

## **Business Crime Strategic Board –**

### **Communications Strategy & Protocols (Draft)**

*Aim: Promote the work of the Business Crime Strategic Board and how by working together we can reduce business crime in Essex.*

#### **Objectives of the Communications Strategy:**

- Crime prevention
- Sharing ideas
- Promote membership of the board and the proactive work of all of the partners involved
- Promote and launch a refreshed Business Crime Strategy (**ACTION POINT – Essex Police has had a Business Crime Strategy since 2013 but this needs to be refreshed. Would the Board like to set up a working group to help shape a new version?**)
- **Actions:**
  - Use Essex Chambers page as a dedicated site for hosting Business Crime Board information
  - Utilise the PFCC, Chambers and Essex Police social media accounts to share content and messages (**ACTION POINT – decide on a suitable hashtag #BeatingBusinessCrime**)
  - Utilise PFCC newsletter for sharing content
  - Agree messaging for internal comms for partner organisations (**ACTION POINT – Board to agree messaging in attached document**)

#### **Future Projects:**

- Create film to explain the board, containing key crime prevention advice.
- Host an event – countywide Business Crime conference?
- Arrange media interviews etc to highlight work of the board – BBC Essex, Radio Essex, Newsquest, Business Times

#### **Branding:**

There could be opportunities for branding on crime prevention merchandise, websites, leaflets, design collateral. These will need to include approved logos from Essex Chambers, PFCC and Essex Police

#### **Spokespeople:**

Designated spokespeople need to be identified from each partner organisation (**ACTION POINT: Board to identify spokespeople**)

#### **Monitoring & Evaluation:**

The success of the communications strategy could be measured in a number of ways with regular reports and updates given at each meeting of the board. These measurements could include:

- Social media engagement and analytics
- Positive media coverage
- Website analytics
- Increase in chamber membership
- Behaviour change – reduction in the amount of business crime thanks to crime prevention and awareness.

## **(Draft) Essex Business Crime Strategic Board Internal Messaging**

Key Messages (Members of the Board can use these to raise profile of the Board within their own internal communications networks)

- We/I am a member of the Essex Business Crime Strategic Board. This board meets quarterly and you can find out more and read the minutes of the meetings here:  
[https://www.essexchambers.co.uk/essex\\_business\\_crime\\_strategic\\_board.htm](https://www.essexchambers.co.uk/essex_business_crime_strategic_board.htm)
- Essex Chamber of Commerce, Essex Police and the Police, Fire and Crime Commissioner for Essex created the Board. The aim is to work together to tackle business crime across the county.
- The Police and Crime Plan and the recently published Fire and Rescue Plan provides a vision for Essex where safe and secure communities are the bedrock on which we build success and wellbeing for all and this includes businesses. You can read the plans here (insert links)
- The Board is still in its early stages but it offers real opportunities to tackle business crime, reducing the space that criminals have to thrive and reinforcing what we already know – that Essex is a great place to do business.
- Following extra investment in policing, Essex Police is recruiting an additional 215 officers this year (2019/2020) on top of the 150 extra recruited in 2018/2019. This means an increase to town centre policing teams as well as the creation of a dedicated business crime unit that will operate across the county.
- If you have any ideas on what the Board could discuss or implement to help reduce business crime get in contact with (insert relevant board member).