



AVON & SOMERSET

VIOLENCE REDUCTION PARTNERSHIP

2025

COMMUNICATION TOOLKIT



Avon & Somerset

**Violence
Reduction
Partnership**

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WELCOME

Welcome to the Avon and Somerset Violence Reduction Partnership's (ASVRP) Brand Toolkit. This guide has been created to provide clear insight into who we are, what we stand for, and how our visual identity supports the work we do. Whether you're a partner, stakeholder, or supplier, this toolkit will help ensure our brand is represented consistently and with integrity.

Inside, you'll find everything from logo usage and tone of voice, to guidance on how to request permission for brand use or discuss bespoke communications. If you have any questions or need further support, contact details for the team are included at the end of this toolkit.

Thank you for helping us present a unified and impactful voice in everything we do.

Natalie Lavis

Avon & Somerset Violence Reduction Partnership Director

ASVRP OVERVIEW

In March 2019, the Home Office announced a £100 million Serious Violence Fund to address rising levels of serious violence across England and Wales. Of this, £35 million was allocated to establish Violence Reduction Units (VRUs) in eighteen police force areas most affected by serious violence. These VRUs are tasked with developing local strategies to tackle serious violence by fostering cultural change and coordinating multi-agency responses involving police, local authorities, health services, fire and rescue, education, justice, and community representatives.

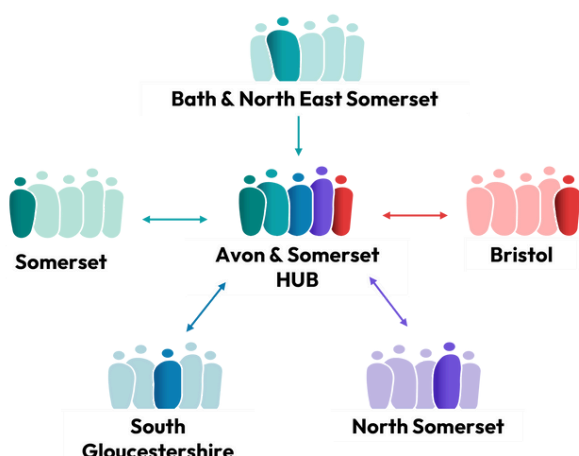
In June 2019, the Avon and Somerset Office of the Police and Crime Commissioner (OPCC) received £1.16 million from the Home Office to establish a VRU. Adopting a 'Hub and Spoke' model, the OPCC leads strategic coordination from the central Hub, while the five local authorities drive tailored responses through local Spokes.

By 2023, this collaborative approach evolved into the Avon and Somerset Violence Reduction Partnership (VRP), encompassing the Hub and Spoke model and a broader network of system-wide partners. The Serious Violence Reduction Partnership Board (SVRPB) oversees the VRP, ensuring effective and efficient strategies to combat serious violence.

Further strengthening this framework, the government introduced the Serious Violence Duty in January 2023 under the Police, Crime, Sentencing and Courts Act 2022. This legal obligation requires specified authorities—including police, justice, fire and rescue, health, and local authorities—to collaborate in preventing and reducing serious violence. The VRP serves as the collaborative platform through which local partners fulfil this statutory duty.



OUR MODEL



ASVRP DEFINITION

The Avon and Somerset VRP embraces a priority focus on the prevention and reduction of public space violence for under 25's (children and young people); including homicide, attempted homicide, robbery, wounding, grievous bodily harm, knife and gun crime, alcohol and drug related violence and areas of criminality where serious violence or its threat is inherent, such as county lines and modern slavery.

We also recognise and commit to supporting a joined-up response to existing partnership work to tackle serious violence across the whole pathway and in the broadest sense, including domestic abuse, rape and serious sexual offences and violence against women and girls more generally.

PURPOSE

Our purpose is to create safer and more resilient communities for now and the generations to come, by reducing serious violent incidents across Avon and Somerset.

VISION

Our Vision is to eliminate serious violence, protect the vulnerable and create safer communities, through the opportunities provided by the evolving Violence Reduction Partnership.

