

POLICE AND CRIME COMMISSIONER FOR LEICESTERSHIRE

PAPER MARKED

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ETHICS, INTEGRITY AND COMPLAINTS COMMITTEE

Report of	POLICE AND CRIME COMMISSIONER
Subject	COMMUNICATIONS PLAN - REVIEW
Date	FRIDAY 24 March 2017 – 2.00 P.M.
Author	SALLIE BLAIR COMMUNICATIONS ADVISOR TO LEICESTERSHIRE OPCC

Purpose of Report

1. The report seeks members' approval for the proposed revisions to the previous communications plan setting out how the committee will publicise its activity.
2. To assist with members' consideration, the revised plan contains a brief tactical overview of the proposed activity.

Recommendation

3. It is recommended that the committee:-
 - (a) considers the revisions to the Communications Plan and makes any amendments members feel necessary;
 - (b) agrees to adopt the revised plan; and
 - (c) agrees to review the plan in liaison with the Police and Crime Commissioner and the author in 12 months' time.

Plan contents

4. The draft Communications Plan is attached at Appendix A.
5. It proposes what the committee may wish to achieve through its communications activity (aims) and sets out a methodology.
6. The plan also proposes who should be directly responsible for communicating publicly (via the media, through social media and through other mechanisms like public meetings) and a process for agreeing proposed statements / comments.

7. Members are asked to give their views on the revised plan and consider the recommendations above.

Implications

Financial :	None foreseen.
Legal :	The Director of Strategic Communications and Engagement, and other staff and officers of the force, can advise the committee on the legality of any proposed public statement it intends to make about its work.
Equality Impact Assessment :	The Committee will scrutinise EIAs relative to the area of work being addressed.
Risks and Impact :	Publicising the work of the committee should increase public confidence that the Force maintains high levels of integrity and standards of service delivery.
Link to Police and Crime Plan :	Proposal is in line with the Nolan Principles and Code of Ethics.
Communications :	This paper and previously approved communications plan directly supports the need for the committee itself to demonstrate public transparency and accountability.

List of Appendices

Review of Plan
Communications Plan for the Ethics, Integrity and Complaints Committee

Background Papers

None.

Person to Contact

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ETHICS, INTEGRITY AND COMPLAINTS COMMITTEE

Communications Plan

AIM

The Ethics, Integrity and Complaints Committee will engage in communications activity to:

- **Raise the awareness of the public, the Force, the OPCC and stakeholders of the work conducted by the Committee, any recommendations it makes and the advice it gives to the Force and to the OPCC**
- **Enhance the transparency, integrity and efficacy of policing in Leicester, Leicestershire and Rutland**
- **Increase public and stakeholder confidence that Leicestershire Police and the OPCC operate to the highest ethical standards and with transparency.**

METHODOLOGY

The committee will achieve the above aims through the following mechanisms:

Quarterly Meetings

Meetings and agenda items will be publicised **five** days in advance via the websites of the Force and PCC, the Force Intranet and via press releases. The media and public will be encouraged to attend these meetings.

The discussions and decisions / recommendations reached at meetings will be publicised in media statements issued following the meetings. Press releases and/or statements will be distributed direct to key local and trade media, and posted on the websites of the Force and OPCC and on the Force's intranet.

Formal minutes of the committee's meetings will be published on the OPCC's website and the Force website.

Decisions of public interest will be included in the Commissioner's newsletter, which is published periodically, via the website and electronically to stakeholders in Leicester, Leicestershire and Rutland.

Annual Report

The committee will produce an Annual Report of its work. Annual reports will be published on the websites of the OPCC, the Force and on the Force's Intranet. These reports will also be emailed to all key stakeholders (as identified as Tier 1, 2 and 3 stakeholders by the OPCC).

Spokesperson/s

The Chair or, in his or her absence the Deputy Chair, will undertake the role of spokesperson for the committee. They will be quoted in media statements and other published articles, and will undertake, where appropriate, interviews with the print and broadcast media about the work of the committee.

Ad hoc comments

Only the Chair or Deputy Chair will make comments (via the media, social media, at public meetings or through other communications channels) on behalf of the committee about local or national issues relating to police integrity, ethics and or complaints.

