

Office of the Police and Crime
Commissioner for Northumbria



Corporate Comms
Strategy 2017

Let's Talk -



VERA BAIRD^{QC}
POLICE & CRIME COMMISSIONER

Corporate Communications Strategy of the Office of the Police and Crime Commissioner for Northumbria.

The Office of the Police and Crime Commissioner (OPCC) has communication at the heart of everything it does. By communicating with our communities, we are able to deliver the priorities that matter to them and develop excellent relationships with our partners, public, local authorities, private and voluntary sectors.

The strategy outlines our communications activities for the next twelve months and will be refreshed throughout the year - it will always ensure that our communication with our stakeholders is appropriate.

As an organisation, we always welcome the ideas and opinions of the people we serve and this document will keep our stakeholders informed about our policies, activities and events.

Northumbria Police has been successful in communicating with residents and this plan will dovetail into a similar document which has been produced by Northumbria Police. Together, we will deliver the best communication results. Local residents know how to find us, and we're generally good at reaching the people that we need to - we are committed to developing and improving this and through this strategy we are demonstrating our commitment to listening, talking and communicating with all our partners.

So - Let's talk.

Implementation of the communication strategy will help -

- * Ensure the messages of Northumbria Police and the OPCC are understood by all that need to understand them and help improve the performance of both organisations.
- * Further improve the standing of the OPCC and Northumbria Police within the community.
- * Increase understanding of the role of the OPCC within the community
- * Show excellent partnership work between Northumbria Police and the OPCC as well as other partner agencies.
- * The strategy will also improve efficiency and further improve employee morale.
- * Influence national policy.

What the OPCC communicates

The Police and Crime Commissioner needs to communicate a range of messages, this is informed overall by the Northumbria Police and Crime Plan 2017 - 2020, which underpins the priorities of the OPCC and Northumbria Police.

In addition to the main priorities set out in the Police and Crime plan, the OPCC will always achieve best value for money in everything that we do and we will always strive to meet the needs of local residents.

Communication objectives

The communications strategy seeks to:

- * Help Northumbria Office of Police and Crime Commissioner show how it is delivering the priorities of the Police and Crime Plan.
- * Ensure the OPCC keeps the public and partners informed about how Northumbria Police is delivering the plan.
- * Develop and implement tailored communication plans to improve understanding of the PCC role and help drive forward the OPCC's objectives and develop and use all forms of media to get messages across.

Annual work

Annually, the Head of Northumbria Police Corporate Communications department will work with the Director of Business of the OPCC to provide an annual work plan, which will focus on the priorities of each organisation and will reflect any changes in priorities. Project-specific communication plans will be produced annually to provide time-appropriate delivery of key messages and information.

Delivering the message

Our audience is important to us and it is important to us that we communicate with them in an appropriate manner and in a way that best suits them.

Northumbria Police, through public insight will continue to identify and develop an in-depth understanding of our communities. This will include hard to reach and



disadvantaged groups and those identified in the protected characteristic strands. We will continue to work to deliver our messages to our staff, the police and crime panel and Northumbria Police.

We will also focus on our external partners, which includes, residents, businesses, government departments, the media and visitors.

The OPCC for Northumbria has a service level agreement in place to ensure the effective delivery of our communications. It is expected that a range of communication channels will be used such as direct marketing and social media as well as traditional methods. Audiences will also be reached through a mix of events and public speaking opportunities. As part of the service level agreement, it is expected that Northumbria Police will remain at the forefront of technology to ensure maximum audiences.

All communication from Northumbria Police will be jointly branded with the logo of Northumbria Police and the logo of the OPCC. This will not come as an extra cost to either organisation, as any changes will only happen when a refresh is needed. This branding shows that both organisations are linked together, whilst maintaining their own unique identifications. The branding of both organisations should always imply trust and security and join the PCC in sending a message of passion for delivering for local people.

Media and PR

Northumbria Police has a dedicated and experienced team of communication officers and it is expected that the needs of the OPCC will always be considered when producing media releases and PR work for Northumbria Police. The Commissioner believes that new technology should be fully embraced and that the websites for both organisations should be accessible and informative. Both organisations will always use the most cost effective and efficient method.

The Police and Crime plan will set the direction for media releases and any changes to this document will be communicated to the Head of Corporate Communications for Northumbria Police, who will be responsible for informing media officers in the corporate communications department. The Chief Constable will continue to remain responsible for all operational press releases.

Digital media

The OPCC is committed to using the continuing evolution of digital media. The Police and Crime Commissioner has active communication through her Twitter and Facebook account.

Through the service level agreement, Northumbria police will look at opportunities to promote campaigns that relate to the priorities set out in the police and crime plan. Digital media will allow the OPCC to target campaigns to specific groups to maximise contact. Where the public is expected to respond to either Northumbria Police or the OPCC, corporate communications will ensure, where appropriate, a response is given.

The OPCC is keen to develop Facebook Live and chat facilities through the website. This is an area that is currently evolving and over the next 12 months, it is expected that the Head of Corporate Communications of Northumbria Police will bring a proposal for consideration by the Police and Crime Commissioner and the Chief Executive of the OPCC. Opportunities to hold live Twitter Q and As and hosting campaign thunderclaps will be explored.

