



Cambridgeshire
Police & Crime
Commissioner

To: Business Coordination Board

From: Chief Executive

Date: 28 August 2014

COMMUNICATION AND ENGAGEMENT UPDATE

1. Purpose

- 1.1. To update the Business Coordination Board (“the Board”) on the Police and Crime Commissioner’s (“the Commissioner”) public engagement and communications activities.

2. Recommendation

- 2.1. That the Board note the report and planned future activity.

3. Background

- 3.1 Police and Crime Commissioners have a statutory duty to regularly engage with the public to get their views on policing. One of the Commissioners pledges in the Police and Crime Plan is to be the “voice of the people”. The ‘Commissioner’s approach to engagement’ summarises the Commissioner’s broad aspirations for engaging with the public.

4. Public engagement activity – October 2013 to August 2014

4.1 Outreach Work

- 4.1.1 The work of Nicola Fenton as Outreach Worker for Peterborough and Fenland has been a great success and proved very popular across her patch.
- 4.1.2 Nicola has built good working relationships with stakeholders across Fenland and Peterborough, enabling the identification of public engagement opportunities and also the issues and concerns of local communities. She has been particularly successful in engaging with volunteers, young people (see below), businesses and parish councils.

- 4.1.3 In conjunction with the Fenland Community Safety Partnership Nicola is also undertaking a survey of Fenland residents across the district to provide residents with the opportunity to feedback on the work of the community safety partnership with an aim to develop community pride events linked to concerns raised by the local community via the surveys.

4.2 Young People

Youth Fund

- 4.2.1 A number of projects have been awarded funding from the Commissioner's Youth Fund. The Fund has the aim of engaging young people in positive activities in their community, in line with the Commissioner's pledge to support work with young people to divert them away from a life of crime.

School Forums

- 4.2.2 Nicola Fenton has focused her work on engaging with young people. She has made contact with the secondary education providers across Peterborough and Fenland and has attended school council meetings to promote the role of the Police and Crime Commissioner and find out what are the main concerns of young people. From this initial contact with the schools she has been able to plan with the schools to establish regular "Police and crime forums" where any student can come along and have their say on policing and crime issues. Topics discussed have included anti-social behaviour (ASB) – why young people might get involved in ASB and what their experiences and solutions are; relationships with the police – focusing on student's experiences and how they feel such relationships could be improved. Local PCSOs and safer schools officers where appropriate support the meetings to enable the students to feed directly into the local Safer Stronger Neighbourhood meetings in Peterborough, and forum meetings in Fenland to ensure that young people's priorities and concerns are taken in to account when setting the People's Priorities. She is also making contact with youth groups across the area to see if there is scope to launch more community based forums.
- 4.2.3 From September Nicola will be delivering six Personal, Social Health and Economic Education sessions at Ken Stimpson Community School in Peterborough in order to gain feedback from y7, y10 and y11 students on how we can help young people have their say in policing and to gain their views and experiences on a range of subjects, for example, how we can encourage and help young people to report crime.
- 4.2.4 Although in their infancy, the feedback from forums has indicated that there is little awareness of the 101 number for young people, a lack of understanding on what to report to the police and the importance of engagement to promote positive attitudes and relationships between young people and the police.

Cadets

4.2.5 A full workstream is well underway to see a Volunteer Police Cadets Scheme up and running in Cambridgeshire by November 2014. The Commissioner's website now includes a section promoting the scheme and recruitment of volunteers to support the scheme's delivery is also well underway with internal and external communications activity taking place. The next phase will be appointment of the cadets themselves.

4.3 Contact Point

4.3.1 A pilot Police Contact Point launched in May at Sainsbury's in Bretton, Peterborough. The Contact Point is a high visibility 'drop in' to allow the public to raise any issues with the Commissioner's Outreach Worker and local police. Evaluation is ongoing but early feedback has suggested the Contact Point presents some positive engagement opportunities between police and members of the public and suggests that there is scope for building on the pilot for further communication activities and initiatives. With amendments to local needs, the Commissioner intends the model to be rolled out to other premises across Cambridgeshire.

4.4 Public surveys

4.4.1 Website development means the Commissioner is now able to run surveys requesting the public's views on a variety of issues. Two recent surveys were:

- Community Remedy - asking for the public's opinions on a range of options. The results of this will be used to inform Cambridgeshire Constabulary's ("the Constabulary") approach to dealing with certain types of 'low level' crime and anti-social behaviour, putting victims in the driving seat.
- 101 - asking for the public's views of the 101 service. The survey remains 'live' to ensure there continues to be an appropriate mechanism for capturing public feedback on the service. All responses are forwarded to the Police Service Centre to enable them to pinpoint where any problems are occurring.