MISSION

Our mission is to work collaboratively with partners, to understand and address the root causes of violence in Avon and Somerset, with a focus on education, prevention, and protection.

GOALS

Violence is reduced/eliminated across Avon and Somerset. Resulting in a reduction in the number of young people involved in the criminal justice system.

Reveal and promote the new Violence Reduction Partnership name and branding, increasing awareness and referrals across Avon and Somerset.

Provide successful prevention and awareness initiatives on violence and serious violence among professionals, young people through strong collaborative working and all vulnerable people being considered a priority.

OUR STRATEGIC COMMUNICATION GOALS

- **Reduce and Eliminate Violence:** Implement evidence-based interventions to decrease incidents of serious violence across Avon and Somerset.
- **Support Young People:** Lower the number of young individuals entering the criminal justice system by providing preventive support and positive alternatives.
- **Enhance Awareness and Referrals:** Promote the new VRP branding to increase public awareness and encourage community referrals.
- **Deliver Effective Prevention Initiatives:** Offer successful awareness campaigns targeting professionals, and children to prevent violence.
- **Foster Collaborative Partnerships:** Work closely with stakeholders to ensure that all vulnerable populations are prioritised in violence reduction efforts.



COMMUNICATION

At ASVRP, we employ a comprehensive suite of communication platforms to ensure effective engagement with both external stakeholders and internal personnel.

EXTERNAL COMMUNICATION

- Social Media: We maintain an active presence on Facebook and Twitter, providing timely updates, announcements, and opportunities for community interaction.
- Official Website: Our dedicated website serves as a central hub, featuring regular news articles, insightful blogs, and comprehensive information about our initiatives and services.
- Quarterly Newsletter: Distributed every quarter, our newsletter offers in-depth coverage of recent developments, upcoming events, and highlights from our ongoing projects, ensuring our audience remains well-informed.

INTERNAL COMMUNICATION

- Police Intranet: Internally, ASVRP utilises the police intranet to disseminate important information, updates, and resources to police staff. This platform facilitates efficient communication, ensuring that all team members are informed and aligned with organisational objectives.
- OPCC Monthly Newsletter: When appropriate, we contribute to the Office of the Police and Crime Commissioner's (OPCC) internal monthly newsletter, providing updates on our activities and initiatives. This collaboration ensures that our efforts are aligned with broader policing strategies and keeps all stakeholders informed.

SUPPORT FOR VRP SPOKE COMMUNICATIONS

ASVRP also supports and amplifies the communication efforts of our regional VRP spokes. Each spoke collaborates closely with local partners to address area-specific needs and interventions. Through our centralised channels, we share their insights, initiatives, and success stories, fostering a cohesive and informed network across the Avon and Somerset region. This integrated approach ensures that local perspectives contribute to our overarching mission of violence reduction.

TAGS AND HASHTAGS

As part of our awareness campaign, we aim to involve relevant partners and sectors in our social messaging efforts. We kindly request that you tag our social media accounts and, where possible, use our hashtag #asvrp to enhance visibility and engagement.

- [Facebook](#) (@ASVRP)
- [X](#) (@aandsvrp)

EXAMPLE MESSAGING

“We are proud to collaborate with the Avon and Somerset Violence Reduction Partnership to address the root causes of serious violence and work collaboratively to prevent violence, support vulnerable individuals, and create safer environments for all.”

“We’re committed to supporting this vital work in partnership with the Violence Reduction Partnership and playing our part in creating a future free from violence.”



IMAGERY

CONSENT

If you are planning to conduct any photography or filming activities to support the ASVRP, please be aware that you are required to complete a permission form prior to proceeding. This ensures that all activities comply with local regulations and respect the privacy and rights of individuals and communities.

A copy of the ASVRP permission form can be obtained by contacting the VRP Hub at VRPHub@avonandsomerset.police.uk.

KNIFE/WEAPON IMAGERY

The Avon and Somerset Violence Reduction Partnership will not include any images of knives or weapons and requests that partners support this approach.

