

Modern Slavery & Exploitation Strategy – launch plan

Introduction:

Modern slavery is not inevitable. It is not a phenomenon removed from our everyday lives. It is happening here, within Westminster, Kensington and Chelsea, tainting the items everyday purchases the general public make and impacting communities. It is an issue that requires a joint approach from all concerned partners to become more confident in identifying victims of modern slavery and fully understanding the steps to take to help the most vulnerable.

Westminster, Kensington and Chelsea residents can also play their part to help tackle modern slavery. This is why the Modern Slavery & Exploitation (MSE) Strategy has been co-produced by partners, survivors and residents to give an all-rounded view and help set a vision for ending modern slavery, and how we can all work together to achieve this. The strategy is for five years (2021-2026).

The strategy will be launched in mid-June. This launch plan will outline how the strategy will be promoted to residents, Westminster City Council (WCC) staff, and external partners.

Launch objectives:

- Increase awareness of MSE strategy to Westminster residents and local businesses
- Increase awareness of MSE strategy to WCC staff
- Drive visitors to WCC's website to download MSE strategy
- Initiate meetings with relevant external stakeholders and partners to further discuss how to implement recommendations from MSE strategy

Strategy:

The MSE strategy's will be launched by WCC and Royal Borough of Kensington and Chelsea to increase awareness and to initiate next-step conversations to implement recommendations. To do this the launch aims to:

- **Inform** key stakeholders (internal and external) about how they can aid both councils to identify victims of modern day slavery and exploitation, and take appropriate steps to inform appropriate authorities.
- **Engage** key stakeholders (internal and external) by creating a 90secs film, digital and social media assets that will highlight key messaging so it is easier for audiences to understand the key take-aways from MSE strategy.
- **Build relationships** (further) with stakeholders (internal and external) to work towards a cohesive approach to tackle modern slavery and exploitation that suits all parties and increases sharing of data and ideas.

Key audiences:

- Local businesses and companies that work in Westminster for example construction firms and hospitality sector
- Westminster residents
- Rough sleeping charities and partners
- Community faith groups

Key messages:

- Modern day slavery and exploitation can affect anyone of any age, gender, ethnicity or nationality.
- Modern day slavery and exploitation is caused by someone taking control of another person. Anyone can be an exploiter regardless of age, gender, ethnicity or nationality.
- Exploitation of individuals includes forced labour, sexual exploitation, domestic servitude, criminal exploitation, forced/sham marriage and organ harvesting.

- Creating awareness about modern day slavery and exploitation to communities helps individuals to identify victims to take the right steps to help.

Call to action:

- Identifying victims of modern day slavery and exploitation is everyone's responsibility. Download the MSE strategy to understand how to help victims and which authorities to contact.

Implementation:

Messaging will be promoted on WCC's digital and social media channels and internal channels to generate awareness and interest to download the MSE strategy.

w/c 17 May	Sign off MSE strategy launch plan Inform internal comms colleagues so ideas to promote MSE strategy to WCC staff are agreed
w/c 24 May	Present MSE strategy launch plan to Cllr Acton Commence design work to create visuals for digital and social media Brief both WCC and cabinet members to appear in promotional film Confirm a rep from charity partner to appear in promotional film
w/c 31 May	Filming for promotional film – Friday 4 June
w/c 7 June	Editing of promotional film Create web page to host MSE strategy
w/c 14 June	Sign off design work for visuals for digital and social media
w/c 21 June	Launch MSE strategy Publish article in MyWestminster and housing e-newsletters MSE strategy webpage to go live MSE strategy to go live on The Wire Promote MSE strategy to charity partners
w/c 28 June	Loop Live – to promote MSE strategy to WCC staff
w/c 5 July	Host a 'lunch and learn' session for WCC staff to better understand how widespread modern slavery and exploitation is and to learn tangible steps to help victims

Digital:

- Launch MSE strategy on WCC and RBKC's websites
- MyWestminster e-newsletter
- Housing e-newsletters
- Business e-newsletter
- Direct email to key contacts at charity partners
- Libraries e-newsletter

Social media:

- Generic posts on Twitter, Facebook, Instagram and Next Door
- Paid adverts on Facebook and LinkedIn

Internal comms:

- New webpage on The Wire
- Article to be included in Westminster Way e-newsletter
- Project team to appear on Loop Live
- Project team to host 'lunch and learn' session

Films:

- 1 x 90secs promotional film
- 2 x 30secs films for social m