

**POLICE & CRIME
COMMISSIONER FOR
LEICESTERSHIRE
POLICE & CRIME PANEL**

PAPER MARKED

Report of	POLICE & CRIME COMMISSIONER
Date	MONDAY 14 JULY 2014 – 9.30 AM
Subject	UPDATE ON REVIEW OF COMMUNICATION AND PUBLIC ENGAGEMENT
Author	CHIEF EXECUTIVE

Purpose of Report This report provides the Police and Crime Panel (the “Panel”) with an update on plans to transform the communications and public engagement functions of the Force and OPCC which have been jointly agreed by the Chief Constable and Police and Crime Commissioner.

Recommendation

The Panel is recommended to note the contents of this report.

Summary

The Chief Constable and the Police and Crime Commissioner have agreed recommendations which we believe will significantly improve communications and engagement in policing with the people of Leicester, Leicestershire and Rutland.

It follows a comprehensive review of the current communications functions and takes into account the need to inform better local people, to involve them more effectively in the business of policing, and to drive change within the police service.

The Police service is facing very significant challenges in a rapidly changing world. The way in which the public wants to access information and receive services has changed dramatically in recent years; it is imperative that the communications services provided by the police locally are fit for purpose in responding to those challenges and that heightened expectation.

The new arrangements for the delivery of communications and engagement will enable us to meet those challenges and changing demands at every level, from the front line to the Commissioner and to the Chief Constable.

Our aim is to develop a lean, professional shared service at a reduced cost, but which will deliver a more responsive, innovative and effective service.

Specifically, the new shared model will deliver the following:

- Effective communications to support the priorities set out in the Police and Crime Plan.
- Continued support for the Force in response to major incidents, operational priorities and campaigns.
- Communications that drive the Force's change programme, not least in reducing the cost of contact and making policing information and services more accessible to the public.
- A greater use of the web and other social and digital platforms to promote greater public awareness and involvement, as well as increasing the availability of transactional services on-line.
- Greater use of on-line and electronic channels to inform better and engage with officers, staff and other stakeholders.
- Communications targeted at community safety, criminal justice, the voluntary sector and other partners, including government, MPs and other key stakeholders.
- Researched and targeted programmes involving the public and sections of the public both geographically and within communities of interest, to reflect the diverse nature of the area we serve
- Monitoring and evaluation of all communications, consultation and engagement activities in order to measure effectiveness and to drive continuous improvement.
- Targeted campaigns to influence public behaviour.

We expect to begin implementation of the improvements in the next few weeks.

Implications

- Financial : No additional spending is being incurred in making these improvements. This report is an update for the Police and Crime Panel to note. There are no financial implications identified.
- Legal : None identified.
- Equality Impact Assessment: These changes will improve communications and public engagement between the police, Police and Crime Commissioner and the people of Leicester, Leicestershire and Rutland, specifically taking into account the need to improve these aspects in respect of local communities and communities of interest.
- Risks and Impact : None identified.
- Link to Police and Crime Plan : The delivery of the Plan is core to the successful implementation of the Review and the ongoing work of the shared service unit.

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