

CAMBRIDGESHIRE POLICE AND CRIME PANEL	Agenda Item No. 7
23rd March 2022	Public Report

Report of Police and Crime Commissioner for Cambridgeshire and Peterborough

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POLICE AND CRIME COMMISSIONER'S APPROACH TO COMMUNICATIONS AND ENGAGEMENT

1.	PURPOSE
1.1	The purpose of this report is to share with the Cambridgeshire Police and Crime Panel (the "Panel") details of the Police and Crime Commissioner's (the "Commissioner") approach to communications and engagement.
2.	RECOMMENDATION
2.1	The Panel is recommended to note the contents of this report.
3.	TERMS OF REFERENCE
3.1	Item 6 – to review or scrutinise decisions made, or other action taken, by the Police and Crime Commissioner in connection with the discharge of the Commissioner's functions. Item 8 – To support the effective exercise of the functions of the Police and Crime Commissioner.
4.	BACKGROUND & LEGISLATION
4.1	The Commissioner is required to produce a Police and Crime Plan ("the Plan") which sets out how he will deliver against his statutory role set out in the Police Reform and Social Responsibility Act 2011 (the "Act") and the responsibility to put in place support services for victims of crime.
4.2	The Plan sets a number of objectives which enable him to deliver his statutory role in a way which reflects the local landscape and the views of the people who live and work in the county.
4.3	The Police Reform and Social Responsibility Act 2011 , supported by other legislation, places statutory duties on PCCs to: <ul style="list-style-type: none"> • Obtain the views of local people on policing and have regard to those views • Make arrangements for engaging with local people in setting police and crime objectives • Obtain the views of local people and Council Taxpayers on budget and precept proposals • Obtain the views of victims of crime about matters concerning local policing

	<ul style="list-style-type: none"> • Engage the public on their budget proposals on an annual basis (PCCs have flexibility as to the precise method by which public views are sought, as these are not prescribed). • Publish specified information including details about the PCC and their team – inc. force performance and that of the Chief Constable, financial info, detail about grants, info about properties, assets and liabilities and decisions and policies. • And give Police and Crime Panel members the information they need to carry out their function – as well as publishing an Annual Report which must be presented to the PCP at a public meeting. [PRsRA, Ss11-14; and Schedule 11]
5.	THE APPROACH
5.1	<p>In Cambridgeshire and Peterborough, engagement activity is a key part of the Commissioner’s business, aligned to the delivery of the five key strands of the Police and Crime Plan through various methods from face-to-face public meetings to online ‘round-tables’.</p> <p>The team have adopted a ‘virtuous circle’ approach to delivery – starting with listening and recognising local issues, followed by agreeing the most effective format to evidence that we are working in partnership to identify suitable solutions. And ending with a response to those expressing concerns.</p> <p>An example of this approach is the way in which the Commissioner responded to issues affecting those living and working in the county’s rural communities.</p> <ul style="list-style-type: none"> – In his first few months, the Commissioner met with Countryside Watch (CSW) and the National Farmers’ Union (NFU) and local farmers to better understand local concerns. – A Rural Crime Round Table was then set up online for the farming community as well as NFU and CSW and the Crown Prosecution Service (CPS) to have their voice heard. At the event, the Constabulary’s Rural Crime Action Team provided an update. As a result, a number of actions were taken including renewed vigour to lobby government for a change in illegal hare coursing legislation. – In January, the government announced changes to that legislation – positive news for the county’s rural communities which was fed back via regional and local media and the Commissioner’s social media channels.
5.2	<p>Communications is delivered in a different way from engagement, i.e. for “communications” the team adopt methods to push information out to the public, such as policy and legislation changes, crime prevention measures whereas engagement activities use a ‘listening and responding’ approach.</p>
5.3	<p>The Communications and Engagement team strive to ensure all activities are accessible and representative in terms of geography, demography, and identity, and includes those who may be under-represented, seldom-heard from or disengaged.</p>
5.4	<p>All activities and content are carefully crafted to support delivery of 5 key themes in the Commissioner’s Police and Crime Plan across various platforms:</p> <ul style="list-style-type: none"> – Local issues (inc. heightened community tension) – Topic specific engagement, e.g. Hate Crime, Stalking & Harassment (work with Third Sector experts, e.g. Suzy Lamplugh Trust) – Audience segmentation – Platforms used to tailor messaging to maximise reach (events/direct mail etc)

