



Safer Warwickshire Partnership Board

Communications Strategy

2025 – 28

Introduction

Partner agencies in Warwickshire collaborate through the Safer Warwickshire Partnership Board (SWPB) and its subgroups to address community safety priorities and support victims and survivors of crime and disorder. A list of the SWPB member agencies can be found at Appendix A.

Partners also work together to improve community safety through four District/Borough level Community Safety Partnerships (CSPs)¹.

Our shared priorities are shown in figures 1 and 2 below.

Figure 1: CSP priorities



¹ Stratford and Warwick Districts work together as the South Warwickshire Community Safety Partnership.

Figure 2: Countywide Community Safety Priorities 2025-29



With multiple partner agencies and an increasingly complex community safety landscape, a unified communication approach designed to build awareness and trust is more important than ever.

This strategy focuses on public facing communications and the partnership approach required to maximise the impact of the delivery of our joint priorities.

Effective joint communication enables our residents to access community updates, support services and engagement opportunities, while providing valuable feedback to our partner agencies.

All SWPB agencies will continue to deliver specific internal and external communications relevant to their own work, considering and implementing this strategy and the accompanying action plan as applicable.

Purpose

The purpose of our shared communications will be to:

- Inform communities to increase understanding
- Engage with communities, including those that are under-represented or face barriers to participation, and/or
- Encourage individuals to take action

in relation to community safety matters.

We will work in partnership to build our audience with the purpose of growing and widening trust, increasing two-way engagement and delivering successful community safety outcomes.

Consistent partnership communication should come from one trusted source – namely the Safer Warwickshire Partnership and Safe in Warwickshire brand - to create understanding, confidence and reassurance in our communities and increase positive perceptions and awareness of community safety.

This strategy and its shared action plan provide a framework for effective community safety communications in Warwickshire, helping our communities to be and feel safer.

Aims

Through this strategy, Safer Warwickshire partners aim to:

- Create consistent and joined up communications across the partnership
- Maximise our shared reach through all partnership channels
- Reduce duplication through the adoption of a 'produce once, use many times' model
- Promote and grow Safe In Warwickshire as a trusted brand.

Principles

By supporting this strategy, members of the SWPB agree to:

- Adopt a multi-agency approach by coordinating resident and stakeholder communication activities across the partnership, with shared goals and outcomes.
- Fully endorse and consistently use the 'Safe In Warwickshire' brand across all partnership communications, utilising this alongside partner agency or bespoke campaign branding as appropriate.
- Ensure communications are high quality and effective, promoting the partnership's priorities through clear, concise and consistent campaigns across all relevant channels.
- Highlight the partnership's crime reduction activities and reassure the community with targeted, timely, and engaging publicity through social media, digital and offline content as appropriate across multi-agency channels.
- Use positive and supportive language when referencing other organisations in communications to reinforce the strength of our partnership.
- Act as community safety ambassadors by educating and encouraging the adoption of safety measures by our residents.
- Coordinate mechanisms to regularly gather and respond to community feedback, ensuring the partnership's strategies and communications reflect residents' needs and concerns.
- Measure and report on the effectiveness and impact of the partnership's communication campaigns.
- Support co-production of communications messaging and campaigns, as appropriate to the work area.
- Encourage engagement and feedback from communities to help review and improve our communications messaging.

All partnership communications will be:

- Accurate, transparent, and consistent
- Clear, accessible, inclusive, and culturally sensitive
- Relevant, timely, and engaging
- Evidence-based
- Professional and respectful
- Open, honest, and fair
- Representative of our communities
- Legally compliant.

Core Narrative

Surveys conducted with Warwickshire residents in 2024² shaped our key communication priorities and will form the focus of our shared communications. The core narrative across all our shared communications will be:

- Warwickshire is a safe place to live, work, and visit.
- The Safer Warwickshire Partnership Board and its member agencies are working together to support communities to stay safe.

Delivery

This strategy will be implemented through a shared communications action plan, with full commitment from all SWPB member agencies, coordinated by the Warwickshire County Council Community Safety team.

Our communications will be underpinned by data, research and audience insight and appropriately targeted to specific audiences, delivering information for maximum impact and with the efficient use of resources.

Messaging will be delivered across both Safe In Warwickshire and broader partner agency communication channels. The current Safe In Warwickshire communications channels are:

- Website: <https://safeinwarwickshire.com/>
- Facebook: <https://www.facebook.com/SafeinWarwickshire>
- X: <https://twitter.com/SafeInWarks>

Campaign activity will be prioritised and linked to national awareness raising and activity where this is most appropriate to local priorities to maximise resources and impact.

Regular meetings will be held between communications leads of Warwickshire County Council, Warwickshire Police and the Office of the Police and Crime Commissioner, as the organisations with dedicated community safety communications resource. Other partners will be invited and encouraged to join as available. These meetings will shape the communications work of the SWPB, agree campaign leads and ensure sufficient resourcing is available to deliver agreed activity.

The action plan will become a standing agenda item at the quarterly Community Safety Officer Group, encouraging participation and awareness amongst community safety leads from across the partnership.

² For further information please see <https://safeinwarwickshire.com/news/article/100/residents-reveal-their-top-community-safety-priorities-for-warwickshire>

The strategy and action plan will also become a standing agenda item at the monthly Warwickshire Communications Group, encouraging involvement from partner agency communications leads.

Reporting and Review

We will monitor and evaluate activity through the capture of inputs, outputs, outtakes and outcomes, and report back to the SWPB on a six-monthly basis.

This strategy and its action plan will be reviewed annually and refined as required.

Appendix 1: Safer Warwickshire Partnership Board Member Agencies

(as of June 2025)

- Warwickshire County Council
- North Warwickshire Borough Council
- Nuneaton and Bedworth Borough Council
- Rugby Borough Council
- Stratford-on-Avon District Council
- Warwick District Council
- Warwickshire Police
- The Probation Service
- Warwickshire Fire and Rescue Service
- NHS Coventry and Warwickshire Integrated Care Board
- Police and Crime Commissioner for Warwickshire
- Warwickshire Association of Local Councils
- Equality and Inclusion Partnership
- Warwickshire Neighbourhood Watch
- Warwickshire Health and Well Being Board representative.