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Violence Reduction Partnership (VRP)

Communications Working Group

Terms of Reference (ToR)

November 2023

# distribution list and dawg membership

|  |  |  |  |
| --- | --- | --- | --- |
| Agency | Specified or Relevant Authority[[1]](#footnote-1) | Name & Role / Partner | Date Sent |
| Violence  Reduction  Unit (VRU) | N/A | VRU Director and Chair  VRU Manager and Vice-Chair  VRU Programmes and Projects Officer |  |
| Police | Specified Authority | Corporate Communications, Serious Violence Lead |  |
| Hampshire Fire & Rescue Service (HRFS) | Specified Authority | Representation from Communications team |  |
| Youth Justice Service (YJS) | Specified Authority | Representation from Portsmouth Youth Justice |  |
| Health – Integrated Care Boards | Specified Authority | Representations from University Hospital Southampton (UHS) Communications  Representations from ICB Communications  Representation from Southern Health  Representation from Solent Health |  |
| Local Authorities | Specified Authority | Representation from Hampshire  Representation from Isle of Wight  Representation from Portsmouth  Representation from Southampton |  |
| Office of Police and Crime Commissioner (OPCC) | N/A | Attendance not yet required |  |
| Probation | Specified Authority | Regional Communications Lead |  |
| Education | Relevant Authority | Attendance not yet required |  |
| Prison Service | Relevant Authority | Attendance not yet required |  |
| Voluntary Sector | N/A | Fundraising, Marketing and Communications Manager |  |

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Cover photo: Logo

# introduction

The Strategic Violence Reduction Partnership (SVRP) has been established to develop and deliver a Strategy to address the root causes of serious violence in our communities, based on the findings obtained within the [Strategic Needs Assessment](https://www.hampshire-pcc.gov.uk/vru-home/useful-documents) (SNA)[[2]](#footnote-2) . This is in accordance with the Home Office Serious Violence Duty (SVD) Statutory Guidance.

Within Hampshire, Isle of Wight, Portsmouth and Southampton (HIPS), the Violence Reduction Unit (VRU) are responsible for leading on this approach and working collaboratively with all Partners within the Violence Reduction Partnership (VRP) to reduce serious violence, promoting a Public Health[[3]](#footnote-3) and Trauma Informed[[4]](#footnote-4) Approach.

The VRP recognises that tackling serious violence is not a law enforcement issue alone and requires a collaborative Partnership approach.

One of the sub groups within the SVRP to achieve this is the Communications (Comms) Working Group.

# vision and mission

Our ***vision*** is for Hampshire, Isle of Wight, Portsmouth and Southampton to be a place where people can live their lives free from violence and the fear of violence.

Our ***mission*** is to prevent violence by building a collaborative, courageous and sustainable Partnership which will drive the change required to successfully address the causes and consequences of violence. 

# aims and activities linked to the theory of change (toc)

The Comms Working Groups brings together the VRP to collaborate and work with and for communities, embedding voices and lived experiences, as part of a Public Health Approach.

The Comms Working Group oversees the operational delivery of the VRP Strategy for Communications, which is captured within the [VRP Theory of Change](https://www.hampshire-pcc.gov.uk/vru-home/useful-documents) (ToC)[[5]](#footnote-5).

The following activities will be delivered by the Comms Working Group, in alignment with the ToC[[6]](#footnote-6):

* Create VRP brand and website to communicate with Partners and public​ (3.a)
* Celebrate and highlight work of communities and the VRP working together​ (3.b)
* Develop a strengths based counter-narrative (3.c)

# crest advisory recommendations

The Home Office commissioned Crest Advisory to assess the VRP’s readiness to meet the SVD and made necessary recommendations to the Partnership to reach maturity[[7]](#footnote-7).

The following recommendations are recorded in the [Crest Advisory Readiness Tracker](https://www.hampshire-pcc.gov.uk/vru-home/useful-documents), which will be considered and delivered by the Comms Working Group[[8]](#footnote-8):

* Partners should invest in more comprehensive community mapping, to identify the individuals and organisations across Hampshire and the Isle of Wight that could be actively involved in violence reduction efforts (8.1).

Once a recommendation has been achieved, the Crest Advisory Readiness Tracker will be updated and the Comms Working Group ToR will also be revised to reflect this.

# outcomes based performance framework

The VRU has developed an [Outcomes Based Performance Framework](https://www.hampshire-pcc.gov.uk/vru-home/useful-documents) on behalf of the VRP to track performance progress for each strategic area, under the SVRP, to reduce serious violence.

The impact of activity from the Comms Working Group should be measured by the following elements[[9]](#footnote-9) of the Performance Framework, which will be monitored and reported on quarterly:

* Specified and Relevant authorities and public are well informed about serious violence and the Partnership response. The success measure to achieve this will be:
  + VRU Communications are reaching Specified and Relevant authorities and public, measured by data source:
* VRU: Number of views of VRU website (4.1.1.a)

# partner responsibilities

Under the Serious Violence Duty, the following Specified Authorities are required to collaborate and plan to prevent and reduce serious violence:

* Police
* Justice (Probation Services and Youth Justice Service)
* Fire and Rescue Service
* Health (Integrated Care Boards)
* Local Authorities (District and County Councils)

The following Relevant Authorities are also expected to collaborate and plan to prevent and reduce serious violence:

* Prison Service
* Education

The responsibility from each member of this group is to represent their organisation by ensuring the following is achieved:

* Understand the requirements of the SVD and actively seek opportunities to collaborate and improve the HIPS wide response.
* Be open to and provide support to other Partners, sharing best practice.
* Adopt and promote a Public Health Approach to tackling serious violence to Partners, Stakeholders and the Public.

# reporting relationships

The Chair / Vice Chair of the Comms Working Group will raise any key updates and decisions to the SVRP on a quarterly basis.

# meeting frequency and format

Meetings will be held quarterly and reviewed in March 2024.

To foster positive relationships, these will be held via Teams with every third meeting being held in person and hosted by a different Specified Authority.

There may be separate Task and Finish groups for separate work streams if required.

# administration

No minutes will be taken, however actions and attendance for all meetings will be recorded and monitored by the VRU.

1. As stated within the Home Office Serious Violence Duty (SVD) Statutory Guidance, December 2022. [↑](#footnote-ref-1)
2. The Strategic Needs Assessment (SNA) allows us to understand data through analysis around which communities are impacted by serious violence and what we know about the root causes of violence. [↑](#footnote-ref-2)
3. The World Health Organisation (WHO) provided a 4-step process for implementing a Public Health Approach, which the Home Office has promoted as a methodology to tackle serious violence:

   Surveillance

   Identify Risk and Protective Factors

   Develop and Evaluate Interventions

   Implementation [↑](#footnote-ref-3)
4. Trauma Informed focuses on ‘what has happened to this person’, rather than ‘what is wrong with this person’. [↑](#footnote-ref-4)
5. The ToC is a high level representation of how the VRP’s resources and activities lead to the desired short, medium and long term changes, which will reduce serious violence and risk [↑](#footnote-ref-5)
6. Number per activity aligns to that shown in the VRP Theory of Change. [↑](#footnote-ref-6)
7. Recommendations from Crest Advisory (Crime and Justice Specialists) were published in the ‘Joint Readiness Assessment for Hampshire & Isle of Wight’ (published May 2023). [↑](#footnote-ref-7)
8. Number per recommendation aligns to that provided by Crest Advisory. [↑](#footnote-ref-8)
9. Number per element aligns to that shown in the Outcomes Based Performance Framework. [↑](#footnote-ref-9)