



# Communication and Engagement Strategy

2021-2024



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# Introduction

I stand by the commitment I made in my first term as Commissioner in that I would be visible and accessible to the communities of West Mercia. Where possible, during a pandemic, I have continued to, and will continue to, carry out engagements to ensure the public remain at the heart of policing. This strategy will set out how I will deliver that, as well as providing reassurance to communities that I see communicating and engaging with them as key priorities.

The seven priorities I will focus on across my term are:

- Give all communities a voice
- Ensure under-represented community groups are engaged with
- Utilise technology and communication platforms to engage with communities
- Ensure greater transparency of steps taken by my office
- Ensure my communications is focused and support my Safer West Mercia Plan

- Work effectively with partners
- Evaluate and scrutinise my work

I have always promised that I will be the voice of the public in policing, not the voice of the police in public. Therefore, as Commissioner, I will listen to our communities, address their concerns and ensure they are acted upon or they are used to shape the work I do on their behalf. I will also ensure that all communities are heard, specifically those that are underrepresented.

I will see that I am making the best use of the tools and methods available for communication and engagement, and that people are receiving information about my work as Commissioner in a way that suits them and will ultimately lead to them feeling informed.

I promised I would ensure the communities of West Mercia are safe and feel safe. Telling people how I am doing that is vitally important, which is why I will be open and honest in how I am delivering on the objectives set out within this strategy.



# My focus



## What I will do

1. Give all communities a voice – ensure concerns or issues raised are heard, acted on and feedback is given.
2. Ensure underrepresented community groups are engaged with, such as LGBTQ youth, rural, elderly and BME.
3. Utilise technology and communication platforms to effectively engage with communities.
4. Ensure greater transparency by informing the public of the steps taken by my office.
5. Ensure my communications is focused and supports my Safer West Mercia Plan.
6. Work together with key partners to address community concerns.
7. Evaluate and scrutinise my work within this area, making sure that information is published regularly.



## How I will deliver on it

Give all communities a voice – ensure concerns or issues raised are heard, acted on and feedback is given

1. Increase the opportunity for communities to have their say, on top of statutory consultations, by launching an annual public survey and ensure it is circulated amongst all community groups.
2. Use the information gathered from consultations to shape my work.
3. Carry out greater research in order to understand the demographic of our communities in West Mercia which will, in turn, shape how I communicate and engage with those communities to ensure it is right for them.
4. Carry out regular face-to-face engagements and, if necessary, virtual engagements to capture feedback and discuss key issues with communities.
5. Make best use of the resources within my office.
6. Continue working with partners to share networks and ensure I am reaching more people.
7. Identify ways to seek feedback from the public on a variety of subjects on all platforms.
8. Publish results from formal, and informal, consultations.
9. Ensure a timely and appropriate response is given regarding correspondence that comes into my office.
10. Monitor and evaluate engagements to ensure they have been effective.



## Ensure current underrepresented community groups are engaged with, such as LGBTQ, youth, rural, elderly and BME

1. Carry out a mapping exercise to identify the underrepresented groups, and work with West Mercia Police and partners to assist in this work.
2. Link in with existing groups, such as the Independent Advisory Group (IAG) and other networks within West Mercia Police, to help in building relationships with communities.
3. As part of the monitoring of engagements, ensure these groups are prioritised.
4. Truly understand how these groups would like to be communicated and engaged with, being considerate of their individual needs.
5. Identify more opportunities to engage with underrepresented groups, such as by attending Pride or religious festivals.
6. Support campaigns that are focused on reducing crime and improving the safety within these groups.
7. I will ensure that the information gathered from these communities is used to shape my work across my office.



## Utilise technology and communication platforms to effectively engage with communities

1. Effective use of best possible social media platforms to deliver communications, ensuring that the messages are suitable for each platform and audience receiving them.
2. Make best use of functionality and innovation on social media platforms.
3. Create engaging content to support existing communications, such as case study videos.
4. Further develop my podcast channel to highlight important messages alongside partners.
5. Explore a greater internal communications profile to engage with police officers and staff, as well as partners I provide funding to.
6. Make the best, and most appropriate use, of the new Community Matters platform to communicate and engage with the public.
7. Deliver a monthly newsletter and explore other community communication platforms to support this.
8. Maintain and build on the interaction on the social media platforms in order to reach as many people as possible.





## Ensure greater transparency by informing the public of my role, responsibilities and the steps taken by my office

1. Ensure the website is fit for purpose, is up to date and key documents are uploaded to comply with transparency.
2. Publish regular updates around decisions made.
3. Produce and circulate an annual council tax leaflet.
4. Highlight what my role entails and effectively publicise using appropriate channels.
5. Produce literature that can be taken to public engagements that explains my role and responsibilities.
6. Produce and circulate an annual report.
7. Information that is uploaded to the website will be actively shared in the public domain, such as via social media, a press release or newsletter.
8. Provide reassurance to the public that I am delivering in my role as Commissioner.



## Ensure my communication is focused and supports my Safer West Mercia Plan

1. Monitor and log which parts of the Safer West Mercia Plan are supported by my communications and engagement to ensure all areas are being met.
2. Support the wider office delivery plan to track and evaluate activity.
3. Create campaigns, and support existing ones, that are in line with the Safer West Mercia Plan.
4. Ensure the delivery plan, which supports this strategy, is used to plan and inform my communications and engagements.
5. Make sure that people are getting the information that is most applicable, and of interest, to them.
6. Ensure that intel gathered from engagements is used to shape my work across my office.



## Work together with key partners to address community concerns

1. Build new relationships with underrepresented communities, and strengthen existing ones, for the benefit of working together to have a greater impact on areas/matters that affect community groups.
2. Identify joint opportunities to tackle key areas of concern and make an impact in an area.
3. Identify ways in which I can work with West Mercia Police and other partners to deliver campaigns, events, operational work or initiatives.

## Evaluate and scrutinise my work within this area, making sure that information is published regularly

1. Maintain and monitor an engagement log, which details activity of my engagement, as well as that of the Deputy PCC and Assistant PCCs.
2. Maintain a record of any media exposure.
3. Evaluate the effectiveness of all my communications and engagement activity on a monthly basis to help shape future work.
4. Produce a quarterly report that highlights the activity carried out within that period.
5. Provide opportunities for communities to feedback via consultations on a variety of subjects, including any strategies I produce.



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