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Violence Reduction Partnership (VRP)

Communications Working Group

Terms of Reference (ToR)

February 2024

# distribution list and COmmunications membership

|  |  |  |
| --- | --- | --- |
| Agency | Specified or Relevant Authority[[1]](#footnote-1) | Name & Role / Partner |
| ViolenceReductionUnit (VRU) | N/A | VRU Director and ChairVRU Manager and Vice-ChairVRU Programmes and Projects Officer  |
| Police | Specified Authority  | Corporate Communications, Serious Violence Lead |
| Hampshire and Isle of Wight Fire & Rescue Service (HIWFRS) | Specified Authority | Representation from Communications team |
| Youth Justice Service (YJS) | Specified Authority | Representation from Portsmouth YJS |
| Health – Integrated Care Boards | Specified Authority | Representations from University Hospital Southampton (UHS) CommunicationsRepresentations from ICB CommunicationsRepresentation 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 | Representation from Interim Chief Executive Officer  |

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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):

* Specified and Relevant authorities attend and collaborate at the Communications Working Group​ (3.a)
* Create VRP brand and website to communicate with Partners and public​ (3.b)
* Celebrate and highlight work of communities and the VRP working together, including meeting the Serious Violence Duty (3.c)
* Develop a strengths based counter-narrative, including opportunities for co-production with communities (3.d)
* Use the Communications Working Group to inform the development of a Communications Strategy (3.e).

# 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[[7]](#footnote-7) 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:

* Help provide access through identified assets to support collaborative working around serious violence. Some organisations may even be able to identify individuals who can contribute to discussions held within the HIPS governance arrangements, such as adding lived experience membership to the SVRP Terms of Reference or establishing a lived experience forum that is consulted by the Partnership on a regular basis
* Support messaging around the VRP Response Strategy and associated delivery, to maximise the reach within the Specified and Relevant Authorities
* Be aware of previous and ongoing work, any barriers to engagement locally, and be able to support the VRP to identify and remove these barriers in any planned engagement. For example, the voluntary and community sector may be able to ensure planned engagement reaches certain communities.
* 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 monthly and reviewed in June 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. Number per element aligns to that shown in the Outcomes Based Performance Framework. [↑](#footnote-ref-7)