portsmouth City Council
(023) 9268 8503

Violent and Volume Crime

Linked to licensed premises

Spokesperson and
Press release approval:

Chief Superintendent David Peacock
Hampshire Police Constabulary
(023) 92891620

Press releases to be approved by:

Chief Inspector James Fulton
Hampshire Police Constabulary
(023) 9289 1715

Domestic Violence and Abuse

Spokesperson:

Chief Superintendent David Peacock
Hampshire Police Constabulary
(023) 9289 1620

Press release to be approved by:

Sally Jackson
Manager, Hidden Violence
Community Safety Team
Portsmouth City Council
(023) 9284 1055

AND

Shonagh Dillon
Early Intervention Project (EIP)
Sexual Assault Referral Centre
Treetops Centre
(023) 92630341

Racial Harassment

Spokesperson and
Press release approval:

Chief Superintendent David Peacock
Hampshire Police Constabulary
(023) 9289 1620

Press release to be approved by:

Sally Jackson
Manager, Hidden Violence
Community Safety Team
Portsmouth City Council
(023) 9284 1055

AND

Sharon Furtado
Racial Awareness Service Manager
Navigators Centre
(023) 92841050

Communities

Spokesperson and
Press release approval:

Councillor Jason Fazackarley
Executive member for Community
Safety and environment
Portsmouth City Council
(023) 9283 4172

Press release to be approved by:

Chief Inspector Carrie Pither
Hampshire Constabulary
023 92891594

Appendix 2

Community Safety Strategy 2008-2011

HEART OF PORTSMOUTH COMMUNICATIONS STRATEGY Reducing the Fear of Crime in Buckland and Somerstown

<p>Purpose of communication</p>	<p>Reduce the fear of crime for the residents in the Landport and Buckland areas and to improve the reputation of the areas to residents outside those areas.</p>
<p>Context</p>	<p>The Mori Residents Survey taken in 2007 identified crime and safety of the local community as the top priority for the residents of Portsmouth. 33% of residents feel the council has been very or fairly successful in reducing the fear of crime. 35% think that the council has been very or fairly unsuccessful. Somerstown and Buckland are still the places residents avoid most due to fear of crime – Somerstown with 37% and Buckland 27%</p>
<p>Objectives</p>	<p>To reduce the fear of crime for the residents of Buckland and Somerstown To improve the image of the area to outsiders To engender a sense of pride amongst the residents of the two areas</p>
<p>Audiences</p>	<p>The key targets are the residents of Somerstown and Buckland. In particular the residents around Buckingham Green in Buckland and the St. Paul's area in Somerstown. These areas have been identified by the appropriate Community Tasking Groups and the senior community wardens as having particular difficulties with anti-social behaviour.</p> <p>Other audiences:</p> <ul style="list-style-type: none"> • Residents of the city • PCC Housing • Police • PCSOs • Community Wardens

<p>Key messages</p>	<p>Fear of crime is not borne out by crime statistics. The latest statistics show a big fall in violent and other serious crimes across the city.</p> <p>Percentage fall:</p> <ul style="list-style-type: none"> • common assaults-16% • sex offences-19% • personal robberies-16% • violence against person-59% • thefts-20% <p>Overall crime has reduced in the city by 25% since 1997. For all crime the city is in the lower band and 6th out of 15 in our most similar family group.</p> <p>Statistics for the Charles Dickens ward, which encompasses part of Buckland, show 13 incidents per thousand population in 2007. This has dropped to 11 incidents per thousand in 2008.</p> <p>Residents taking pride in their community will help to prevent anti-social behaviour.</p>
<p>Tools</p>	<p>Leaflet – targeting key areas of Buckland and Somerstown with facts showing crime statistics do not match fear of crime. Also promote the ‘Face the People’ sessions to residents and invite them to attend.</p> <ul style="list-style-type: none"> • Fratton Sector – Fratton Neighbourhood Forum, 24 June • Central Sector – West Southsea Neighbourhood Forum, July (date to be confirmed) <p>Posters – youth wardens have designed posters about fear of crime. These need to be printed and put-up in key areas.</p> <p>Article in Flagship – copy date 28/7) Article in Housetalk (magazine for council tenants) Article in community newspapers – Buckland Bugle, Somerstown Messenger Press releases about positive events in the Buckland and Somerstown areas areas</p>
<p>Budget</p>	<p>To be identified</p>

