Safe4Summer 2022 comms plan

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# **INTRODUCTION**

Each year, Greater Manchester partners - including Greater Manchester Fire and Rescue Service (GMFRS), [Greater Manchester Police](https://www.gmp.police.uk/) (GMP), [Greater Manchester Combined Authority](https://www.greatermanchester-ca.gov.uk/) (GMCA), local councils, plus others – come together for a campaign aimed at keeping young people safe throughout the summer months.

This includes direct engagement with young people and providing information to parents and carers. The campaign also promotes and puts emphasis on social responsibility.

Our partnership work aims to protect young people in Greater Manchester through education and by encouraging young people to keep themselves safe.

The Safe4Summer campaign signposts the public and partners to [www.safe4summer.com](http://www.safe4summer.com) for more information and how to get involved in positive activities over the summer months.



**OBJECTIVES**

The campaign will focus on the following main objectives:

* Reduce water-related incidents by working with and educating young people on the dangers of jumping into open water
* [Reduce incidents of anti-social behaviour,](https://www.manchesterfire.gov.uk/staying-safe/safe4summer/deliberate-fires-involving-young-people/) by offering young people in Greater Manchester the opportunity to experience fun and exciting activities in their local areas
* Increase reporting of antisocial behaviour
* Encourage people to take responsibility for their actions and assist with education around summer safety messages
* Reduce incidents of deliberately set fires
* Reduce the number of hoax calls to emergency services
* Reassure local communities that the partnership is committed to working together to tackle anti-social behaviour

**TARGET AUDIENCE**

* Young people
* Parents, guardians and carers
* Communities and community groups
* Offenders
* Schools and colleges
* Safe4Summer stakeholders:
  + - * Police officers and police staff
      * Local Authorities
      * Greater Manchester Fire and Rescue Service
      * Trading Standards
* Resident groups / community leaders
* Registered housing providers
* Teachers / Youth Workers
* Local businesses
* Licensees
* Transport network

**KEY MESSAGES**

Below are key messages for you to put out as and when you wish on social media accounts. Please consider utilising the messages when you feel they are relevant rather than just randomly, for example, if it’s a hot day post a message on water safety, or open windows. Use the various topics as and when they become relevant for your area. Use the general social media and website messages at any time to keep awareness high.

This pack includes suggested content for social media channels to be used to promote this year’s campaign – which launches on Wednesday 1 June 2022, and runs until Wednesday 31 August 2022.

If you are posting about this campaign please use **#Safe4Summer** so that all partners involved in the campaign can share content across available channels to help us reach as many people as possible.

The press release is being issued to the media on Monday 6 June 2022 by GMP, and will be available on the news sections of GMP and GMFRS websites on that day.

# **Social media pack contents**

* Social media posts
* Graphics – supplied seperately from this document

# **Channels and platforms**

* **Twitter** – the launch of the campaign will come from @gmpolice and @manchesterfire and will include a link to the press release. All councils can use their Twitter accounts to launch the campaign if they wish, or altenatively they can retweet posts from GMP/GMFRS.
* **Facebook, Instagram and LinkedIn** – available channels to be used by all partners as they see fit during the campaign. We encourage local councils to share local online activities they are offering over the summer months.

**SUGGESTED POSTS**

**Summer Activities**

• Looking for something to do this summer? Head over to the #Safe4Summer website for loads of activities for young people to enjoy during the summer [www.safe4summer.com](https://manchesterfire.gov.uk/staying-safe/safe4summer/) #Safe4Summer

• There’s no reason to be bored during the summer holidays – there are loads of activities for young people taking place. Find out more at [www.safe4summer.com](https://manchesterfire.gov.uk/staying-safe/safe4summer/) #Safe4Summer

**General Safety Messages for Young People**

• If you’re out and about enjoying the weather, please remember to let your parents know where you’re going. #Safe4Summer

• It’s not just your summer; other people may be off enjoying activities or relaxing at the same time as you, respect your communities by staying out of trouble! #Safe4Summer

• While out having fun, don’t forget to let your parent or guardian know where you are and what time you’ll be back, that way they won’t worry! #Safe4Summer

