Safe4Summer 2024 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 (ASB) 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 focusing targeted partnership work in hotspot areas.
* signpost children, young adults and families to [www.safe4summer.com](http://www.safe4summer.com) to enable them to find local activities to participate in taking place over the Summer.
* reassure local communities by encouraging people to report ASB and demonstrate through our work 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.
* share 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.

* keep our communities, including young people, safe around water and educate them about [water safety](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.manchesterfire.gov.uk%2Fyour-safety%2Fcampaigns%2Fsafe4summer%2Fwater-safety%2F&data=05%7C02%7CGemma.Goodall%40gmp.police.uk%7Ce846c9484d9444c24ab008dc83becbe8%7Cdcb8a542c40d46ab8f73e6023f45c7c5%7C0%7C0%7C638530102686219671%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=CDvmCQQSWjxi8bcTI7Nb6uw5gsVrCc7P8jtGpBLjQfQ%3D&reserved=0). Promote the GMFRS Water Safety Campaign messages.
* reduce incidents of [deliberately set fires](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.manchesterfire.gov.uk%2Fyour-safety%2Fcampaigns%2Fsafe4summer%2Fdeliberate-fires-and-anti-social-behaviour%2F&data=05%7C02%7CGemma.Goodall%40gmp.police.uk%7Ce846c9484d9444c24ab008dc83becbe8%7Cdcb8a542c40d46ab8f73e6023f45c7c5%7C0%7C0%7C638530102686232452%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=AAjngAq73kz0B04hCigxixjL0SBeNwY0o0S1jnDIUvU%3D&reserved=0) working together with GMFRS.

**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

**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 w/c 3 June 2024, and runs until Saturday 31st August 2024.

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.

# **Social media pack contents**

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

# **Channels and platforms**

* **X** – All councils can use their X accounts to promote the campaign, or altenatively, share 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 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

• 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

• 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)

**Off-Road Bikes**

• It’s illegal to ride off-road bikes in any public spaces, including parks, play areas and pavements. Failure to comply with the law could result in vehicle seizure, points, court appearance, fine, disqualification from driving or arrest. #Safe4Summer

• 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/water-safety/**](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.manchesterfire.gov.uk%2Fyour-safety%2Fcampaigns%2Fwater-safety%2F&data=05%7C02%7CGemma.Goodall%40gmp.police.uk%7C84754d33121b47366d9908dc79a880a3%7Cdcb8a542c40d46ab8f73e6023f45c7c5%7C0%7C0%7C638519011832312634%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=bPsA9tKLazKxfQe9F62h3EDJFCpNorFUq8nKUSYDaro%3D&reserved=0)

• 236 people accidentally drowned in the UK in 2023. 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. #Safe4Summer

• If you encourage your mates to go in the water, it could be the last time you see them. #Safe4Summer

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

* Tilt your head back, ears submerged.
* Relax and try to breathe normally.
* Move your hands to help you stay afloat.
* It's OK if your legs sink, we all float differently.
* Spread your arms and legs to improve stability. #Safe4Summer

• 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. #Safe4Summer

• Take any water warning or safety signs seriously. #Safe4Summer

**Fire Safety**

**Greater Manchester Fire and Rescue Service are running the Be Moor Aware campaign this summer. Wildfire prevention key messages and social media assets can be downloaded here:** [**https://www.manchesterfire.gov.uk/your-safety/campaigns/be-moor-aware/**](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.manchesterfire.gov.uk%2Fyour-safety%2Fcampaigns%2Fbe-moor-aware%2F&data=05%7C02%7CGemma.Goodall%40gmp.police.uk%7C84754d33121b47366d9908dc79a880a3%7Cdcb8a542c40d46ab8f73e6023f45c7c5%7C0%7C0%7C638519011832321861%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=x2SSNG1PpDZJYG5Oify1z1aFVGer9kBaALNg2muoHJc%3D&reserved=0)

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

• If you endanger a person’s life by deliberately starting a fire, you could go to prison. #Safe4Summer [https://www.manchesterfire.gov.uk/your-safety/campaigns/safe4summer/deliberate-fires/](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.manchesterfire.gov.uk%2Fyour-safety%2Fcampaigns%2Fsafe4summer%2Fdeliberate-fires%2F&data=05%7C02%7CGemma.Goodall%40gmp.police.uk%7C84754d33121b47366d9908dc79a880a3%7Cdcb8a542c40d46ab8f73e6023f45c7c5%7C0%7C0%7C638519011832329025%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=M5H5OUv4%2Fm8MvdYk5TvAAIz8PVgdQpKhULo%2Fa78JMMk%3D&reserved=0)

• 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/](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.manchesterfire.gov.uk%2Fyour-safety%2Fcampaigns%2Fsafe4summer%2Fdeliberate-fires%2F&data=05%7C02%7CGemma.Goodall%40gmp.police.uk%7C84754d33121b47366d9908dc79a880a3%7Cdcb8a542c40d46ab8f73e6023f45c7c5%7C0%7C0%7C638519011832335794%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=PjPMgnJoiXrCPpHvKd4ZAoEYEY9PjQkkDQhTSrWhkxw%3D&reserved=0)

• 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/](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.manchesterfire.gov.uk%2Fstaying-safe%2Fwhat-we-do%2Fseasonal-safety%2Fbarbecue-safety-advice%2F&data=05%7C02%7CGemma.Goodall%40gmp.police.uk%7C84754d33121b47366d9908dc79a880a3%7Cdcb8a542c40d46ab8f73e6023f45c7c5%7C0%7C0%7C638519011832342759%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=CDXFfBsSctpcMqP0gqxLREeG69TG%2FIhA0Jy9hrVvQZg%3D&reserved=0) #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/seasonal-safety/countryside-safety/](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.manchesterfire.gov.uk%2Fyour-safety%2Fseasonal-safety%2Fcountryside-safety%2F&data=05%7C02%7CGemma.Goodall%40gmp.police.uk%7C84754d33121b47366d9908dc79a880a3%7Cdcb8a542c40d46ab8f73e6023f45c7c5%7C0%7C0%7C638519011832348959%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=7w8wn1YJoxNbxITwaCNTBETt8kjURFVyL96xoASkBds%3D&reserved=0)

•  If you see a fire in the countryside, report it immediately. Leave the area as soon as possible and dial 999. If you witness illegal activity report it to Crimestoppers 0800 555 111 #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

• 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 Officer and Drugs Early Warning System lead**

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

**Gemma Goodall, Campaign Officer**

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