	<ul style="list-style-type: none"> – Use of direct and indirect communication channels to engage with as many people who live and/or work in the county as possible.
5.5	<p>On a typical day, the Team could be handling a mixture of the below:</p> <ul style="list-style-type: none"> • Correspondence – issues are triaged, (average of 90 pieces per month) • Freedom Of Information requests/Subject Access Requests/Complaints • Contact via Ecops – e.g. Seeking local views on the proposed precept/changes to local neighbourhood policing. • Round Table events – e.g. Rural Crime - proving popular during the Pandemic, District Councillor briefings x 6 • Community visits – to projects (Youth Fund), schools, colleges, universities, seeing first hand current issues in our cities, towns and villages and raising awareness of the PCC role and engaging on a tactical level • 1-1 calls with local residents when requested • Local business visits to understand first hand current issues • Online contact – via Twitter. Facebook, Instagram • National/partner campaigns - e.g. Recent Sexual Abuse & Sexual Violence Awareness Week, Project EDWARD road safety campaign • Media requests – for interviews/statements
5.6	<p>Typical outputs within a month</p> <p>As an example of outputs in a single month, during the month of February in 2022 the following communications and engagement outputs were achieved:</p> <ul style="list-style-type: none"> • 19 news pieces: including press articles, radio and TV interviews. <i>BBC Cambridgeshire has a weekly audience of 87,000 listeners while ITV News Anglia reaches 1million adults per episode</i> • 1 feature in a partner newsletter: Domestic Abuse and Sexual Violence Partnership e-newsletter • 68 posts across Facebook, Instagram and Twitter reaching est. 26,400 users • 1 Councillor roundtable meeting for Peterborough and Huntingdonshire: 40 Cllrs RSVPd • 5 community engagement visits/meetings: young victims of crime, secondary school, rural community, parish councillors and a rotary club.
6.	SURVEYS
6.1	<p>As stated in section 4.3 the Police Reform and Social Responsibility Act 2011 states that the Commissioner should fulfil the following duties:</p> <ul style="list-style-type: none"> • Obtain the views of local people on policing and have regard to those views • Make arrangements for engaging with local people in setting police and crime objectives • Obtain the views of local people and Council Taxpayers on budget and precept proposals • Obtain the views of victims of crime about matters concerning local policing • Engage the public on their budget proposals on an annual basis (PCCs have flexibility as to the precise method by which public views are sought, as these are not prescribed). <p>A primary vehicle for the Commissioner to carry out these duties is by conducting public surveys. A distinction should be made clear, these are not legal consultations. Despite this,</p>

	every effort is made to ensure that those who wish to take part in surveys are provided the opportunity to do so.
6.2	<p>The Commissioner launched a public survey regarding his 2022/23 precept proposals on Thursday 6th January for 2 weeks until Thursday 20.</p> <ul style="list-style-type: none"> • The survey was launched and communicated to the public via the following methods: • A press release containing a link to the survey and wider background was distributed to all Cambridgeshire and Peterborough media • Social media posts on the Commissioner's Facebook, Twitter and Instagram accounts signposting to the press release, wider narrative and survey link • Distributed through the Commissioner's Ecops account (c. 20,000 subscribers) • Shared with countywide Comms colleagues through the Warn & Inform Comms group for publication on staff intranets and sharing on their social media accounts • Disseminated via partnership networks • Shared with seldom-heard representative groups. <p>It should be noted that all engagement activity was moved online during this period in response to the Covid-19 pandemic.</p> <p>In total, 1,566 people responded to the survey. This is an increase on the process undertaken for 2021/22, when 1,270 people responded to the survey.</p>
6.3	<p>The Commissioner also launched a public survey during the development of his Police and Crime Plan on 30th June 2021 and was available for four weeks until 30th July 2021. In total, 1,270 members of the public responded to the survey.</p> <ul style="list-style-type: none"> • The survey was launched and communicated to the public via the following methods: • A press release containing a link to the survey and wider background was distributed to all Cambridgeshire and Peterborough media • Social media posts on the Commissioner's Facebook, Twitter and Instagram accounts signposting to the press release, wider narrative and survey link • Distributed through the Commissioner's Ecops account (c. 20,000 subscribers) • Shared with countywide Comms colleagues through the Warn & Inform Comms group for publication on staff intranets and sharing on their social media accounts • Disseminated via partnership networks • Shared with seldom-heard representative groups • Six Councillor briefings were held • Pop up surgery with members of the public
7.	WORKING IN PARTNERSHIP
7.1	Much of the work that the Commissioner carries out is in partnership with other organisations. This requires the Communications and Engagement team to work in partnership to deliver activity.
7.2	<p>The Commissioner's involvement in Vision Zero's Surround the Town event on 13th September 2021 is an example of this.</p> <p>The event was part of a high profile, national campaign, Project EDWARD. It brought together public service providers, charities and volunteers to raise road safety awareness.</p> <p>Just some of the partners present were:</p>