• Don’t advertise your smartphone! Keep it out of sight when you’re out and about, even the headphones can be a giveaway! #Safe4Summer

• It’s not just your summer holidays; other people may be off enjoying activities and events at the same time as you. Respect others around you and let’s all have a happy summer. #Safe4Summer

• If you are a victim of crime, support that is available to help you cope and recover at: [www.gmvictims.org.uk](http://www.gmvictims.org.uk)

**Anti-Social Behaviour - How to Report Incidents**

• Help to improve your community by reporting ASB. By doing so, you’re helping to make your community a safer & more enjoyable place. To make a report to GMP, you can use LiveChat or online reporting at [www.gmp.police.uk](http://www.gmp.police.uk) You can also call 101. Always dial 999 in an emergency

• To report incidents of anti-social behaviour, you can use LiveChat or online reporting at [www.gmp.police.uk](http://www.gmp.police.uk) You can also call 101. Always dial 999 in an emergency. #Safe4Summer

• The #Safe4Summer partnership is committed to taking tough action against those whose behaviour upsets your quality of life. To make a report to police, you can use LiveChat or online reporting at [www.gmp.police.uk](http://www.gmp.police.uk) You can also call 101. Always dial 999 in an emergency.

• If you are a victim of anti-social behaviour or other types of crime, you can access the support that is available to help you cope and recover at: [www.gmvictims.org.uk](http://www.gmvictims.org.uk)

**Violent crime reduction - I am greater campaign**

A Greater Manchester-wide violence reduction campaign was launched in March, co-designed with young people. The campaign is positive and aspirational and encourages young people to say ‘Violence isn’t me…I am greater.   
  
Initial key messages for the campaign are below and the campaign assets are available in the Safe4Summer Assets folder.

• When you know a mate’s actions aren’t right, be greater. Find out how: [www.Iamgreater.co.uk](http://www.Iamgreater.co.uk) #IamGreater

• Be greater than violence. Find out how: [www.Iamgreater.co.uk](http://www.Iamgreater.co.uk) #IamGreater

• Violence starts with words; it can often be prevented with them to. Find out how to safely act when a mate’s actions aren’t right [www.Iamgreater.co.uk](http://www.Iamgreater.co.uk) #IamGreater

**TfGM messages**

• Public transport is a safe way to travel in Greater Manchester and with millions of trips made on the buses and trams each year, the chance of being a victim of or witness to crime or ASB remains low. #Safe4Summer

• Crime and anti-social behaviour are unacceptable – the GM TravelSafe Partnership shares data and intelligence and, thanks to bodycams, call points on all trams and stops, over 2000 CCTV cameras across the Metrolink network and a 24/7 control room, is able to help coordinate quick response to live incidents. #Safe4Summer

• Fear for personal safety can prevent people using public transport, so please consider the impact of your behaviour on others when travelling. #Safe4Summer

• Help keep yourself safe when using public transport by following some simple steps: make sure you keep your purse or wallet and other valuables out of sight; avoid travelling alone late at night where possible and stay in well-lit areas and carriages with other people. #Safe4Summer

• You can report a crime or ASB on public transport quickly and discreetly using a live 24-hour web chat service [TravelSafe - Report via Livechat | Greater Manchester Police (gmp.police.uk)](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.gmp.police.uk%2Flivechat&data=05%7C01%7CGemma.Goodall%40gmp.police.uk%7C42270f9ddf8f4759bcfd08da4794b39c%7Cdcb8a542c40d46ab8f73e6023f45c7c5%7C0%7C0%7C637901001250363106%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=yoajL0EIDWqUDpaEDzWWlBiwlUtsszsbcNqX2MYHvnM%3D&reserved=0), putting you immediately in touch with a GMP call handler. However, please continue to dial 999 in emergencies. #Safe4Summer

**Off-Road Bikes**

• GMP, in partnership with other agencies, will be targeting the illegal use off-road bikes this summer. Illegal off-road bikers face having their bikes seized, or even crushed. #Safe4Summer

• Motocross is a recognised skilled recreational sport. It can be highly enjoyable as part of a supervised and well-organised event or with a legitimate club. There are a number of designated sites where people can ride legally, either by permission of the landowner or as part of a legitimate club. #Safe4Summer

• If you know of anyone using off road bikes where they shouldn’t be and know where they are being stored; report it to Police via online or LiveChat at [www.gmp.police.uk](http://www.gmp.police.uk). Alternatively, you can call 101, or CrimeStoppers on 0800555111 in confidence. #Safe4Summer

**Water Safety**

• When you are out and about around Greater Manchester's waterways you can stay safe by:

- Never jumping into or swimming in open water (including reservoirs, rivers, canals and ponds). Cold Water Shock can kill in 60 seconds, you never know what's lurking beneath the surface, and under-water currents can be deadly.

