

# **Hampshire Prevent Partnership Board Communications and Engagement Strategy**

**2021-2024**

## 1. Ownership

1.1 This document has been drawn up by the Hampshire Prevent Partnership Board. Each partner agency on this Board is asked to agree to abide by it, and to ensure that it is known throughout their own organisations.

## 2. Review

2.1 This document will be reviewed 3 years after final agreement, **April 2025**.

## 3. Introduction

3.1 The 2015 Counter Terrorism and Security Act gives a duty to specified Authorities to prevent an individual being drawn into terrorism. This is known as the Prevent Duty.

3.2 Prevent is a programme designed to safeguard and support those vulnerable to radicalisation. It is one of the four elements of CONTEST the Government's counter-terrorism strategy. ([Lets Talk About It - What Is Prevent? \(Itai.info\)](https://www.gov.uk/guidance/lets-talk-about-it-what-is-prevent)). The aim is to stop people becoming terrorists or supporting terrorism, or becoming involved in extremism.

3.3 Prevent also supports the rehabilitation of, and disengagement of those already involved in extremism and terrorism.

## 4. Purpose

4.1 This communications strategy is written to strengthen the delivery of the work of the Hampshire Prevent Partnership Board and other key stakeholders to work together through effective communication and engagement.

4.2 The strategy intends that the diverse communities of Hampshire are strong and resilient, informed on Prevent-related themes and issues, and feel supported by those agencies who are members of the Hampshire Prevent Partnership Board.

4.3 This strategy is not intended to replace or extend into areas of Prevent such as Education and Training where there are already statutory responsibilities, strategies and accountability in place. It should complement any established communication protocols already in operation across the Emergency and Protective Services.

## 5.0 The key messages

5.1 Whilst Prevent is a nationally endorsed strand of the Government's Contest Strategy there continues to be an element of distrust associated with it. In recognising this concern this Communications and Engagement Strategy will look for opportunities to reinforce that:

- Prevent is a partnership across Hampshire and is not led by one single agency;
- Each agency and organisation has a responsibility to work towards making Hampshire a safe place for all to live and work in;
- Prevent is designed to keep individuals and communities safe;
- Prevent is about supporting people who are vulnerable to radicalisation in a way similar to how we safeguard against Child Sexual or Criminal Exploitation, County Lines or other forms of exploitation or bullying;

- Prevent targets all forms of extremism and terrorism, both domestic and international;
- Whilst the focus is often on terrorist groups outside the UK, the risks presented by extremist and terrorist groups in the UK can be equally as dangerous;
- Radicalisation and extremism can happen online as well as in person;
- Prevent supports debate and discussion in a positive way; effective debate builds critical thinking and resilience to grooming that can avoid people being enticed into extremist tendencies.
- Communities need to have confidence and clarity around how to engage with public agencies about concerns and views;
- Deliver the message STOP, PROTECT, PREVENT.

#### 5.2 Prevent is not:

- Spying;
- Infringing human rights;
- An opportunity to stifle debate.

### 6.0 Strategic Aims

6.1 In delivery of the strategy it is important that we balance the need for easy access to information and channels of communication whilst not disproportionately raising fears which may be counter-productive to people feeling safe. The message should be one of general awareness and vigilance whilst not fostering fear or division.

6.2 This strategy intends that the diverse communities of Hampshire:

- Are appropriately informed of the variety of threats and risks;
- Understand how they can help support the prevention of radicalisation, extremist acts and hate crime in Hampshire;
- Have confidence that public agencies are working collaboratively to assess and manage these risks;
- Identify and map the communication opportunities and channels to be followed by the Hampshire Prevent Partnership Board at all times.

6.3 In order to do this, the organisations who sit on the Hampshire Prevent Partnership Board will support this strategy in the following areas below. They will do so both within their own organisations but also in their external-facing work:

- Explain the purpose and process of the local Prevent delivery model to communities and stakeholders;
- Highlight the positive intention and impact of Prevent;
- Counter myths and inaccurate or distorted narratives;
- Promote balanced reporting and/or access to initiatives or projects where there may be media interest;
- Identify and encourage credible voices, both stakeholders and from within local communities, to talk publicly about the positive work of Prevent;
- Utilise diverse but appropriate communications channels to extend the reach of Prevent messaging.

