# Safe4Summer 2025 comms and engagement 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 and tackling anti-social behaviour (ASB).

The partnership work aims to protect young people in Greater Manchester through education and by encouraging children and young people to participate in organised activities.

The Safe4Summer campaign promotes and puts emphasis on social responsibility and aims to reduce incidents of ASB. This includes direct engagement with young people and providing information to parents and carers.

Communications signpost the public and partners to [www.safe4summer.com](http://www.safe4summer.com) for information and advice, and how to get involved in positive activities over the summer months.



## OBJECTIVES

This plan aims to demonstrate how communication and engagement activity will support the partnership approach being delivered; informing communities about action being taken to tackle ASB in their area and providing opportunities for young people and families to get involved with local diversionary activities.

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

1. **Branding**

Due to the collaborative nature of Challenger, it has its own brand, logo and identity. The wide use of Challenger artwork should be encouraged by all partner organisations to improve and increase brand recognition among all audience groups.

## KEY MESSAGES

* There is no single definition of anti-social behaviour (ASB). An understanding of what constitutes ASB is determined by a number of factors including context, location, community tolerance and quality of life expectations.
* ASB takes many forms, and we recognise that what one person may consider to be anti-social, another may see as acceptable.
* In its broadest sense, ASB may be described as any activity or behaviour by a person or group of people that has a detrimental impact on individuals or communities’ feelings of safety and or quality of life.
* Everyone has a right to live their lives free from intimidation and harassment in their own communities.
* GMP is urging members of the public not to suffer in silence if they experience or feel they have been a victim of ASB.
* We know that ASB has the power to wrecks lives and we will endeavour to deal with those perpetrators together with partner agencies.
* Policing will use various tactics available to us and partner agencies to stop ASB, including drug courts, hot spots policing, education and community safety partnerships.
* Incidents can be reported to the anti-social behaviour team at the local council, or to the police if people feel that they are at immediate risk or in danger.
* ASB is not low-level. It can have a devastating and long-lasting impact on the lives of victims and communities and can be a precursor to more serious crime.
* It is vital to develop partnership approaches across our communities to deal with the growing challenges around ASB.

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## 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/)

### 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

• 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)

• #NoLaughingMatter Nitrous Oxide is now a Class C drug, making possession and use a criminal offence. If you get a police record for drugs it could impact on your future employment, education and travel plans. #Safe4Summer

### 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

• Riding off-road bikes in public spaces like parks, play areas, and pavements is illegal. If you get caught, you could face serious consequences like having your bike taken away, getting points on your license, going to court, paying fines, disqualification, or even getting arrested. Stay safe and ride responsibly. #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 sport that’s highly enjoyable when part of a supervised, well-organised event or a legitimate club. There are a number of sites across Greater Manchester where you can ride legally, either with the landowner's permission or as part of a 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)

• Jumping into open water can be fatal. Cold water shock kills and you don’t know what’s lurking beneath the surface. #Safe4Summer

• 193 people accidentally drowned in the UK in 2024. Don’t become a statistic, stay safe around water.

• 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 and legs 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)

• 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)

• Anonymously report deliberate fire setting to FireStoppers on 0800 169 5558 or at [www.firestoppersreport.co.uk](http://www.firestoppersreport.co.uk) #Safe4Summer

### Parents/Guardians

• Looking for something to do as a family? 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, Campaigns 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**

**Zoe Henderson, Communications and Engagement Lead Officer – GMFRS Digital and Campaigns**

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