

## MEDIA PLAYER

ONE OF the new features when the **SHP's** website was relaunched in the autumn of 2006 was a Media Player featuring clips from SHP-TV.

These clips are arranged into seven categories on the Media Player, including Safer Living, Our Town, Health and Competitions.

Every clip is accompanied by information about the topic/initiative featured, resources for finding out more and contact details, plus the facility to email the relevant person/agency directly from the Media Player.

Of the six Media Players run by CCN Ltd, the Hastings Media Player is the most popular in terms of the number of monthly downloads.

## RADIO ADVERTISING

LOCAL radio station Arrow FM attracts 18,500 listeners per week and these tune in for an average of 8.8 hours per week.

Via an advertising exchange, the **SHP** has secured more than 15 hours of free airtime on Arrow FM in return for the radio station sponsoring the weather bulletin on SHP-TV.

The Arrow FM logo has appeared at the end of each weather clip since the TV network was launched in October 2004. Since then, the **Partnership's** Communications Manager has drafted scripts for a number of advertisements, at least a minute-long each, and then recorded these at the radio station.

Each advert was broadcast three times a day for a period of two or three months.

In 2007, this advertising exchange has developed. In addition to Arrow FM sponsoring SHP-TV's weather,



the radio station now also sponsors a 'Community News' brought to you by Arrow FM' section, which is updated fortnightly.

In return, the **Partnership** now has its own jingle, recorded by Arrow FM, which will be broadcast twice every weekday for a year. There is a section in the middle of the jingle that is scripted and recorded by the **SHP's** Communication Manager and is changed once every six to eight weeks.

In addition, the radio station website hosts a permanent link to [www.saferhastings.co.uk](http://www.saferhastings.co.uk) on its homepage, which generates a large percentage of the hits that come to us from links on other websites.

## PUBLICATIONS

A 20-PAGE colour booklet was designed and written by the **Partnership** to raise awareness of the raft of crime interventions with which we are involved.

As well as explaining the nature of the **SHP** and the socio-economic context in which we work, this booklet also contained articles

on our focus groups, PCSOs and the Warden Service, our public reassurance initiatives, our robust approach to tackling anti-social behaviour, the Restorative Justice scheme and the Fire Service's LIFE Project, the range of initiatives designed to boost the evening economy and other successful local initiatives.

The booklet was distributed to representatives from across the UK at the House of Commons. It was available at the Schools Competition 2006 awards ceremony and at public 'Meet the People' sessions.

It has also been delivered to almost 8,000 local households so far. Using geo-demographic data provided by Mosaic Public Sector software, the **Partnership** was able to establish which streets are populated by those who are most receptive to and likely to read leaflets delivered through their door. With this information, we strategically cherry-picked the 8,000 homes to which our booklet was delivered.

In addition, the **SHP** also produces ASBO leaflets to reassure the public that something is being done about

anti-social behaviour, and street drinkers in particular, and to enable and encourage them to report breaches ASBOs.

These leaflets feature the photographs of street drinkers with ASBOs, details of what they have done and what they are now not allowed to do under the terms of their ASBO.

We print up to 1,000 copies of each leaflet and these are distributed to off licences and other premises where alcohol is sold, as well as to other businesses and to households in the area where the street drinker's behaviour has had a negative impact on residents' quality of life.

They provide all the relevant information and phone numbers to enable residents, business owners and staff to recognise perpetrators and report them if they are causing

a disturbance and/or breaching the conditions imposed upon them by their ASBO.

The **Partnership** prints a number of other leaflets and flyers on an ad hoc basis as and when they are required. Examples of these include flyers promoting the Late Night Bus Service and the annual Fear of Crime Survey.

### EVENTS

HIGH-PROFILE events have served not only to promote the **SHp** and its work, but also to change perceptions and the reputation of Hastings.

The **Partnership** has been involved with events at the House of Lords in April 2005, the GOSE Communications Conference in October 2005 and its own exhibition at the House of Commons in December 2006.

It has also recently started to hold local 'Meet the People' events where, instead of asking residents to come to public meetings, the **SHp** goes to them.

The first event of this kind was held on a busy Saturday in the local shopping centre. Members of the **Partnership** were on hand to discuss any issues or problems relating to community safety and anti-social behaviour.

Over the course of the day, we spoke with more than 300 local residents and handed out large quantities of personal safety items, such as attack alarms and tamper-proof tax disc holders.

We also hold more traditional public meetings regularly, where residents have an opportunity to hear from the Police and other partners, and to ask questions.

