Safe4Summer 2023 comms plan

#

# **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 everyone 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 reduce incidents of anti-social behaviour and protect young people in Greater Manchester through education and by encouraging children and young people to participate in organised activities.

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 the number of anti-social behaviour incidents.
* signpost children, young adults and families to www.safe4summer.com to find local activities to participate in taking place over the Summer.
* reassure local communities by demonstrating that the Safe4Summer partnership is committed to working together to tackle anti-social behaviour.
* provide information and guidance to parents / schools / communities to encourage people to be responsible in their behaviours and to assist with education around summer safety messages.
* provide information of the potential consequences of involvement in ASB and criminality, considering both the harm which can be caused and the possible enforcement action which can be taken against both the individuals involved, and their families.
* keeping our communities, including young people, safe around water and educate them about [water safety](https://www.manchesterfire.gov.uk/your-safety/campaigns/safe4summer/water-safety/).
* reducing incidents of [deliberately set fires](https://www.manchesterfire.gov.uk/your-safety/campaigns/safe4summer/deliberate-fires-and-anti-social-behaviour/) and the number of hoax calls to emergency services

**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. 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 7 June 2023, and runs until Saturday 30 September 2023.

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 by GMP, and will be available on the news sections of GMP and GMFRS websites.

# **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 SOCIAL MEDIA 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://www.manchesterfire.gov.uk/your-safety/campaigns/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://www.manchesterfire.gov.uk/your-safety/campaigns/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)

• [#STREETSAFE](https://twitter.com/hashtag/STREETSAFE?src=hashtag_click) | GMP are supporting the Government’s StreetSafe online tool that allows people to anonymously pinpoint areas where they don’t feel safe on a map. Check out the online tool here: [StreetSafe | Police.uk (www.police.uk)](https://www.police.uk/pu/notices/streetsafe/street-safe/) In an emergency, always call 999.

**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 2,000 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. Antisocial behaviour takes many forms, and many people may be unaware that the way they act by themselves or in a group, such as being noisy or abusive in groups, can also cause distress to others. #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%7Cd2833f45cf074f44006108db66701b2c%7Cdcb8a542c40d46ab8f73e6023f45c7c5%7C0%7C0%7C638216403909764095%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=I5fOIIeFSiBI2qDZf3TV1hWArdGpf348M1Ptzf1qcFo%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**

**Greater Manchester Fire and Rescue Service lead on the Water Safety Campaign. Information and key messages can be found at** <https://www.manchesterfire.gov.uk/your-safety/campaigns/safe4summer/water-safety/>

• 226 people accidentally drowned in the UK in 2022. Don’t become a statistic, stay safe around water.

• Jumping into open water can be fatal. Cold water shock kills and you don’t know what’s lurking beneath the surface.

• If you encourage your mates to go in the water, it could be the last time you see them.

• If you get into difficulty in the water, float to live.

- Tilt your head back with ears submerged

- Relax and try to control your breathing

- Move your hands to help you stay afloat

- Once you are over the initial shock, call for help or swim to safety

• If you see someone in difficulty in the water, remember ‘call, tell, throw’:

* Call 999 and ask for fire if inland or the coastguard if by the sea.
* Tell the struggling person to try to float on their back.
* Throw them something that floats.

• Look out for hazards around water and stick to proper pathways.

• Take any warning or safety signs seriously.

**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 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.

- 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

• 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/>

• 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/>

• You may think you’re in control, but fires can easily spread with devastating effect. #Safe4Summer <https://www.manchesterfire.gov.uk/your-safety/campaigns/safe4summer/deliberate-fires/>

• Enjoying the nice weather by having a barbecue this weekend? Please make sure you are doing so safely. Read the fire 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 the fire 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 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/>

• 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 #Safe4Summer

**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

**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

**Gemma Goodall, Campaign Officer**

Tel: 0161 856 2238, Email: Gemma.Goodall@gmp.police.uk

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

**Katie Gee, Senior Communications Officer**

Tel: 07976 702 346, Email: Katie.Gee@greatermanchester-ca.gov.uk

**Zoe Henderson, Prevention Development Officer (Digital and Campaigns)**

Tel: 07971 972 280, Email: hendersonz@manchesterfire.gov.uk

**Greater Manchester ASB Theme Group**

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

Tel: 07760 178 352, Email: Sarah.Duckett@manchester.gov.uk

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

Tel: 07834 867 932, Email: Philip.bonworth@oldham.gov.uk

**Transport for Greater Manchester**

Tel: 0161 244 1098, Email: james.williamson@tfgm.com