



John Campion
Police and Crime Commissioner
West Mercia



Communications and Engagement Strategy 2017-2021

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PCC Community Ambassador Sherrel Fikeis with West Mercia Police Cadets at a sikh celebration in Telford



Pathfinder driver training at Throckmorton Airfield

Introduction

I pledged before my election that as Commissioner I would be visible, accessible, and engaging with our communities. This strategy will set out the steps I will take to not just fulfil those promises, but crucially how people can be confident and reassured that is the case.

Having an open dialogue with communities is vital to my role. I have statutory obligations around engagement, but for me this is about much more than simply meeting legal requirements. For me, it is about truly representing the communities I serve; giving them a strong voice, understanding their concerns and making sure their needs are being met.

Our communities have a right to know the work I am doing on their behalf and the reasons behind the decisions I make. I will make sure I am open, honest and clear in communicating these details and actively seeking feedback from our communities.

Everything I do is focused on building a safer West Mercia. This strategy sets out the key communication and engagement principles I will employ as Commissioner to help deliver my wider strategic goals and ultimately deliver communities that are safe and feel safe.



John Campion
West Mercia Police and Crime Commissioner

What I will do

As your Police and Crime Commissioner I will:

1. Be open, transparent and honest in all my communications and engagements.
2. Listen to and understand community concerns, priorities, hopes and aspirations and be responsive to them.
3. Deliver a personal service to all communities engaging with me, tailored to individual needs where necessary.
4. Proactively explain my work, role and decisions to ensure communities understand and have confidence in my work, and can provide feedback.
5. Provide a strong voice for all sections of our communities, including under-represented groups such as BME or LGBT communities.
6. Make best use of technology to provide innovative, convenient, accessible and cost-efficient ways of communicating and engaging with communities.
7. Work in partnership with individuals and organisations to deliver communications and engagements in a more effective, efficient way.
8. Align my communications and engagements with the objectives in my Safer West Mercia Plan.
9. Focus my communications and engagements to ensure the most relevant feedback and best possible results.
10. Ensure a consistent and visible presence across the force area.
11. Scrutinise my performance in this area regularly, making sure those results are routinely published.



Meeting with local councillors and community group in Monkland, Herefordshire to tackle a road safety issue

How I will do it

1. Be open, transparent and honest in all my communications and engagements:

- 1.1 Meet all legal requirements related to the Freedom of Information Act and operate a publicly accessible FOI disclosure log.
- 1.2 Publish papers from key meetings including 'Holding to Account' and Alliance Governance Group in a timely fashion.
- 1.3 Ensure communities are aware of financial information and can access detailed, up to date accounts, annual budgets and audit reports.
- 1.4 Publish details of my office, including its make-up and costs and ensure they are up to date.
- 1.5 Publish up to date details of expenses, gifts and hospitality and registers of interests for myself and senior staff in my office.
- 1.6 Share key diary commitments to ensure communities know about my presence locally and the range of our work commitments.
- 1.7 Have a clear, credible evidential basis for the views I present in my communications and engagements.
- 1.8 Publish regular performance reports on the delivery of this strategy.
- 1.9 Establish and maintain good, open and mutually beneficial relationships with key media outlets and contacts.

2. Listen to and understand community concerns, priorities, hopes and aspirations and be responsive to them:

- 2.1. Operate and monitor a Community Ambassador programme which A) delivers relevant, regular community feedback, and B) has demonstrable positive outcomes for communities.
- 2.2 Carry out regular, meaningful and consistent community engagements seeking feedback and community input.
- 2.3 Ensure statutory consultations are carried out in line with legal requirements and achieve the best possible reach and engagement from partners and communities.
- 2.4 Carry out additional consultations focused around specific subjects and/or targeted audiences.
- 2.5 Maintain existing communication and engagement networks and develop new ones.
- 2.6 Seek and monitor demonstrable positive outcomes from my communications and engagements.
- 2.7 Invite feedback, views and opinions across all communications and engagement platforms.
- 2.8 Publish results of formal consultations.

3. Deliver a personal service to all communities engaging with me, tailored to individual needs where necessary:

- 3.1 Provide reasonable alternative versions of key publications when necessary.
- 3.2 Ensure a range of convenient, accessible and fit for purpose contact points.
- 3.3 Provide a timely response where appropriate to messages, comments and questions received across all contact platforms.
- 3.4 When a full response is not quickly available, acknowledge correspondence and provide reassurance that a full reply will be sent as soon as possible.
- 3.5 Signpost to the right agencies or partners where it is not possible or appropriate for me to offer the assistance people require.

