

Public Awareness campaign: Partner briefing

**Home Office:
Policing Strategic
Communications**

This briefing is intended for organisations interested in understanding communications about police and crime commissioners and those who would like to raise awareness of the role or of the elections on the 15th November 2012.

Partners such as; Police Authorities, Local Authorities, Community Safety Partnerships and voluntary and charitable organisations may choose to use elements from this briefing or the marketing campaign in their own communications.

The pack contains:

- Campaign objectives and key messages
- Details of media channels
- Examples of the advertising
- Details of partnership activity and PR
- How to find out about police and crime commissioner candidates
- Guidance about purdah (the pre election period)
- Access to campaign support materials
- Useful contacts

**We've provided ideas for
'Action!'
where you can support
the campaign or help
raise awareness**

6th October – 24th October

- Increase awareness of the role of police and crime commissioners
- Increase the number of people who understand what a police and crime commissioner is and does
- Encourage the public to find out more about the role and who their candidates are
- Signpost choosemypcc.org.uk website and print on demand service

- On November 15th Criminals will be hoping you do nothing
- On November 15th vote for your local police and crime commissioner
- A police and crime commissioner's job will be to oversee the police and ensure they prioritise what matters most to you
- Police and crime commissioners won't tell the police how to do their job, but they will be involved in setting their priorities
- Police and crime commissioners will ensure money is spent where it matters most

Media channels and signposting

Online &
Channel
4 activity

Advertorials
in regional
press

TV,
radio,
local
press

Bus
shelter
posters

Electoral
Commission
activity

Choosemypcc.org.uk

Print on demand orderline – 0800 1 070708

- The campaign is estimated to reach 95% of adult population in England & Wales
- TV adverts will be aired on ITV, Channel 4, Five, Sky, S4C, ITV Player and 4 On Demand
- TV advert will be in Welsh on S4C. 50% of the bus shelter posters in Wales will be in Welsh. Radio adverts played in Wales will be in Welsh 25% of the time. Press ads will be in Welsh in certain titles
- Electoral Commission marketing campaign runs from 22nd Oct – 15th November more info on their [website](http://www.choosemypcc.org.uk)

Press adverts / Bus shelter posters



Home Office

ON NOVEMBER 15TH CRIMINALS WILL HOPE YOU DO NOTHING.

ON NOVEMBER 15TH VOTE FOR YOUR LOCAL POLICE & CRIME COMMISSIONER

*Calls from landlines are free. Calls from mobiles will be charged and charges may vary.

Action!
Available to
download from
Home Office
website



ON NOVEMBER 15TH CRIMINALS WILL HOPE YOU DO NOTHING.

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*Calls from landlines are free. Calls from mobiles will be charged and charges may vary.

Regional press advertorial (not final images)

Home Office

ON NOVEMBER 15TH CRIMINALS WILL HOPE YOU DO NOTHING



Have your say in the first ever elections for your local police and crime commissioner.

On November 15th, 41 new police and crime commissioners will be elected across the country to give you a say when it comes to cutting crime in your area.

What will my police and crime commissioner do?

Your police and crime commissioner will ensure the police focus on the crimes that matter most to you, whether it's tackling anti-social behaviour, reducing burglaries, domestic violence, or cracking down on drug dealing.

They'll set the police and community safety budgets, deciding where the money is best spent. They'll also hold your police force to account for delivering the kind of policing you want to see.

Your police and crime commissioner will work with local partners such as social landlords, councils, health, and drug and alcohol organisations to not only fight crime and anti-social behavior, but to prevent it.

They'll also consult with the victims of crime, ensuring that those affected by crime have a role in determining what the police should focus on, and how. And by voting in your local police and crime commissioner, you'll have your say on the key decisions that will impact your local area.

What do I need to do?

Before the election go to www.choosemypcc.org.uk to find out who is standing for election in your area.

Or, if you don't have access to the internet, call **0800 1 070708** to order a free booklet*

Then it's up to you to decide who your local police and crime commissioner will be.

Action!
Use the wording
for your
newsletters



**ON NOVEMBER 15TH VOTE FOR YOUR LOCAL
POLICE & CRIME COMMISSIONER**

TV advert and online film

Available to view and share from Home Office Youtube channel

- 30 sec TV advert (English)

<http://www.youtube.com/watch?v=p8E9B81nUNw>

- 60 sec online film (English)

<http://www.youtube.com/watch?v=qT-ywCilmdA>

- 30 sec TV advert (Welsh) - available on Home Office Youtube Channel

<http://www.youtube.com/playlist?list=PL0E5BEB17B96C59A2&feature=plcp>

Action!
Embed the adverts
on your own
website from
Youtube

Notable TV spot times

Action! Retweet @ukhomeoffice Tweet

Date	Channel	Programme	Time
8 th Oct	Channel 4	Come dine with me	17:25
8 th Oct	Channel 4	999 What's your emergency	21:30
8 th Oct	ITV	Monroe	21:30
9 th Oct	ITV	Emmerdale	19:15
9 th Oct	C5	CSI New York	22:30
10 th Oct	ITV	All Star Mr & Mrs	20:30
10 th Oct	Channel 4	Grand Designs	21:59
10 th Oct	C5	Law and Order	22:30
11 th Oct	ITV	Homefront	21:45
13 th Oct	ITV	X Factor Live show	21:30
13 th Oct	S4C	Pobol y Cwn	19:00
14 th Oct	ITV	Downton Abbey	22:01
15 th Oct	E4	New Girl	20:26