Impact on services and staff	Impact on SPP Communications Officer Housing officers Community wardens PCSOs
Evaluation	Results of Mori survey 2009 Crime Reduction and Environmental Week (CREW) Residents Survey
Critical success factors	Number of residents attending the 'Face the People' sessions Residents and non-residents not afraid to walk around areas, particularly at night Residents having pride in their area Positive stories about areas in local media
Milestones	June 2008 – leaflets produced and delivered to residents by community wardens June 2008 – posters produced and put up by community wardens in key positions June 24 – Face the People session at Fratton Neighbourhood Forum July (date to be confirmed) 'Face the People' session at West Southsea Neighbourhood Forum July 28(copy date) Flagship article tbc - article in Housetalk (magazine for council tenants) tbc – articles in community newspapers – Buckland Bugle, Somerstown Messenger
Risks	Information concerning crime statistics going down not believed by residents Apathy amongst residents-nothing is going to change, why bother

Appendix 3

Community Safety Strategy 2008-2011

BRANDING GUIDELINES

Introduction

These guidelines are to be used as a reference tool by all partners involved in the Safer Portsmouth Partnership (SPP). They provide a clear outline for what the partnership's brand means and how all partners should use the SPP logo.

Branding is an important part of any organisations' identity as it is how the public directly associate, and emotionally connect, with that organisation. They will think, feel and form their opinions on that organisation based upon the messages the brand gives to them.

The SPP branding will often be used to promote various joint projects or campaigns, involving community safety themes, by one or a number of partners.

Whereas this proactive marketing is to be encouraged, there are times when it is necessary for the partnership to have branding rules in place in case a particular project, promotional angle or "media line" is not acceptable for SPP to be directly associated with. The branding rules, outlined within this document, are there to safeguard SPP's public identity against negative or damaging media stories and subsequent negative public opinions.

What the SPP brand stands for

It is important that any brand has a number of simple, direct messages connected to it that people can easily "read" from a logo or the look and feel of the branding.

For SPP, its logo's strap line provides a clear message to any audience that the Safer Portsmouth Partnership is in the business of "reducing crime and substance misuse". Therefore, with the strap line and "Safer Portsmouth Partnership" wording, the brand's associated messages would be:

- Working together to keep the community safe from crime
- Helping to reduce crime and the fear of crime
- Tackling anti-social behaviour and enforcing/treating drug and alcohol abuse

Other messages that the partnership would like to get across to the public about their work in the community arise from the themes of work agreed by partners on SPP's steering group. These are:

- Effective partnership working
- Reduce the number of young people committing offences and develop support for young victims of crime
- Reducing violent crime

- Reduce levels of anti-social behaviour across the city
- Reduce the impact of drug and alcohol misuse on our communities

Any partnership-led activity, campaign or project SPP under-takes must, in some way, achieve these aims. The promotion involved must use an angle that clearly “says” to the public, staff or other stakeholders that it is about one or more of the above themes and messages.

Use of relevant spokespeople

To assist with consistent promotion of these brand messages, the partnership has five “Theme Champions” that are members of, and accountable to the partnership:

- Champion for young people
- Champion for anti-social behaviour
- Champion for Drugs & Alcohol
- Champion for Violent & Volume Crime (including Domestic Violence and Abuse, and Racial Harassment)
- Champion for Effective Partnership & Communications

Partner Responsibilities - Guarding the SPP Brand

All members of SPP have a responsibility to ensure the partnership’s reputation is trusted and that the public sees SPP as effective.

Anything spokespeople or delivery group members do on behalf of SPP can reflect back on ALL other partners involved in the partnership. So public statements, quotes, marketing, leaflets, internal communications and press releases should be carefully considered and partners actively consulted during their development.

Partners that have communication/media officers have a responsibility to promote SPP and its work but also to ensure that the SPP brand/logo is used wisely.

Guarding SPP’s brand means not using the logo for potentially damaging or controversial campaigns or projects that the partnership has not been involved, has no knowledge of or is not likely to want to be associated with.

Partner communication officers should have in place an “approval” process where any of their staff wanting to use the SPP logo should inform them, or the partnership’s communications officer, of this. All new projects and campaigns wishing to use the SPP logo should contact the partnership’s communications officer (or your relevant partnership manager who will have knowledge of these guidelines) for approval.

