



## Burnley Community Safety Partnership

### CSPTV - Case Study

#### *Innovation in Communication*

#### **Introduction**

The Burnley Community Safety Partnership Television Network (CSPTV) went live on 27 April 2004. This Case Study outlines why and how the Partnership developed the system and most importantly, considers the impact CSPTV has had on improving our communication with the people of Burnley.

#### **The Need for Effective Communication**

The Burnley Community Safety Partnership is a highly active group that has been instrumental in delivering a wide range of initiatives to tackle crime and the fear of crime in Burnley. Our success has made a real difference to the quality of life of local people yet anecdotal evidence suggested a very low public awareness of the work we do and of the actual existence of the Partnership itself. CSPs need to consult with the public to ensure that their activities reflect local priorities whilst raising awareness of the Partnership's activities can help to address a disproportionately high fear of crime and increase public involvement. The question then becomes how we communicate with the public?

Like most Partnerships we have consulted via questionnaires, public meetings and focus groups etc and raised awareness through newspaper articles, council newsletters and limited TV and radio coverage. Whilst all of these mediums provide a useful means of communication there is nothing particularly new or creative about them. They are the mediums that are commonly used by public sector organisations to communicate with the community and, in the case of community safety at least, their impact appears to be limited at best. Doing more of the same would undoubtedly have resulted in some increase in awareness but the feeling of our Partnership was that we needed to try something different. Something creative and impactful that would really make people sit up and take notice. CSPTV provides exactly that.

## **Burnley CSPTV**

### *The System*

CSPTV provides a bespoke television network for our Partnership. By placing screens in public locations across the town we are able to broadcast community safety messages to thousands of people every day. The system includes images and video footage of local initiatives overlaid with key messages that we want to communicate to our audience. Added to this are Home Office messages addressing national community safety issues, general items of local interest and regular news, sport and weather updates. The combined system then provides an interesting, informative and entertaining programme of information which is refreshed on a regular basis. Perhaps its best feature, however, is the systems flexibility and immediate response capacity. CSPTV operates via a web-based programme which gives the capacity to add information to the screens with almost immediate effect. This is particularly useful in the case of a missing child, for example, when we can display messages and images across the town centre. It further supports public information messaging for terrorist alerts etc.

### *Content*

The primary purpose of the system is to communicate all of the activity that is going on through the Partnership and the positive effect that is having on crime and quality of life. However, the system also allows us the opportunity to develop the brand of the Partnership so that people begin to recognise it as an entity in its own right. The Partnership name and logo is repeated throughout the programme to build up that identity while the content majors on the key thematic areas of our 2002-05 Crime and Disorder Strategy which are:

- Reducing Anti Social Behaviour
- Reducing Property Crime
- Tackling Drug Misuse
- Tackling Alcohol Misuse
- Improving Road Safety

In terms of actual screen content we have concentrated on raising awareness of services and issues which directly impact upon local people. These have included:

- Community Wardens
- Dog fouling
- Begging
- Park Safe
- Burnley Allygating scheme
- 100% Proof ID

These projects are of real interest to local people. Community Wardens increase the presence of authority on our streets, dog Fouling and begging are major nuisance issues, Park Safe and Allygate address public safety and

100%Proof ID tackles the difficult issue of under age drinking. These initiatives impact directly upon life in Burnley and CSPTV gives us a superb medium to communicate them to the community.

## **Funding**

The CSPTV system cost £60,000 for a period of one year. This was based on a system of 10 screens with full design and on going technical support from CCN. The Partnership used a mixture of Neighbourhood Renewal, Building Safer Communities and mainstream Council funding to support the initiative.

## **Does it work?**

The short answer is yes. As with any pilot initiative it was very important that we identified a baseline position and then measured the impact of the system. To do this we commissioned pre and post installation surveys which produced some startling results.

People were asked if they had ever heard of the Community Safety Partnership. In the pre survey only 11% said they had, confirming our anecdotal opinion that awareness was very low. However, in the post survey this had risen to 23%. Bearing in mind that the post survey was conducted only a few weeks after installation it was extremely encouraging to see that awareness had more than doubled.

The research also included asking people if they had viewed the screens. 66% reported that they had and of those 49% stated that they had found the content useful. This provided interesting contextual data in terms of content and location development. It was highly encouraging that two thirds of people had viewed the screens but less so that only 49% considered the content as useful.

When we investigated this further it seems that quality of viewing is more important than high footfall. For example, placing a screen above a main entrance to a shopping centre will secure a very high footfall but the vast majority of those people will be en route elsewhere and cast only a glance at the system. Enough to register that it is there but not enough to derive any benefit. Better locations are cafés restaurants, libraries, doctors surgeries and post offices etc where people are waiting and have time to view the content in more detail. This is evidenced further in the survey which revealed that the screen located in the main sitting area of McDonalds Restaurant was the most commonly viewed while the screen located by the "Drive Thru" was the least. In the restaurant people have time to watch, in the "Drive Thru" they are in transit.

The old adage of only getting out what you put in is also partly true of CSPTV. CCN provide an excellent design and technical support service and can incorporate lots of Home Office messages and images that address national

priorities on the system. However, it is the local information that really brings the system to life with video footage adding a new dimension that takes the programme onto another level of quality.

The Council and the Partnership recognise the need to develop civic pride in Burnley and to promote the many positive aspects of life in our town. Building a cohesive community is a key priority and an essential element of achieving that goal is effective communication. Overall, the Burnley CSP are delighted with the system. Awareness of the Partnership has risen significantly and with the improvement and development of site location and programme content we are looking to build upon a solid platform of public approval.

### **Where do we go from here?**

The CSPTV system was funded as a pilot initiative for one year. With the early evaluation findings being so positive the Partnership is already looking at continuation plans. These include the possibility of business sponsorship or replicating the Easington model which evolved CSPTV to cover the much broader remit of the Local Strategic Partnership in LSPTV.