4.5 Street Surgeries and 1-2-1 surgeries

4.5.1 A further series of street surgeries has seen the Commissioner make himself available to the public at high visibility locations, enabling them to raise any issues or concerns. The Commissioner is accompanied by local Officers and at the Peterborough street surgery was accompanied by the Deputy Chief Constable. Six street surgeries are planned for the current series - one in each local command area.

4.5.2 The Commissioner also offers individual surgery appointments to any member of the public or elected representative who wishes to raise any concerns. In 2014, eight surgeries have been held with others scheduled for the future.

4.5.3 Issues raised with the Commissioner so far this year include the anti-social impact of alcohol misuse, aggressive begging, cyclists on pedestrian pavements and 101 call handling.

4.5.4 The Commissioner continues to meet privately with individual with members of the public who have specific cases or concerns.

4.6 Correspondence

4.6.1 The Commissioner and his Office (the Office of the Police and Crime Commissioner (OPCC)) continue to deal with a large number of telephone calls, e-mails and written correspondence. Since November 2012 there have been around 2700 pieces of correspondence, averaging over 100 per month. The correspondence is followed up and the individuals responded to. Topics are extremely varied and come from individual citizens as well as partners, government departments and other stakeholders.

4.7 Neighbourhood Watch and the launch of Neighbourhood Alert

4.7.1 Neighbourhood Alert was launched in September 2013 and has had considerable success in growing its membership and joining up communications between the Constabulary and Neighbourhood Watch. ecops, which uses the Alert platform now has 12,000 subscribers who receive tailored updates on crime in their area. The OPCC will shortly have administration access to the ecops system, enabling direct communication with those who have signed up to receive updates from the Commissioner.

4.7.2 Cambridgeshire and Peterborough Neighbourhood Watch (NWH) have benefited from a grant total of £10,000 aimed at helping them increase their membership and become more active in supporting the police and victims of burglary. The NWH Chairmen are committed to continue working with local police teams and expanding the existing Neighbourhood Watch scheme.

4.8 Police and Crime Panel

4.8.1 The Commissioner responds to questions submitted to the Police and Crime Panel where they have a relevance to him or his Office.

4.9 Traditional media

4.9.1 Press releases informing the public about the work of the Constabulary and the Commissioner have included Youth Fund, Innovation Fund, Specials, Public Contact Points, mental health, victims, young people, private hire plans, community remedy, burglary, One Year On, alcohol misuse and police cadets. This has resulted in substantial coverage in a multitude of media. This proactive media activity will continue. All press releases can be viewed on the Commissioner's website. Links to the articles are also tweeted from @PCCCambs.

4.10 Social media

4.10.1 Since the last BCB Engagement Update (Oct 2013) the number of followers on Twitter has increased from 800 to 1200 (an increase of 50%). Concerns and compliments raised through Twitter during this period have included road safety, including cycling and 20mph speed limits, police surveillance tactics, alcohol misuse, budget/ precept, innovation fund, public engagement, victims, public engagement and police visibility, collaboration, community remedy and transparency, funding, cadets and call handling.

5. Communications – the future

- 5.1 The Commissioner will continue to deliver his pledge of being the voice of the people. He will continue to be accessible to the people and will seek to increase proactive engagement with the public.
- 5.2 The addition of the Director of Public Engagement and Communications and a second Outreach Worker will add the capacity to increase public engagement activity. Specific pieces of work going forward include:
- Developing a monthly news bulletin from the Commissioner to the people of Cambridgeshire
 - Reviewing the layout and content of the website to make it easier to navigate
 - Working closely with the Constabulary’s Corporate Communications team to ensure the public’s needs are understood and responded to
 - Ensuring coordinated communication between Bedfordshire, Cambridgeshire and Hertfordshire Police and Crime Commissioners and Constabularies
 - Supporting the re-establishment of the Constabulary’s Force Engagement Board
 - Continue to develop relationship with key stakeholders as a way of understanding public needs and responding to those needs.

6. Recommendation

- 6.1. That the Board note the report and planned future activity.

BIBLIOGRAPHY

Source Document	‘Commissioner’s approach to engagement’ April 2013 BCB
Contact Officers	Anna Horne, Head of Engagement & Communications, Office of the Police and Crime Commissioner