

OPTIONS REPORT TO PCC
Subject : Promotion and Branding

Background

To investigate whether the Police and Crime Commissioner (PCC) would wish to identify themselves as being totally separate to Leicestershire Police or whether they would wish to identify themselves as being "Head of" Leicestershire Police.

Leicestershire Police Authority was set up in its current form as a result of the Police Act 1996. Whilst no data specific to Leicestershire has ever been conducted, Government surveys indicated that only around 1 in 20 people were aware of the existence of Police Authorities.

No data regarding public awareness of "the Police" are available but it is felt that this will be very high.

The Government stated when introducing the Police Reform and Social Responsibility Act that they aspire that PCCs are highly visible public figures recognisable as being ultimately responsible for policing in their areas. They have stated that they want the PCC to be the "public face of policing" with the Chief Constable as the operational head of policing.

Recommendation

The PCC operates publically as "Police and Crime Commissioner for Leicestershire" leaving the Chief Constable as head of the Leicestershire Police brand. (Option 2). This is has been determined by the option selected for by the Project SRO for the use of a website.

*Agreed
(+ Rutland)*

*Option ② Agreed, but with addition of
"and Rutland"*

OPTION 2 : The PCC operates publically as “Police and Crime Commissioner for Leicestershire” leaving the Chief Constable as head of the Leicestershire Police brand.

Explanation :

Chief Constable is positioned as head of the existing “Leicestershire Police” identity and a new brand for Police and Crime Commissioner for Leicestershire created and marketed.

Pros / For	Cons / Against
<ul style="list-style-type: none"> • There would be a clear difference between the work of the PCC and the work of the Chief Constable. 	<ul style="list-style-type: none"> • “Leicestershire Police” is a well recognised identity throughout the Force whereas “Police and Crime Commissioner for Leicestershire” would be a new brand. Despite being in existence for over 15 years public awareness of Police Authorities as separate entities is pitifully low, massive marketing expenditure would be required to build a new brand that would be able to compete with the Leicestershire Police brand on an ongoing basis. • Because “Police” is such a dominant brand, there is a risk that if the PCC fails to build public awareness exceptionally quickly that the Chief Constable will become de facto head of Police in the eyes of the public devaluing the role of the PCC which would become invisible • The financial cost of maintaining a competitor brand to Leicestershire Police is likely to remain significant on an on-going basis as it will be up against a brand that has been in existence for nearly 200 years. Any failure to maintain the image on an on-going basis will probably require further investment to retrieve the situation.

Example :

None

Resource Required :

It is believed that significant financial investment would be required to both “launch” the PCC’s “brand” and to maintain it on a long term basis as the “alternative” to the established “Police” brand.

However, it has not been possible to quantify what this cost might be despite contacting all other Police force areas (see Annex 2 for summary of those who responded).

Costs / Value for Money :

There would be no savings available from this option. Whilst it is not able to quantify what the incremental costs (over what the Police Authority has historically spent) might be, these are felt to be significant both in terms of initial setup and ongoing costs.

This option may not be considered to offer value for money to the taxpayer because a significant financial outlay would be required with no guarantee that the profile of the PCC would rise as a result.

Outsourcing Opportunity : ~~YES~~ / NO

Collaborative Opportunity : ~~YES~~ / NO

Equality Diversity Issues :

None

Risks :

This is the approach historically taken by the Police Authority and which, despite continual investment on marketing over a 15 year period, has failed to raise the awareness of the Police Authority as a separate entity. Could lead to significant cost being spent at a time of financial austerity for little reward, and hence criticism of PCC as a result of dynamic that money spent on marketing is money not spent on frontline policing.