



24.05.10

Dear Mr Lee,

I am writing to you in your capacity as Chair of the Safer Stockton Partnership to invite your organisation to join with Cleveland Police in a major child safety initiative this Autumn.

Neighbourhood Police Teams across Cleveland will be working with schools and using art to encourage young people to think about their own safety and the safety of others.

Traditionally police have always gone in to schools to warn of the dangers of strangers etc. but the force wanted to adopt a more imaginative approach that would encourage children themselves to discuss their own safety and how we can all help make our own communities safer places to live.

We saw art as a way of doing this because, with a little encouragement, every child will draw or paint a picture.

The start of the school year is a good time to discuss safety as the nights are drawing in, there is “mischief” and bonfire night plus Christmas which catches the attention of primary school children.

So in September neighbourhood police officers visit every school in Cleveland encourage children to talk about safety from stranger danger to thin ice, anti-social behaviour to drugs and alcohol. We then talk about how everyone can help make the area safer for others (looking after animals and old folk, not smashing bottles, vandalising or dropping litter, using bike lights and reflective clothing etc), it's about letting children know there are places to turn if they themselves are in danger but also that it's their town and they need to look after it. We then ask children to illustrate this through a drawing or painting.

Young people will be encouraged to think about their own safety and the role they can play in making their local communities safer and then asked to design a poster illustrating this.

The theme this year will be “Keeping People Safe @ Christmas”. There will be several prizes for different age groups and the overall winning design will be used as the force Christmas card this year.

This is the fourth year that we have run an “Art of Safety” competition and thousands of children have taken part in the past. Last year alone over 7,500 children submitted entries.

Details of last year's winner – who came from Stockton - can be found at <http://ts19.gazettelive.co.uk/local-news/stockton-schoolgirl-wins-cleveland-police-art-of-safety-competition.html>

As well as highlighting the tremendous artistic talent our children possess, it is clear from the classroom discussions and the wonderful posters produced, that vital safety messages have got through to young people.

Before the Summer break-up, every head teacher in Cleveland should receive a visit from a neighbourhood officers to discuss the campaign.

An official media launch will then take place when children return to school in September.

We hope that local Safety Partnerships will join us in this project.

As a partner, your safety partnership logo will be included on posters displayed in every school as well as all media releases and dedicated website pages.

Details of your partnership's support will be included in all media releases, the official launch, awards nights and at displays of the winning entries across the force area throughout December.

In addition we will provide a disc containing the images of all entries from Stockton for your use on your own websites, displays or any future campaigns of your own. We will also supply a breakdown of entries from your area and full results.

All sponsorship from the Safety Partnership will be used to cover the costs of publicity, information material and prizes with Cleveland Police covering all staffing and organisational costs associated with the project. We hope the Safer Stockton Partnership will be able to provide £1,500 which is one quarter of the estimated prize/promotional costs, however any support would be appreciated.

I appreciate how tight finances are for public sector organisations and that is one reason why we have adopted a partnership approach to this important youth engagement initiative.

We also feel that it fits perfectly into the Partnership's determination to divert young people from crime, drugs and anti-social behaviour.

If you require any further information please do not hesitate to get in touch with myself, Ian Cross, by return email or on 07710 478601 or with competition coordinator, Lorraine Miller on 0845 2713872.

We hope to start producing promotional posters for the Art of Safety 4 next month so an early indication of whether you are able to be part of the project would be greatly appreciated in order that we can include your logo from the earliest stage.

Yours sincerely,

Ian Cross
Strategic Media Adviser,
Cleveland Police.