The OPCC fully adhere to all guidelines set by Northumbria Police for the use social media.

Campaigns

At the beginning of each year, it is expected that the Head of Corporate Communications will provide a programme of integrated campaigns, reflecting the objectives set out in the Police and Crime Plan.

When the Police and Crime Plan is undergoing a refresh, a new programme will be produced twelve weeks after approval by the Police and Crime Panel. The OPCC is committed to working partnership with external organisations where relevant. Previously, the OPCC has undertaken joint campaigns with Rape Crisis, Sunderland University and local authorities.

The OPCC and Northumbria Police will fully utilise information from HMIC inspections and internal reviews. Where Northumbria Police is recognised as doing well (such as tackling anti-social behaviour) a positive campaign will be established to inform our communities of the successes and how further improvements will be delivered. Where an area is recognised for improvement, the OPCC / Northumbria Police will not hide the information from our communities, we will actively demonstrate what new learning has been achieved and how, moving forward, improvements will be delivered.



Print and graphic design

It is expected that through the service level agreement with Northumbria Police, the Head of Corporate Communications will always endeavour to achieve best value for money when producing such material.

All print material, should include the corporate style guidelines that will always include the logo of the OPCC for Northumbria. The communications team for Northumbria Police will oversee drafts of all print to advise on language, clarity of presentation and conformity with both organisations objectives and priorities. Any draft that includes reference to the Police and Crime Commissioner or the OPCC will receive sign off from the relevant OPCC officer before release.

To date, it has proved cost effective to use Northumbria Police in-house print and design team. It is expected that both organisations will continue with this format. However, Northumbria Police should continue to be mindful of external options that may provide a cheaper alternative.

Where appropriate, the Corporate Communications department should look at how leaflets, posters, fliers, publications and banners can support the priorities set out in the Police and Crime plan. Where such initiatives are used for operational matters, the corporate communications officers should give consideration to input from the OPCC.

Public Insight

Northumbria Police will continue to work with local communities to find out their priorities and views on policing, in addition, the public insight team will work with victims of crime to see how they feel Northumbria Police / Victims First Northumbria handled their concerns. It is also expected that the work of the Police and Crime Commissioner will feature in the public insight report.

The OPCC will provide a high quality service to local people. We will emphasise strong customer care standards. Interacting with the public is an important part of this role, and the OPCC will always take their views seriously and will communicate in a professional manner. All OPCC staff will apply customer care principles and treat all constituents with courtesy and respect and endeavour to help resolve problems. In the case of persistent complainants, the officer will bring the details to the matter of the OPCC Director of Business.

All letters from the OPCC will use the corporate letterhead and template layout, which will include the logo of the OPCC. Email footers can be used to promote key messages. Plain English will always be used.

Events and public meetings / consultations

The Police and Crime Commissioner welcomes invitations from the public to various events and will actively consider all such requests. When the Commissioner attends such events, the OPCC will work with the organisation to promote the event via the media and social media.

Where a public meeting is required, the OPCC will arrange the meetings. Through the service level agreement such meetings will be promoted in an appropriate manner, with the support of partner agencies and their communication channels, to ensure local people are targeted as well as maximising the audience reach. The OPCC will always consult with the public in relation to the refresh of the Police and Crime Plan and the police precept element of council tax bills.

2017/18 – Diary of activity

January:	Precept consultation Support work of VFN (Putting Victims First) Crime Stats (Cutting Crime) 10: House of Commons Police and Crime Bill 19: ONS Crime Stats 26: Home Office – Police Workforce England and Wales 27: Holocaust Memorial Day
February:	Support work of VFN (Putting Victims First) 1: MoJ Driving offences figures 6-12: Sexual Abuse and Sexual Violence Awareness Week 7: Safer Internet Day 9: ONS Violent Crime in England and Wales figures
March:	Local Community campaigns (Community confidence) Support work of VFN (Putting Victims First) TBC HMIC: Efficiency and Effectiveness report 8: International Women's Day #beboldforchange (VAWG) 18: CSE Awareness Day
April:	Local Community campaigns (Community confidence) Support work of VFN (Putting Victims First) Crime Stats (Cutting Crime) 24: National Stalking Awareness Day 27: Home Office Crime against business FINDINGS
May:	Summer ASB Campaign (ASB) Local community campaigns (Community confidence) Support work of VFN (Putting Victims First) 8-14: Mental Health Awareness Week
June:	Support work of VFN (Putting Victims First) Light Nights (Cutting crime) Relaunching VAWG Strategy Out of Court Disposal Strategy
July:	Support work of VFN (Putting Victims First) Crime Stats (Cutting Crime) 30: Human Trafficking Awareness Day
August:	Support work of VFN (Putting Victims First)
September:	Student activity (community confidence) Support work of VFN (Putting Victims First)
October:	Support work of VFN (Putting Victims First) Hate Crime Awareness Week 11: International Day of the Girl Child 18: Anti-Slavery Day
November:	Support work of VFN (Putting Victims First) 20-26: Brake Road Safety Week 30: Computer Security Day
December:	Domestic abuse campaign (VAWG) Keeping Safe (Community Confidence) Support work of VFN (Putting Victims First) Crime Stats (Cutting Crime)