Reasoning: University of Strathclyde research found that sharing such images (of knives) risked creating “a culture of fear” and “perpetuating negative stereotypes”. The study concluded that as well as potentially encouraging young people to carry weapons, the sharing of knife photos by police “may provoke negative reactions” and perpetuate “preconceived beliefs about who is likely to carry a knife.” Extract from: [BBC News](#)

USING OUR ASSETS

The logos and favicons can not be defaced.

LOGOS

The Avon & Somerset Violence Reduction Partnership's primary logo is designed to whole region whilst also separating into the five distinct 'spoke' logos. Each spoke logo provides a unique visual identity while maintaining a cohesive connection to the overarching brand.



LOGO COLOURS & USE

Each hub and spoke has been assigned a primary brand colour, accompanied by designated dark and light variants. These approved colours are the only ones permitted for use in asset creation. The right logo and favicon can be selected based on the background colour to ensure optimal visibility and brand consistency. The specific colour codes, along with the corresponding logos and favicons, are detailed within this toolkit on each spoke's dedicated page. We ask that you don't:

- Use any other colours, other than the three colours provided for each hub & spoke and the dark blue for Avon & Somerset.
- Create a gradient with the light version of the hub & spoke colours. For example: for South Gloucestershire, don't use their light blue in their gradient instead of the primary blue.
- Mix the colours for each hub & spoke, for example: Somerset's colour is green, therefore don't place their logo onto the North Somerset purple or use any purple within their assets.

Grey, white and black are the supporting colours that can be used for all the hub & spokes.



SPACING OF LOGO

To ensure visibility and impact, the logo should be surrounded by clear space. No graphic elements of any kind should interact with this space. The below clear space example was created with the letters 'VRP' from our brand font 'outfit' in size 20.



FAVICON



The favicon is an icon version of the logo, (using the image mark). The favicon should only be used alongside the full logo. Each hub and spoke have their own favicons that work on white and coloured backgrounds. Partners can place the favicon in the top right corner. The hub & spokes have their own templates.

SPECIAL CASE LOGO



This logo is to be used just for printed material where the print space is small and the text becomes illegible. E.g. lanyards and web cam covers

TYPOGRAPHY

Our brand font across all Hub & Spokes is 'Outfit' which can be downloaded from the Google fonts website.

Headline text - Outfit Regular

- At least twice the font size as the body text.

Subhead line text - Outfit Medium

- At least 5pt larger than the body text

Body text - Outfit Light

- Text should, where possible, be justified.

CASE GUIDE

- Capitalise each word our name: Avon & Somerset Violence Reduction Partnership.
- Capitalise our abbreviation, ASVRP/VRP, unless otherwise agreed.
- Use the & icon when referring to the partnership: Avon & Somerset Violence Reduction Partnership.
- Please contact us before using our branding, so we can ensure it's appropriately supported for internal, external, or similar use.

COLOURS

Grey (detailed), white (Hex code: #000000) and black (Hex code: #FFFFFF) are the supporting colours that can be used for all the Hub & Spokes. This can be used as a background colour for body text to sit over.

Grey.

Hex code: #f0f0f0

Web: R - 240 G - 240 B - 240

Print: C - 7 M - 5 Y - 6 K - 0



AVON & SOMERSET VRP LOGOS

White and pale backgrounds.

Dark backgrounds



FAVICONs



CONTACTS

ASVRP Hub:

Email: VRPHub@avonandsomerset.police.uk (#VRPHub)

ASVRP Hub contacts:

- ASVRP Director, Natalie Lavis
Email: Natalie.Lavis2@avonandsomerset.police.uk
- Evaluation Impact Senior Lead, Amanda Ritchie
Email: Amanda.Ritchie2@avonandsomerset.police.uk
- Support Officer, Elizabeth (Buffy) Boyd
Email: Elizabeth.Boyd@avonandsomerset.police.uk

SPOKES PEOPLE

Depending on the nature and focus of the media request—such as interviews, quotes, or other contributions—the choice of representative will be determined accordingly. Our primary spokespeople are:

- Clare Moody, Avon and Somerset Police and Crime Commissioner
 - Email: OPCC Media Contact: Media OPCCMedia@avonandsomerset.police.uk (#OPCC)
- Natalie Lavis, Director of the Violence Reduction Partnership
 - Email: VRP hub contact: VRPHub@avonandsomerset.police.uk (#VRPHub)

PARTNER SPOKESPEOPLE

Each local VRP "spoke" within the ASVRP is supported by a dedicated Coordinator. These Coordinators and/or their communications officer can assist in arranging access to an area-specific spokesperson/s. For contact details, please refer to the respective local VRP pages.

