

CAMBRIDGESHIRE POLICE AND CRIME PANEL	Agenda Item No. 10
31 July 2024	Public Report

Report of Cambridgeshire Police and Crime Commissioner

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A NEW BRAND FOR THE OFFICE OF THE POLICE AND CRIME COMMISSIONER

1. PURPOSE

1.1 The purpose of this report is to provide the Police and Crime Panel (the “Panel”) with a summary of a recent engagement project, which resulted in the design a new brand for the Office of the Police and Crime Commissioner (OPCC).

2. RECOMMENDATIONS

2.1 This report is being brought to the Panel for information.

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

4.1 The Panel’s role is to scrutinise and support the Police and Crime Commissioner (the “Commissioner”) in the exercise of his statutory functions. Key to this is effective engagement. In order to increase awareness of the Commissioner’s role with young people, the Commissioner’s Communication and Engagement Team developed a six-month project with graphic design students at Anglia Ruskin University (ARU) which resulted in a new brand to coincide with a new term in office for a Police and Crime Commissioner (PCC).

5. A NEW BRAND FOR CAMBRIDGESHIRE AND PETERBOROUGH OPCC

5.1 Background

The current OPCC logo is perceived by members of the public as one which is 'police-like' and one that does not represent the work of the organisation. Feedback includes comments on its similarity to the Constabulary logo which is confusing for the public.

As a result of ongoing work to better engage with young people, a project was initiated with ARU in December 2023 to identify a group of young people who could develop a new brand.

This engagement would provide two key benefits to the OPCC – a positive and targeted engagement activity with young people and a free re-design which would otherwise cost thousands of pounds of tax-payers money.

5.2 The project

A brief was produced highlighting the need for a new brand which would be clear, accessible and one that would highlight the Commissioner's office as a trustworthy, responsive, and accessible organisation.

Teaching staff at ARU thoroughly embraced the project which would fit well in its Live Brief Scheme – these live briefs are now a core element of around 150 undergraduate degree modules in subjects ranging from the creative arts, law, and finance, to computing, psychology and life sciences. By setting students real-world tasks, businesses, and organisations such as the OPCC can benefit from the ideas and creativity of ARU's student community.

The OPCC Live Brief was adopted as a mandatory part of teaching for this second trimester which began in January 2024.

A total of 20 second-year graphic design students worked through the brief between January and May 2024 with their final submissions presented to the Commissioner following the PCC Elections.

The winning logo was designed by Faria Ahktar who was presented with an award by the Commissioner at an event which coincided with the University's Graduate Showcase on 23rd May 2024.

5.3 Outcomes and next steps

The winning student is now supporting the OPCC's requirements across its traditional and digital collateral: including online, social media sites, letter heads, reports, minutes and agendas and email signatures. Ms Ahktar will then be invited to unveil her new brand alongside the Commissioner in the OPCC office once all the collateral is produced.

The Commissioner and his team commented on the high quality and professionalism of all the student designs – it was particularly challenging choosing a winner however it was felt that Faria's design perfectly encapsulated the role of the Commissioner. All the participating students were given a certificate of participation by the Commissioner with endorsements to help their future employability.

This targeted engagement enabled the Commissioner and his team to strengthen relationships with a cohort of young students and provided the students with an opportunity to understand better the role and responsibility of the office.

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