NB: Adverts may not be seen in all regions at these times

Notable TV spot times

Action! Retweet @ukhomeoffice Tweet

Date	Channel	Programme	Time
16 th Oct	Channel 4	Double your house for half the money	20:50
16 th Oct	Channel 4	Come dine with me	17:25
16 th Oct	C5	Born to kill	20:30
17 th Oct	C5	Emergency Bikers	20:30
18 th Oct	Channel 4	Hollyoaks	18:45
18 th Oct	ITV	Homefront	21:15
19 th Oct	ITV	Coronation Street	20:58
20 th Oct	S4C	CWPAN AMLIN	20:10
21 st Oct	ITV	Downton Abbey	21:30
22 nd Oct	ITV	Monroe	21:15
22 nd Oct	ITV	Emmerdale	19:15
22 nd Oct	Channel 4	999 What's your emergency	21:50
24 th Oct	ITV	Coronation Street	19:45

NB: Adverts may not be seen in all regions at these times

Channel 4 Partnership

- After all our adverts on C4 there will be a PCC promotional message
- Encourage interaction and opportunity to find out more about PCCs
- Campaign hub at channel4.com/mypcc
- View online film
- Have your say: What crimes should PCCs focus on? What difference do you want them to make
- Use hashtag #MyPCC promote Twitter debate

Action!
Use #MyPCC
when
Tweeting

ON NOVEMBER 15TH CRIMINALS WILL HOPE YOU DO NOTHING. Home Office

The police have a huge job on their hands: keeping the public safe, catching criminals and smashing organised crime rings. If you could influence all the many priorities the police have, how would you juggle them? This is something that police and crime commissioners are going to have to do, as well as considering what the public want and how the police and other services support victims of crime.

On November 15th for the first time ever, you will be able to vote for your local police and crime commissioner. This is a new role and the job of the police and crime commissioner will be to oversee the police and ensure they focus on what matters to you.

HAVE YOUR SAY

Which crimes should your police and crime commissioner focus on tackling in your area?

- 1 Click on a pin below to choose your police force area
- 2 Choose your closest town/city
- 3 Choose up to 3 crimes for your police and crime commissioner to focus on

Use the map to select your town or city

Sign up for police and crime commissioner candidate information

Details of your local police and crime commissioner candidates will be available online from 26th October. Visit [CHOOSEMYPCC.ONLINE](#) to find out who is standing in your area and who will assure the police focus on the crimes that matter most to you. For an email alert to notify you when candidate information is online sign up here:

Your name:

Your email address:

Accept and agree with our [Terms & Conditions](#).

SUBMIT

Tweet us your thoughts

What do you want your police and crime commissioner to do to make a difference in your area? Join the conversation at #MyPCC.

TWEET US NOW [Tweet](#)

What you're saying. Our current favourite tweets

@Mackay #MyPCC Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent justo, lobortis sit amet, condimentum in, faucibus eget risus. 3 mins ago

@John_Smith #MyPCC consectetur adipiscing elit. Praesent justo, lobortis sit amet, condimentum in 3 days ago

@Landy_90 #MyPCC dolor sit amet, consectetur adipiscing elit. Praesent justo, Justo. 5 days ago

What should your police and crime commissioner do to make a difference in your area?

Police commissioners will make key decisions that will impact on how your area looks and feels as well as how your police force will be. Select one of the following options and press submit:

Option	Percentage
Improve community relations	2%
Reduce reoffending	9%
Improve crime prevention initiatives	1%
Get better value for money	8%
Partnership work with local services	4%
Consult and involve the public	1%
Improve the service victims of crime receive	5%
Not sure	1%

SUBMIT

ON NOVEMBER 15TH VOTE FOR YOUR LOCAL POLICE & CRIME COMMISSIONER Home Office

Find out more about police and crime commissioners

HOME | PRESS | COMMERCIALS | CORPORATE | CORPORATE RESPONSIBILITY | FREEDOM OF INFORMATION ACT | TALENT | JOBS | SALES | TERMS AND CONDITIONS | PARENTAL CONTROL | PRIVACY POLICY | ACCESSIBILITY | DIVERSITY | BLOGS | CONTACT US | PAGE

Channel 4 © 2012. We have updated our [TERMS AND CONDITIONS](#) and [PRIVACY POLICY](#). Please ensure you read both documents before using our Digital Products and Services.