- Letting someone know where you are going and when you are coming back, if possible

- Taking any warning or safety signs seriously

- Looking out for hazards around water and sticking to proper pathways

- Never entering the water to rescue your dog - who will rescue you?

• #BeWaterAware if visiting our canals, lakes, rivers and reservoirs. Be extra careful near the water’s edge. #Safe4Summer https://www.manchesterfire.gov.uk/your-safety/campaigns/safe4summer/water-safety/

• It may be hot at the moment, but don’t be fooled into thinking the water will be warm too. Cold Water Shock can, and does, kill. More info here: <https://www.manchesterfire.gov.uk/your-safety/campaigns/safe4summer/water-safety/> #Safe4Summer

• Reservoirs, lakes, rivers and other open water may look safe and inviting on a warm day, but there are hidden dangers below the surface. Please only swim at a swimming pool with lifeguards around. More info here: <https://www.manchesterfire.gov.uk/your-safety/campaigns/safe4summer/water-safety/> #Safe4Summer

• We're encouraging parents and guardians to spend some time teaching your children about the dangers of open water swimming by visiting <https://www.manchesterfire.gov.uk/your-safety/campaigns/safe4summer/water-safety/> #Safe4Summer

**Fire Safety**

• Every year fire destroys thousands of acres of countryside and wildlife habitats. Some fires are started deliberately, but others are due to carelessness. While out enjoying the countryside or moors:

- Never take a barbecue on the moors or to the countryside - it poses a huge risk of fire, is a risk to the environment and ties up our firefighters who may be needed for other serious incidents

- Always extinguish your cigarette and any other smoking materials properly. Never throw your cigarette butt out of your car window - it could ruin whole fields of crops

- Don't leave bottles or glass in woodlands. Sunlight shining through the glass can start large fires. Take them home or put them in the waste or recycling bin

- Never start a fire of any kind - it may seem a good idea at the time, but a fire in the open can easily get out of control

- Keep children away from matches, lighters, cigarettes and open fires

If you see a fire in the countryside, report it immediately. Don't attempt to tackle fires that can't be put out with a bucket of water. Leave the area as soon as possible and dial 999

If you witness illegal activity report it to Crimestoppers 0800 555 111

• If you endanger a person’s life by deliberately starting a fire, you could go to prison – is that what you really want? Find out more about our #Safe4Summer campaign: <https://www.manchesterfire.gov.uk/your-safety/campaigns/safe4summer/deliberate-fires-and-anti-social-behaviour/>

• By deliberately starting a fire you are putting not only your own, but other people’s lives in danger. You may think you’re in control, but fires can easily spread with devastating effects. #Safe4Summer <https://www.manchesterfire.gov.uk/your-safety/campaigns/safe4summer/deliberate-fires-and-anti-social-behaviour/>

• You may think you’re in control, but fires can easily spread with devastating effect. #Safe4Summer <https://manchesterfire.gov.uk/staying-safe/safe4summer/deliberate-fires-and-anti-social-behaviour/>

• Enjoying the nice weather by having a barbecue this weekend? Please make sure you are doing so safely. Read our safety advice here: <https://www.manchesterfire.gov.uk/staying-safe/what-we-do/seasonal-safety/barbecue-safety-advice/> #Safe4Summer

• Enjoying a barbecue this week? Please make sure you are being safe and responsible. Read our safety advice here: <https://www.manchesterfire.gov.uk/staying-safe/what-we-do/seasonal-safety/barbecue-safety-advice/> #Safe4Summer

• Please do not be tempted to have a barbecue on the moors this summer as it can have devastating effects. #Safe4Summer <https://www.manchesterfire.gov.uk/your-safety/fire-safety/seasonal-safety/countryside-safety/>