To ensure effective coordination, please include the central VRP Hub in all correspondence by copying in: VRPHub@avonandsomerset.police.uk

For broader media or communications support, the Avon and Somerset Police Corporate Communications Department maybe available may be able to assist. Email: CORPORATECOMMUNICATIONSDEPARTMENT@avonandsomerset.police.uk

ASVRP WEBSITE

The ASVRP website:

- [ASVRP website](#)

SOCIAL MEDIA

The ASVRP uses two social media platforms currently:

- [X \(@aandsvrp\)](#)
- [Facebook \(@ASVRP\)](#)

NEWSLETTER

The ASVRP creates a quarterly newsletter: [click here to sign up via the website.](#)



SOMERSET VRP

Somerset VRP features as the first icon in the main ASVRP logo. Their colour complements the Somerset Council colours.

Somerset VRP is a part of the Safer Somerset Partnership, which enables partners to work together to understand and reduce serious violence.

The Somerset VRP's aim is to ensure they have a multi-agency approach to reducing serious violence in the local communities. This will be implemented by identifying and delivering the most effective methods of how to reduce violence.

Somerset VRP also works alongside the relevant grant holders and agencies who play an important role in preventing further harm. It is important for us to develop resilience in the community whilst ensuring those already exploited are fully supported with the appropriate organisations.

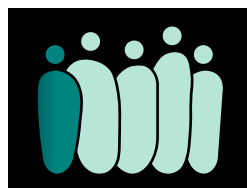
LOGOS

White and pale backgrounds.

Dark backgrounds



FAVICON



COLOURS

The dark green is used within the dark version of the logo as well as the darkest part of the gradient. The light green is just used in the light version of the logo.

Dark Green

Web: Print:

R - 0 C - 89
G - 102 M - 40
B - 97 Y - 59
 K - 23

Hex code: #006661

Primary Green

Web: Print:

R - 0 C - 86
G - 132 M - 29
B - 128 Y - 51
 K - 7

Hex code: #008480

Light Green

Web: Print:

R - 183 C - 27
G - 229 M - 0
B - 216 Y - 18
 K - 0

Hex code: #B7E5D8

CONTACTS

Somerset VRP Coordinator:

- Clare Stuart

Email: cstuart@somerset.gov.uk

Communication contacts:

- Elizabeth (Beth) Price

Email: elizabeth.price@somerset.gov.uk

- Michael Wallis

Email: michael.wallis@somerset.gov.uk

MORE INFORMATION

Somerset VRP two webpages:

- [ASVRP website](#)
- [Safer Somerset Partnership](#)

SOCIAL MEDIA

In addition to the ASVRP socials, Somerset VRP council social accounts:

- [Facebook](#) (@SomersetCouncilUK)
- [X](#) (@SomersetCouncil)



B&NES VRP

Bath & North East Somerset (B&NES) VRP features as the second icon in the main ASVRP logo. Their colour complements the B&NES Council colours.

The Bath & North East Somerset Violence Reduction Partnership (B&NES VRP) is a multi-agency group that aims to prevent and reduce violence in the area. They work together to understand and address the root causes of violence, carrying out needs assessments with partners to identify gaps in provision and practice to prevent further violent crimes from occurring in the future.

LOGOS

White and pale backgrounds.

Dark backgrounds



FAVICONs



COLOURS

The dark teal is used within the dark version of the logo as well as the darkest part of the gradient. The light teal is just used in the light version of the logo.