Candidate information

- Choosemypcc.org.uk is now live
- Info about PCCs and voting
- Public can pre order printed booklet containing candidate details that will be sent to them from end Oct
- Booklet available in alternative formats (Welsh, Braille, large print, audio)
- Candidates details published 26th Oct
- Public can register for email alerting them candidate details are online
- From 26th Oct public can use search facility to find out who their candidates are

Candidate information
will be available
from October 26th

Cymraeg |    

Pre-order printed information
To receive information about candidates
by post order online or call 0800 1 070708

CHOOSE MY PCC

ON NOVEMBER 15TH VOTE FOR YOUR LOCAL POLICE & CRIME COMMISSIONER

On 15 November 2012, for the first time, you will be able to vote for your local Police and Crime Commissioner (PCC). This is a new role and the job of the PCC will be to oversee the police and ensure they prioritise what matters to you.

Each candidate may have different ideas, skills and experience to bring to the role. Information on who to vote for and how they propose to make a difference will be **available on this site from 26 October 2012**. These are important roles so ensure you choose the candidate that will tackle the issues you care about.

You can request an **email alert** that will be sent to you when the candidate information is published, or **pre order a free paper version** of the candidate information that will be sent to you after the 26 October 2012. You can also call 0800 1 070708 to pre order your free paper copy.



WATCH THE VIDEO

Epes nonsullorum publiu veraeco nsciamdit, nem am. Idem num at gra? Vere perivas sullaris, dum des caessim imprecres se rem consiliici sum umius num.

What is a police and crime commissioner?

A police and crime commissioner (PCC) is independent and will be elected by you to oversee how crime will be tackled in your police force area.

Their aim will be to cut crime and to ensure your police force is effective. They will bring more of a public voice to policing and they will do this is by:

- regularly engaging and meeting with the public to help set police and crime plans.
- ensuring the police force budget is spent where it matters most.
- appointing the chief constable, and (if necessary) dismissing, them if they have not performed well

The PCC will not 'run' the police force. Chief constables will continue to be responsible for the day to day operations of the police force, but they will be accountable to the PCC.

 [More](#)  [er](#)

How to vote?

You need to be registered to be able to vote.

If you are registered, and eligible to vote you can either vote in person at a polling station, by post, or by proxy (allowing someone you trust to vote on your behalf). In this election you can vote for a first and second preference of who you want to win.

 [More information on how to vote](#)

Receive an email alert

For an e-mail to alert you when the candidate information is online enter your e-mail:

We will only email you to let you know the candidate information has been published. We will not pass your email address on to anyone else.

Action!
Link from your
website to
choosemypcc

- Ministerial regional press and radio interviews
- Online web chats
- ‘One month to go’ announcement and media activity
- Tweet countdown to elections
- Press notice Choosemypcc full site launch 26th October
- Stimulate interest on Twitter with #MyPCC

Action!
Retweets

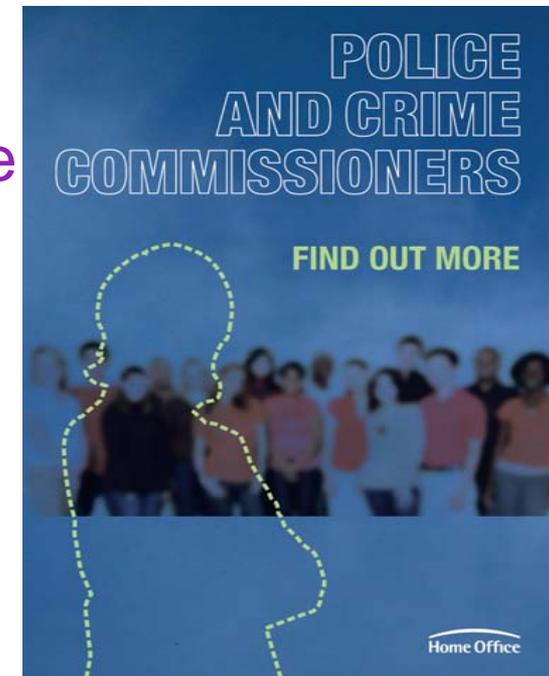
Partner support

Action!
Share our digital adverts
Order the credit card

- Info and campaign assets www.homeoffice.gov.uk/pcc
- [Communications handbook](#)
- Purdah advice (email PCCFactChecker@homeoffice.gsi.gov.uk)
- PDFs of posters available to download & use
- Digital web adverts available to download & use
- Online film and/or TV advert on YouTube
- Radio adverts available to download & use
- Factual credit card handout available to order and distribute

Order line: 0870 241 4680 (press '0'
on your keypad to speak to the Home Office
publications team) Ref' PCC BCE (for
English) PCC BCW (for Welsh)

Credit Card



Local purdah 8 October – 15 November

National purdah 25 Oct – 15 Nov

Available guidance:

- ACPO guidance
- DCLG 'Code of recommended practice on local authority publicity'
- Cabinet Office purdah guidance for civil service
- Permanent Secretary letter to Chief Constables
- Your Police Area Returning Officer can offer advice

Action!
Find out what
you can or
can't do

Contacts



Home Office Communications

matthew.mitchell2@homeoffice.gsi.gov.uk

amie.whittle@homeoffice.gsi.gov.uk

Fact checking service

PCCFactChecker@homeoffice.gsi.gov.uk

Action!
Email us with
any questions