



**To:** Business Coordination Board

**From:** Chief Executive

**Date:** 22 October 2013

## COMMUNICATION AND ENGAGEMENT UPDATE

### 1. Purpose

- 1.1. To update the Board on the Commissioner's public engagement and communications activities.

### 2. Recommendation

- 2.1. The Board notes the update.

### 3. Background

- 3.1. In April 2013 the Board received a report titled 'Commissioner's approach to engagement'. This summarised the Commissioner's broad aspirations for engaging with the public both individually and collectively as well as identifying some specific tactical initiatives to support those aspirations.

### 4. Public Engagement

#### Outreach Worker

One of the Commissioner's key Police and Crime Plan pledges is: "Be the voice of the people, not the police. An engagement outreach worker, initially for Peterborough and Fenland and then for the south of the county and Cambridge, will enable me to learn more about what the public need and want."

Nicola Fenton's initial objectives have included making contacts in Peterborough and Fenland to establish public engagement opportunities and challenges in each

area. She has also been tasked with working through existing channels and partnerships to both support and introduce innovative mechanisms to effectively engage with volunteers, young people, businesses and parish councils within Peterborough and Fenland. Her over-arching objective is to support the Commissioner to be the voice of the public in Peterborough and Fenland, allowing him to respond to any concerns, individual cases and themes.

Her early work has begun identifying local issues for action by the Commissioner, as well as providing a single point of contact to enable different voluntary sector organisations and partner agencies to join up more effectively with each other and the police to both prevent and tackle crime and issues of community safety.

Since July she has met with key officer and staff of the Constabulary to ensure she is familiar with the work they have been involved in and familiarising herself with the areas and any key issues that the Constabulary has recognised communities are facing. She is establishing links with relevant key people in partner agencies. She has attended police and partner panels / forums, parish councils and other meetings across Peterborough and Fenland and has met with and listened to 22 groups of people, ranging from adults with learning disabilities to the Bangladeshi Community Association and Whittlesey Speedwatch. Issues covered have included experiences with the 101 number and awareness of current hate crime initiatives. These issues have either been dealt with locally by Nicola or escalated to the Commissioner for further action.

The Peterborough/ Fenland post will be viewed as a pilot, laying the foundation from which the Commissioner intends to build his public engagement work in central and southern Cambridgeshire.

### **Neighbourhood Watch and the launch of Neighbourhood Alert**

Neighbourhood Alert was launched in September, in line with another of the Commissioner's Police and Crime Plan pledges to "champion local initiatives between the police, local councils, including the parishes, the voluntary sector and all those working to reduce crime and build safer communities."

Sir Graham says this is just the first step in helping NHW develop and grow to play their part in making communities safer. He plans to continue to assist Neighbourhood Watch to increase its membership and to become more proactive in the year ahead.

Neighbourhood Watch has said that the support and encouragement provided by Sir Graham ensuring the Constabulary adopts the same system is very much appreciated and is a major step forward. Chairman John Fuller says that it will also mean co-ordinators will receive more timely and relevant communications

from their local policing teams which will help them to keep their communities informed and safe.

### **Parishes**

The Commissioner recently wrote to all parish councils in Peterborough and Cambridgeshire to encourage them to sign up to Neighbourhood Alert. His Outreach Worker is regularly representing the Commissioner at parish council and other neighbourhood level meetings in Peterborough and Fenland, reporting back to the Commissioner for actions upon identification of any recurring themes.

### **Correspondence**

The Commissioner continues to deal with issues and concerns raised through correspondence with his office, identifying themes for further action where necessary as well as responding to individual cases. Since November 2012 the Commissioner has received in excess of 1,600 emails and letters from the public, partner and government agencies and government at local, regional and national level. Topics range from street level concerns relating to crime and community safety to victims commissioning and collaboration with other forces.

### **Street Surgeries and one to one surgeries**

Sir Graham used the summer months for a series of street surgeries, using key locations in each local authority area for a high visibility 'drop in' to allow members of the public to meet him and discuss any concerns relating to local policing. The Chief Constable attended the Huntingdon street surgery alongside the Commissioner. Issues discussed with the Commissioner included anti-social behaviour and road safety (pavement parking and cycling). The Commissioner continues to meet privately with individual with members of the public who have specific cases or concerns.

## **5. Recent Communications**

Press releases have been sent out by the Commissioner in relation to the following subjects and in line with his Police and Crime Plan objectives. These can be viewed on the Commissioner's website. Links to the articles are tweeted from @PCCCambs.

- **Alert (Police and Crime Plan, p15)**
- **World Mental Day (Police and Crime Plan, p7)**
- **Anti-slavery Day (Police and Crime Plan, p6-7))**
- **Drunkenness paid for by the tax payer (Police and Crime Plan, p3)**
- **Inspirations Studio (Police and Crime Plan, p20 & 22)**

- **Target Setting (Police and Crime Plan)**
- **Improved 101 call handling (Police and Crime Plan, p13-14)**

The Commissioner now has almost 800 followers on Twitter. Concerns raised through this medium have included 101 call handling and road safety in Cambridge.

## 6. **Communications – the future**

The Commissioner is keen to ensure that operational communications delivery and strategic communications objectives are more joined up with the ultimate aim of ensuring effective delivery against the Police and Crime Plan objectives.

Communication plans aim to capture local, regional and national activity, linking in with relevant announcements, releases and news coverage when appropriate and informed by engagement with the public.

## 7. **Recommendation**

7.1. That the Board note the report and planned future activity.

## **BIBLIOGRAPHY**

<b>Source Document (s)</b>	<b>Contact Officer</b>	<b>Location</b>
'Commissioner's approach to engagement' April 2013 BCB	Anna Horne Head of Engagement & Communications, OPCC	Cambridgeshire Police & Crime Commissioner, South Cambridgeshire Hall, Cambourne Business Park, Cambourne, Cambridge, CB23 6EA