• Never take a barbecue on the moors or to the countryside - it poses a huge risk of fire, is a risk to the environment and ties up our firefighters who may be needed for more serious incidents #Safe4Summer <https://www.manchesterfire.gov.uk/your-safety/fire-safety/seasonal-safety/countryside-safety/>

• Wheelie bin fires can quickly get out of control and endanger lives. Never play with fire, you or your friends may just get burnt! #Safe4Summer <https://www.manchesterfire.gov.uk/your-safety/campaigns/safe4summer/deliberate-fires-and-anti-social-behaviour/>

• Never start a fire of any kind - it may seem a good idea at the time, but a fire in the open can easily get out of control. #Safe4Summer <https://www.manchesterfire.gov.uk/your-safety/campaigns/safe4summer/deliberate-fires-and-anti-social-behaviour/>

• If you see a fire in the countryside, report it immediately. Don't attempt to tackle fires that can't be put out with a bucket of water. Leave the area as soon as possible and dial 999 #Safe4Summer <https://www.manchesterfire.gov.uk/your-safety/fire-safety/seasonal-safety/countryside-safety/>

**Hoax Calls**

• A fire engine, ambulance or police car cannot be in two places at the same time! Hoax calls cost lives! #Safe4Summer

• If emergency services are responding to a hoax call it means they may be delayed in responding to a life-threatening emergency, **do not** hoax call! #Safe4Summer

**Burglary / Insecurity**

• Don't let thieves catch you out! Remember to lock your windows and doors. #Safe4Summer

• If you’re sat in your back garden right now, are your front windows and door locked? Remind your family to lock up #Safe4Summer

• Remember to keep car and door keys out of sight, making sure they can’t be seen or reached through letterboxes and windows. #Safe4Summer

• Don't let opportunist thieves ruin your summer; follow these simple security steps:

* + Don’t leave open windows and doors unattended
  + Lock all windows and doors when you leave the house and set an alarm
  + Use light timers when you leave the house overnight #Safe4Summer

**Parents/Guardians**

• Looking for something for the kids to do this summer? Head over to [www.safe4summer.com](http://www.safe4summer.com) for loads of online activities for young people to enjoy during the summer. #Safe4Summer

• If your children are out and about today enjoying their summer holidays, make sure you know where they are, when they will be home and a way to contact them. #Safe4Summer

• Drinking can be seen as a rite of passage for some teens. Talk to your child about the dangers of underage drinking. #Safe4Summer

• You need to be aware of your childrens’ whereabouts. Establish a good line of communication so that you know where your children are and who they are with. #Safe4Summer

**KEY COMMUNICATIONS CONTACTS**

**Greater Manchester Police**

**PC 01864 Andrew Costello, ASB Officer & Licensing (Op Kingfisher) and Drugs Early Warning System lead**

Tel: 07393781626, Email: [Andrew.Costello@gmp.police.uk](mailto:Andrew.Costello@gmp.police.uk)

**Gemma Goodall, Campaign and Engagement Officer**

Tel: 0161 856 2238, Email: [Gemma.Goodall@gmp.police.uk](mailto:Gemma.Goodall@gmp.police.uk)

**Greater Manchester Combined Authority/Greater Manchester Fire and Rescue Service**

**Jessica Garriock, Senior Communications Officer**

Tel: 07970923978, Email: [jessica.garriock@greatermanchester-ca.gov.uk](mailto:jessica.garriock@greatermanchester-ca.gov.uk)

**Greater Manchester ASB Theme Group**

**Sara Duckett, ASB Lead, Manchester City Council**

Tel: 07760 178 352, Email: [Sarah.Duckett@manchester.gov.uk](mailto:Sarah.Duckett@manchester.gov.uk)

**Phil Bonworth, Community Safety Team Leader, Oldham Council**

Tel: 07834 867 932, Email: [Philip.bonworth@oldham.gov.uk](mailto:Philip.bonworth@oldham.gov.uk)

**Transport for Greater Manchester**

Tel: 0161 244 1098, Email: [james.williamson@tfgm.com](mailto:james.williamson@tfgm.com)