Dark Teal

Web: **Print:**

R - 10 C - 88
G - 110 M - 43
B - 124 Y - 43
 K - 13

Hex code: #0A6E7C

Primary Teal

Web: **Print:**

R - 11 C - 78
G - 163 M - 14
B - 170 Y - 34
 K - 0

Hex code: #0BA3AA

Light Teal

Web: **Print:**

R - 181 C - 27
G - 226 M - 0
B - 225 Y - 12
 K - 0

Hex code: #B5E2E1

CONTACTS

B&NES VRP Coordinator:

- Sophia McKenzie

Email: Sophia_McKenzie@bathnes.gov.uk

MORE INFORMATION

B&NES VRP two webpages:

- [ASVRP website](#)
- [B&NES Council Website](#)

SOCIAL MEDIA

In addition to the ASVRP socials, B&NES VRP council social accounts:

- [Facebook](#) (@bathnes)
- [X](#) (@bathnes)



SOUTH GLOUCESTERSHIRE VRP

South Gloucestershire VRP features as the third icon in the main ASVRP logo. Their colour complements the South Gloucestershire Council colours.

South Gloucestershire is a safe place to live and work but incidents of serious violence do occur. To combat this, our violence reduction partnership (VRP) works to prevent and reduce incidents of serious violence. It does this by:

- Identifying the root causes of serious violence
- Intervening early to prevent and reduce incidents
- Tackling challenging behaviours such as knife crime, county lines and school exclusions
- Identifying and preventing cases of sexual exploitation and forced criminality

LOGOS

White and pale backgrounds.



Dark backgrounds



FAVICON



COLOURS

The dark blue is used within the dark version of the logo as well as the darkest part of the gradient. The light blue is just used in the light version of the logo.

Dark Blue

Web:	Print:
R - 11	C - 97
G - 81	M - 70
B - 124	Y - 29
	K - 11

Hex code: #0B517C

Primary Blue

Web:	Print:
R - 11	C - 84
G - 129	M - 40
B - 181	Y - 11
	K - 0

Hex code: #0B81B5

Light Blue

Web:	Print:
R - 179	C - 28
G - 215	M - 4
B - 224	Y - 9
	K - 0

Hex code: #B3D7E0

CONTACTS

South Gloucestershire VRP Coordinator:

- Nicola (Nicky) Ford

Email: nicola.ford@southglos.gov.uk

Communications Officer:

- Alexandra (Ali) Dent

Email: alexandra.dent@southglos.gov.uk

MORE INFORMATION

South Gloucestershire VRP two webpages:

- [ASVRP website](#)
- [South Gloucestershire Council website](#)

SOCIAL MEDIA

In addition to the ASVRP socials, South Gloucestershire VRP council social accounts:

- [Facebook](#) (@sgloscouncil)
- [X](#) (@sgloscouncil)



NORTH SOMERSET VRP

North Somerset VRP features as the fourth icon in the main ASVRP logo. Their colour complements part of the Safer Strong North Somerset colours, which the Somerset VRP is part of.

The North Somerset Violence Reduction Partnership (VRP) is a multi-agency group that aims to prevent and reduce violence in the area. They work within the Safer Communities Service to understand and address the root causes of violence, carrying out needs assessments with our partners to identify gaps in provision and practice to prevent further violent crimes from occurring in the future.

LOGOS

White and pale backgrounds.

Dark backgrounds



FAVICON



COLOURS

The dark purple is used within the dark version of the logo as well as the darkest part of the gradient. The light purple is just used in the light version of the logo.

Dark Purple

Web: Print:

R - 73 C - 86
G - 61 M - 90
B - 153 Y - 0
K - 0

Hex code: #493D99

Primary Purple

Web: Print:

R - 113 C - 68
G - 83 M - 72
B - 219 Y - 0
K - 0

Hex code: #7153DB

Light Purple

Web: Print:

R - 191 C - 23
G - 183 M - 26
B - 229 Y - 0
K - 0

Hex code: #BFB7E5

CONTACTS

North Somerset VRP Coordinator:

- Clair Sandilands

Email: clair.sandilands@n-somerset.gov.uk

Communications Officer:

- Katie Williams

Email: katie.williams@n-somerset.gov.uk

MORE INFORMATION

North Somerset VRP two webpages:

- [ASVRP website](#)
- [Safer, Stronger North Somerset](#)

SOCIAL MEDIA

In addition to the ASVRP socials, North Somerset VRP/Safer, Strong North Somerset social accounts:

- [Facebook \(@SaferStrongerNS\)](#)



BRISTOL VRP

Bristol VRP features as the fifth icon in the main ASVRP logo. Their colour complements the Bristol City Council colours.