If you work for an agency without any communications support then you should, before using the logo on anything (stationery, press release, merchandise, posters etc), consider carefully what your campaign or project is saying to people and whether the SPP logo is appropriate to be used with it, i.e. does it assist with the promotion, is it about community safety and does the campaign involve several SPP partners.

If you are unsure about whether or not to use the SPP branding you should contact the partnership's communications officer who will advise on appropriate use and approval of the logo.

Safer Portsmouth Partnership's communications officer's contact details:

Anthony Burt
Tel. 023 92688594
Email. anthony.burt@portsmouthcc.gov.uk

Logo - Do's and Don'ts

It is an obvious but important fact that people should be able to read the SPP logo and its tagline underneath. For clarity to be ensured the logo **MUST NOT** be printed on any materials smaller than **35mm wide and 15mm high**, unless the material is merchandise such as pens or credit card-sized leaflets.

The Safer Portsmouth Partnership will "put its name to" positive projects, messages, campaigns and information involving crime reduction and prevention, enforcement, and community safety. If one partner is instigating a project that involves many other partners, such as the police leading a Crime Reduction and Environment Week (CREW), then this would be perfect for the logo to be used on any promotional material.

However, a partner's individual branding/logo should become irrelevant in this situation and the SPP logo should take promotional precedence. (There is no need for partners, such as Portsmouth City Council or Hampshire Constabulary, that are involved in the business of working together for community safety – and therefore a member of SPP – to use their own or any other secondary promotional identity other than the Safer Portsmouth Partnership when they are involved with a joint project or campaign).

Other logo Do's and Don'ts include:

DO

- Use the correct pantone colour or CMYK equivalent to print the logo on materials – **Pantone Violet (100C 98M) and Pantone Green (100C 59Y)**
- Print the logo in black and white when necessary. Photocopies should be as high quality as possible
- Where possible, allow enough space around the SPP logo for it to have an effective impact on the page or design. Roughly **10mm white space** surrounding every side of the logo is ideal

- Get permission, from the SPP communications officer or your relevant partnership manager who will have knowledge of these guidelines, to use the SPP logo on new campaigns or projects every time one is instigated
- Discuss with your own media or communications officers about the use of logo/branding if you are unsure what to do
- Warn the SPP communications officer or your own officer of any potentially controversial use of the logo

DON'T

- Use secondary branding with the SPP logo that detracts from Safer Portsmouth Partnership or has no direct connection with community safety
- Use any other form of the logo other than the main design with the tagline “reducing crime and substance misuse”. There is an older “rounded” version of the SPP logo with wording surrounding it in a circle – this should not be used any more
- Use any other tagline underneath or near the SPP logo except “reducing crime and substance misuse”
- Change the colour of the SPP logo
- Where possible, print the SPP logo any smaller than is necessary to read the tagline underneath it – **35mm wide and 15mm high is the ideal size**, otherwise smaller is fine on merchandise such as pens or on credit card-sized advice leaflets
- Invent new separate logos for schemes when the SPP logo will do

Fonts, Stationery & Corporate Design

The partnership is happy for the SPP logo to be used on partner compliment slips, posters, headed paper, posters, faxes, business cards and merchandise as long as the above guidance is followed.

Our preferred font to accompany the logo is **Arial** but **Verdana** is also fine. Both of these should be used at a minimum of **12-point size** or above to comply with the Disability Discrimination Act 2005.

When designing leaflets/advertising campaigns on behalf of the partnership, ALL partners should consider using a consistent corporate design. We prefer either white, purple or blue colours (but not necessarily all at once) for backgrounds but any blue/green/purple spectrum that follows the colours of SPP’s logo would be appropriate as long as the logo is clear and readable.

The SPP conference banners give you an idea of this corporate design style. All partners are welcome to use these five banners for their own purposes at events. They are available from the community safety department at Portsmouth City Council.

The partnership’s website also gives a clear corporate design example at www.saferportsmouth.org.uk These guidelines can be downloaded there.

Proactive Promotion

As long as these guidelines are kept in mind, the Safer Portsmouth

Partnership is keen for all partners and their staff to actively promote the work we do to make our communities safer.

What the Partnership Is

Safer Portsmouth Partnership is a group of statutory and voluntary community agencies that meet regularly and work together to reduce crime, substance misuse and the fear of crime. Their goal is to make Portsmouth a safe place to live, work and visit.