### 7.0 When we will communicate and engage

7.1 Communications will be delivered during the following times:

- 1) Business as usual – the Hampshire Prevent Partnership Board will have available clear consistent messages and information. We will complement National Prevent messaging which will be signposted and circulated as it is made available.
- 2) Pre-planned - where there are both national and local alerts, initiatives or events planned and the circulation of advance messaging would benefit Hampshire Prevent Partnership Board partners or communities.
- 3) Post incident – the Hampshire Prevent Partnership Board will issue and disseminate appropriate commentary and key messages, highlighting and reinforcing these in a proportionate, positive and relevant way.

## **8.0 How we will communicate and engage**

8.1 Communication will be via a range of mediums, electronic, virtually and face to face. Social and digital media provides a significant opportunity to reach into our communities in Hampshire and will be used as appropriate.

8.2 The Hampshire Prevent Partnership Board will maintain the security of the communications commensurate to the security grading of the document, which will be confirmed in all messages.

8.3 Non protectively marked communications should be uploaded to Hampshire County Council and Hampshire Prevent Partnership Board partner websites. Each organisation is responsible for reviewing these to ensure that they are consistent and align with both national and local key public-facing messages on Prevent.

8.4 Any communication that is sensitive but considered suitable to be shared with Hampshire Prevent Partnership Board partners will be placed on Resilience Direct. Information from Resilience Direct should not under any circumstances be circulated into the public domain.

## **9.0 Who we will communicate and engage with**

9.1 Hampshire Prevent Partnership Board will communicate with the following (not exhaustive):

- All partners on the Hampshire Prevent Partnership Board
- Thames Valley Police
- Regional Prevent partners
- District Council Community Safety Teams, Communications Leads and Community Engagement leads
- Elected members of Hampshire Local Authorities
- Community, Third Sector and Faith networks
- Faith leaders
- Police
- Parish and Town Councils

9.2 The Hampshire Prevent Partnership Board will provide opportunity to receive feedback from partners and members of the public via the Hampshire Prevent Partnership Board website: [www.hampshirepreventboard.org.uk](http://www.hampshirepreventboard.org.uk)

## **10.0 What we will communicate**

10.1 Hampshire Prevent Partnership Board will communicate (not exhaustive):

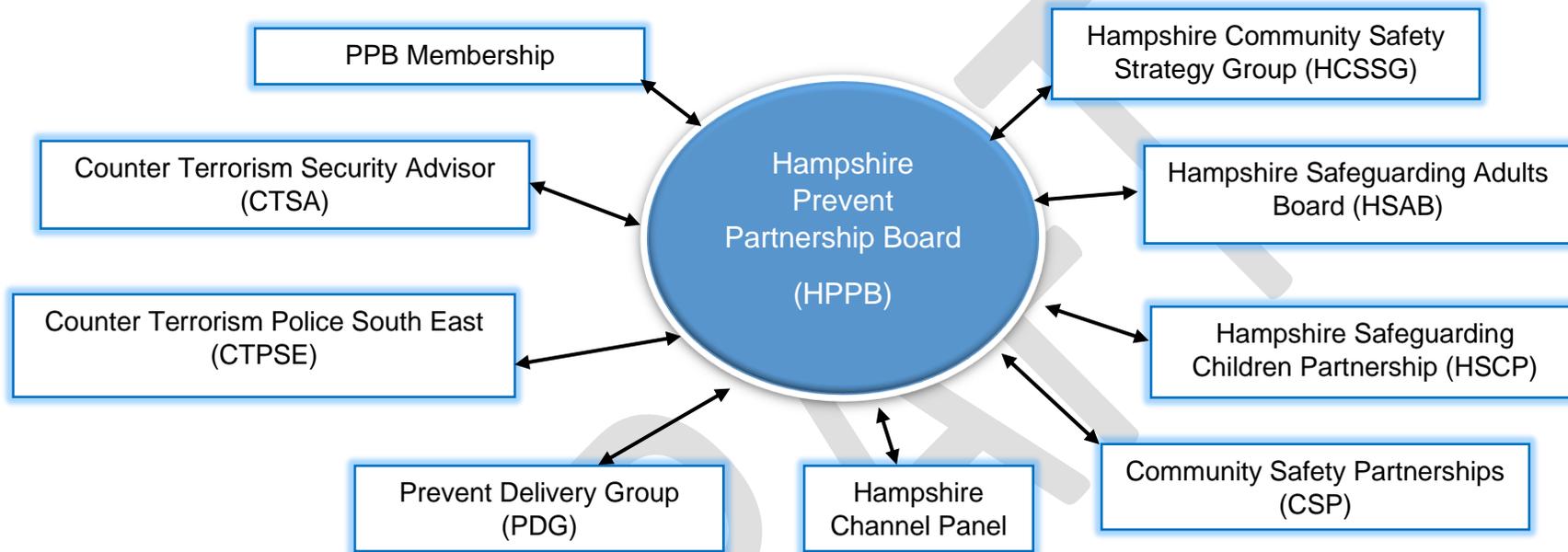
- Factsheets
- Information on national and local campaigns, both about Prevent but also on related themes/concerns