Bristol VRP sits within Bristol Safer Options, within Bristol City Council.

Following the recent changes within Bristol City Council's children's services, the Safer Options approach has now been replaced by Safer Connections. This new service provides a more structured response to harm outside the home (such as exploitation, peer abuse, online risks, or community violence). All referrals are now routed through First Response, where the Safer Connections team triage concerns and coordinate support.

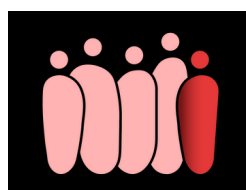
LOGOS

White and pale backgrounds.

Dark backgrounds



FAVICON



COLOURS

The dark red is used within the dark version of the logo as well as the darkest part of the gradient. The light red is just used in the light version of the logo.

Dark Red	
Web:	Print:
R - 153	C - 86
G - 40	M - 90
B - 40	Y - 0
	K - 0
Hex code: #992828	

Primary Red	
Web:	Print:
R - 229	C - 4
G - 57	M - 92
B - 57	Y - 83
	K - 0
Hex code: #E53939	

Light Red	
Web:	Print:
R - 255	C - 0
G - 179	M - 37
B - 179	Y - 18
	K - 0
Hex code: #FFB3B3	

CONTACTS

North Somerset VRP Coordinator:

- Charlene Richardson

Email: charlene.richardson@bristol.gov.uk

MORE INFORMATION

Bristol VRP have three webpages:

- [ASVRP website](#)
- [Bristol City website](#)
- [Keeping Bristol Safe Partnership](#)

SOCIAL MEDIA

In addition to the ASVRP socials, Bristol VRP Council social accounts:

- [Facebook \(@BristolCouncil\)](#)



USEFUL RESOURCES

The ASVRP website offers a concise overview of our initiatives, featuring updates on our work, news articles, individual spoke pages, and information on support services and resources. Below are some useful details and links.

CHILD CRITICAL INCIDENT TOOLKIT

The Avon and Somerset Violence Reduction Partnership (VRP) introduced the Child Critical Incident Toolkit to aid professionals in responding to serious harm or death involving children.



Developed over 18 months (2023-2025), in collaboration with police, five local authorities, youth justice, children's social care, health, and education sectors, the toolkit consolidates collective expertise and lessons from past incidents. It offers a coordinated and trauma informed approach to manage both immediate and long-term impacts of critical events.

The toolkit has been reviewed and approved by the VRP Executive Board. To access the toolkit, please visit the [ASVRP Reports and Toolkits webpage](#).

A GUIDE TO KNIFE HARM FOR PARENTS AND CARERS

This guide, developed collaboratively by the Ben Kinsella Trust and the Kent & Medway Violence Reduction Unit, has been adapted for use by the ASVRP (with permission). It aims to empower parents and carers with the knowledge and tools necessary to discuss knife harm with their children confidently. Key features of the guide:

- **Factual Information:** Provides accurate statistics, including the fact that 99% of young people do not carry knives, helping to dispel common myths and reduce unnecessary fear.
- **Practical Guidance:** Offers advice on initiating conversations about knife harm, recognising warning signs (e.g., changes in behaviour, withdrawal from family or school, missing kitchen knives), and understanding the potential consequences of carrying a knife.
- **Support Resources:** Includes information on where to seek help, such as local safeguarding boards, emergency contacts, and organisations like CrimeStoppers for anonymous reporting.

By utilising this guide and engaging with local resources, parents and carers can play a pivotal role in preventing knife harm and ensuring the safety of their children.

LOCAL INITIATIVES AND SUPPORT:

In the Avon and Somerset area, several initiatives complement the guide's objectives:

- **[Weapon Surrender Bins:](#)** Available for safely disposing of unwanted knives and weapons anonymously.
- **[Bleed Control Kits:](#)** Installed in public places to provide immediate assistance in the event of a critical bleed.





THANK YOU