	<ul style="list-style-type: none"> • Vision Zero Partnership • Cambridgeshire Fire and Rescure Service • Cambridgeshire Constabulary • Road Victims Trust <p>Jointly, the Commissioner and partners reached over 97K users on social media, members of the public visiting Ely Market place, conducted two live broadcasts online, two press articles and a road safety blog.</p>
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8.	ACCESSIBILITY
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8.1	<p>With at least 1 in 5 people in the UK having a long term illness, impairment or disability, the team strive to ensure ALL content and design is clear and simple enough so that most people can use it without needing to adapt it, while supporting those who do need to adapt things.</p> <p>In Cambridgeshire, an accessibility statement is reviewed and published annually on the PCC’s website in line with government website and mobile app accessibility regulations.</p> <p>In 2019, the OPCC invested in Recite Me, an Accessibility tool to enhance accessibility and the PCC’s website is regularly reviewed.</p>
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8.2	<p>The OPCC is currently working on an updated accessible style guide – in line with government accessibility regulations and there are plans to move the current website over to the singular national policing portal – Single Online Home – recently adopted by Cambridgeshire Constabulary. The common platform allows the public to report, transact and self-help by utilising an existing familiar capability in the public domain.</p>
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9.	STRATEGIC OBJECTIVES
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Communications and Engagement Strategic Objectives 2022 – 24

PUTTING COMMUNITIES FIRST	CRIME PREVENTION	SUPPORTING VICTIMS & WITNESSES	ETHICAL POLICING	ROBUST ENFORCEMENT
<p>To have a police force that provides two-way engagement with the public, listening and responding to local policing concerns.</p> <p>To ensure the police force is always accessible and visible.</p> <p>To support the Chief Constable to increase officer numbers in Neighbourhood Policing.</p>	<p>To raise awareness about the importance of crime prevention and the Commissioner’s role in influencing and supporting projects that reduce re-offending.</p> <p>To highlight reductions in crime statistics where local evidence points to a decline.</p>	<p>To raise awareness about the Commissioner’s statutory duty to support victims and witnesses.</p> <p>To promote the range of targeted and accessible services commissioned.</p> <p>To build public trust and confidence in the criminal justice system.</p>	<p>To provide an ongoing narrative to the public about how the Commissioner supports and challenges the Chief Constable ensuring the police always act with integrity and social responsibility.</p> <p>To remind the public about the ongoing investment in officer numbers and BAME recruitment.</p>	<p>To continue to clarify the Commissioner’s role in supporting the Chief Constable with the resources he needs to tackle criminality.</p> <p>To raise awareness about the Commissioner’s role as Chair of the countywide Criminal Justice Board and his power to influence/support other partners.</p>

10.	THE RESOURCES
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10.1	<p>The Commissioner has a team of 2.5: a Comms & Engagement Manager (with a background in delivering regional and national public sector engagement (formerly Central Office for Information (inc. Home Office) and Big Lottery Fund); a Comms & Engagement Officer (previously a Parliamentary and Campaign Assistant), and more recently; a Communities Policy Officer recruited to support community engagement delivery against</p>
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	Darryl's Police and Crime Plan (with a background in corporate engagement and schools liaison).
11.	BACKGROUND DOCUMENTS
	Police Reform and Social Responsibility Act 2011 http://www.legislation.gov.uk/ukpga/2011/13/contents
12.	APPENDIX
	Appendix 1 is a visual of how communications and engagement is tactically delivered.