Audience

It is prudent to consider the information distribution in terms of the target audience. It is suggested that the following breakdown should be adopted.

Internal

- All officers, staff and support volunteers of Leicestershire Police and the OPCC
- Unison
- Police Federation
- Superintendents' Association
- Staff associations
- Independent Advisory Groups
- Youth Commission

External

- General Public
- Statutory partners
- Stakeholders
- Third and voluntary sector
- Commissioned service providers
- Regional and professional 'trade' Media

PROCESS

The Chair or, in his or her absence the Deputy Chair, will inform either the OPCC Communications Lead or the Head of Governance (wherever possible in advance) that they intend to make a public comment on a local or national issue. This enables advice and/or background/contextual information be given. The Director of Strategic Communications and Engagement will be contacted to consider the potential for impact on any on-going police disciplinary or criminal investigations and / or any potential breach of Data Protection or other law or internal procedure.

RESPONSIBILITIES

Responsibility for making comment (including media interviews) about the work of the committee will lie with the Chair and, in his or her absence, the Deputy Chair.

Responsibility for producing media statements and other written articles about the work of the committee will rest with the OPCC's Communications team on behalf of the committee and at the direction of the Chair or Deputy Chair.

Aside from meeting notifications, all public-facing articles and those intended for “internal” audiences which are produced on behalf of the committee will be seen and approved by the Chair or, in his or her absence, the Deputy Chair of the Committee prior to release / publications.

The Police and Crime Commissioner will be made aware in advance of all public-facing statements made by, or on behalf of, the Committee

First prepared: September 2015

Reviewed and updated: March 2017

Signed:

Print:

Date:

Please see attached for proposed delivery mechanisms

Action	Delivery	Lead Officer	Audience
Press Notification ahead of meetings	Minimum of five days in advance	OPCC Communications	External
Agenda placed on website (OPCC and Force) and intranet	Minimum of five working days in advance	OPCC Communications /Force Corporate Communications	External and Internal
Meetings open to public. Should the Agenda carry items of particular interest to stakeholders or known individuals, notification of this agenda item will be sent to them in reasonable time to enable them to attend.	If applicable, three weeks in advance	OPCC Governance	External
Social media will be used to publicise the meeting and alert the public to any press information issued after the meeting. Social media could also be used to highlight forthcoming items for public feedback, or to seek public suggestions for Agenda items, encouraging public engagement.	Supporting press material and on day of meeting. At any point in the calendar.	OPCC Communications	External and Internal
Post Meeting Media Information Information proactively issued and placed on websites and intranet	Within two working days of meeting	OPCC Communications and Chair Corp Communications to post on force website and intranet.	External and internal
Minutes of Meeting – In addition to inclusion in the meeting report pack, it is suggested that they are published also alongside the agenda to which they refer.	As approved	OPCC Governance and Communications	All

<p>Annual report Placed on website alongside Committee information. Publicised via social media and press release. Sent directly to key stakeholders and partners</p>	<p>As approved</p>	<p>OPCC Governance and Communications</p>	<p>All</p>
<p>Opinion pieces To increase awareness of and interest in the work of the committee it is suggested that periodically an opinion piece is generated on behalf of the Chair about an item of public-facing interest, where a decision or recommendation has been made that delivers change.</p>	<p>As required</p>	<p>OPCC Communications lead</p>	<p>All</p>
<p>Comment/features News tends to occur in real-time, not conveniently alongside a pre-planned meeting. With this in mind it is suggested that consideration be given to a more topical approach, whereby the chair takes an item of current public concern and considers it in light of his role as chair of the Committee. Alternatively, or in addition, the Committee may wish to select a subject which can become the 'thread' or theme for an agreed campaign. This enables a natural evolution and ongoing storyline.</p>	<p>TBA</p>	<p>OPCC communications</p>	<p>All</p>
<p>Direct Communications, in the form of letters or electronic communications, are useful for communicating directly with stakeholders. When the circumstances are appropriate, this form of communication will be used.</p>	<p>As required</p>	<p>OPCC Communications and Governance</p>	<p>Stakeholders</p>