### **11.0 Who will provide communication**

11.1 As the host of the Hampshire Prevent Partnership Board, the Local Authority will be responsible for disseminating communication to the partnership. It will act as the central point to receive all partnership communication, and will ensure that this is disseminated to the whole partnership without delay. This will ensure that communications are consistent and timely. (Hampshire Prevent Partnership Board generic email account: [prevent@hants.gov.uk](mailto:prevent@hants.gov.uk) )

11.2 There is an expectation that Hampshire Prevent Partnership Board partners will take responsibility for assessing the relevance of the information to their communities and business organisation, and where necessary will use their own communication channels to reinforce circulation.

### Prevent Partnership Board Communications



The Hampshire Prevent Partnership Board (HPPB) will share information according to the handling instructions already applied before receipt of the information into the HPPB administrator.

#### Security Classifications:

- **Official:** Minimum controls, information likely to be releasable unless an FOI exemption is in force.
- **Official Sensitive:** 'Need to know' assessed on a case by case basis.
- **Secret:** 'Need to Know', special handling instructions, assessed on a case by case basis.

Unless otherwise stated on the document, please secure permission in advance of sharing from the report author/ agency and notify the HPPB Chair via the administrator.

## 12.0 Information sharing

12.1 In meeting the objectives of the Communications and Engagement Strategy it is important that any sharing or exchange of information is in accordance with the Hampshire Prevent Partnership Board Information Sharing Agreement. The power and authority to share information is pursuant to S.115 of the Crime and Disorder Act and S.29 of the Data protection Act. Hampshire Prevent Partnership Board partners should also be cognizant of the requirements of the Human Rights Act 1998, the Freedom of Information Act 2000 and the Equalities Act 2010. [Information-Sharing-Agreement-for-Hampshire-PPB.pdf \(hampshirepreventboard.org.uk\)](#)

12.2 Hampshire Prevent Partnership Board also has a Privacy Notice which is available here: [HCC-Prevent-Privacy-Notice-for-PPB-Website.pdf \(hampshirepreventboard.org.uk\)](#)

## 13.0 Recommendations

- That the principles and approach outlined in the strategy are agreed by all partners of the Hampshire Prevent Partnership Board;
- That the principles and approach outlined in the strategy are implemented by each partner agency;
- That progress is made on the alignment and review of public facing information sites to which the public can be signposted through specific communications activities;
- That partners commit to supporting consistent communications through the channels identified.

## Further Information

<https://www.hampshire.police.uk/advice/advice-and-information/t/terrorism-in-the-uk/staying-safe-from-terrorism/>

[Hampshire PREVENT Partnership Board • Preventing terrorism and radicalisation within our communities \(hampshirepreventboard.org.uk\)](#)

[ACT Early | Prevent radicalisation](#)