4. Proactively explain my work, role and decisions to ensure communities understand and have confidence in my work, and can provide feedback:

- 4.1 Publish and regularly update a formal record of decisions.
- 4.2 Publish and circulate an annual council tax leaflet.
- 4.3 Produce and make best use of a range of explanatory and promotional materials, for circulation across all platforms and communities.
- 4.4 Use conversational language that is easy to understand and engage with, appropriately and clearly explaining complex subjects.
- 4.5 Produce and circulate an annual report.



Meeting community groups in Aymestrey, Herefordshire

5. Provide a strong voice for all sections of our communities, including under-represented groups such as BME or LGBT communities:

- 5.1 Seek to build new contacts and relationships with under-represented communities.
- 5.2 Listen to communities' concerns and be responsive to them.
- 5.3 Monitor engagement with minority groups and proactively ensure it is prioritised.
- 5.4 Support and be part of campaigns aimed at empowering minority communities and tackling hate crime in our communities.
- 5.5 Have regard for cultural or religious protocol and practices in my communications and engagements.
- 5.6 Explore options to engage with victims of crime to better hear about and understand their priorities and needs.

6. Make best use of technology to provide innovative, convenient, accessible and cost-efficient ways of communicating and engaging with communities:

- 6.1 Deliver a fit for purpose PCC website. Ensure its content is up to date and making best use of functionality.
- 6.2 Use fit for purpose, cost-effective technology to deliver my communications and engagements on digital platforms.
- 6.3 Build a digital identity that people can, and will want to, engage with.
- 6.4 Explore the potential and make best use of new social media platforms.
- 6.5 Explore and make best use of new tools within social media.
- 6.6 Produce 'package' style video reports to accompany key pieces of PCC work.
- 6.7 Deliver monthly digital newsletters to communities and partners.
- 6.8 Grow audiences and engagement with digital communications and engagement platforms.
- 6.9 Make best and most appropriate use of internal police channels to communicate and engage with the police force (see 10.3).



With West Mercia Search and Rescue team

7. **Work in partnership with individuals and organisations to deliver communications and engagements in a more effective, efficient way:**

- 7.1 Support West Mercia Police campaigns, events, operational work or initiatives.
- 7.2 Explore and make best use of collaborative opportunities to communicate and engage with communities alongside other Police and Crime Commissioners.
- 7.3 Explore and make best use of collaborative opportunities to communicate and engage with other key local partners, such as local authorities and emergency services.
- 7.4 Seek opportunities to learn and develop good practice around communications and engagement with partners.

8. **Align my communications and engagements with the objectives in my Safer West Mercia Plan:**

- 8.1 Monitor and log the aspects of the Safer West Mercia Plan which my communications and engagements support and contribute to.
- 8.2 Support existing communication and engagement opportunities led by external partner agencies, which share common goals and priorities from the Safer West Mercia Plan.
- 8.3 Empower local communities to get involved in active citizenship projects, either in their own communities or within the police force.
- 8.4 Review this strategy following each revision of the Safer West Mercia Plan or annually, whichever is sooner.



New Hope charity visit to police headquarters, Hindlip

9. Focus my communications and engagements to ensure the most relevant feedback and best possible results:

- 9.1 Identify priority areas, such as under-represented geographic or demographic groups for engagement, via monitoring of the engagement log.
- 9.2 Ensure strategic, advanced planning wherever possible on individual projects to identify focus areas, including methods and necessary resources, to maximise impact and value.
- 9.3 Understand target audiences and functions of different communications and engagement platforms and use these to optimise performance.

10. Ensure a consistent and visible presence across the force area:

- 10.1 Incorporate requirements for clear communications from grant scheme recipients.
- 10.2 Ensure consistent branding in communities and on digital platforms.
- 10.3 Ensure regular, relevant and appropriate communications and engagements within the police force (see 6.9).
- 10.4 Carry out face to face engagements across the force area, which are logged and monitored to ensure they are regular and relevant.
- 10.5 Ensure consistent and accurate coverage in media outlets.
- 10.6 Produce marketing and information materials for distribution throughout new and existing networks.



Meeting students at the ASPIRE Academy, Worcestershire

11. Scrutinise my performance in this area regularly in a transparent manner:

- 11.1 Produce and publish a quarterly monitoring report, against the criteria in the delivery plan.
- 11.2 Maintain and monitor a fit-for-purpose engagement log, detailing activity of the PCC, Deputy PCC and Ambassadors.
- 11.3 Maintain a log detailing instances of media exposure.
- 11.4 Produce quarterly analytic and performance reports regarding digital platforms.
- 11.5 Provide opportunities for feedback from communities and partners following specific campaigns or major communications/ engagement projects.
- 11.6 Use available data from the police and other partners.
- 11.7 Explore additional opportunities for further community feedback.



Water safety event with local partners in Shropshire



PCC Community Ambassador Graham Oliver joins a young Cadets session in Shifnal, Shropshire



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