



# OFFICE OF THE POLICE & CRIME COMMISSIONER FOR NORFOLK

**Author:** Chief Executive

**DECISION NO.** 2016/24

**REASON FOR SUBMISSION:** For Decision

**SUBMITTED TO:** Police and Crime Commissioner

**SUBJECT:** Communications and Engagement Strategy 2016-20

## **SUMMARY:**

One of the PCC's main priorities is giving every woman, man and child in Norfolk a voice on policing and crime matters and to ensure they have an opportunity to influence local policing priorities where they live. A robust community engagement programme, supported by a proactive communications strategy, is essential to this.

This comprehensive communications plan, supported by a dedicated, professional team, will support the PCC and enable him to hold the Chief Constable to account for meeting the objectives of the Police and Crime Plan, provide strong support for victims of crime and the vulnerable, and demonstrate the relevance of the PCC and OPCCN to people's lives.

This strategy sets out how the PCC, supported by the OPCCN, will communicate and engage with the people of Norfolk and ensure their voice is heard.

## **RECOMMENDATION:**

It is recommended that the PCC agrees to the adoption of the Communications and Engagement Strategy 2016-20

**OUTCOME/APPROVAL BY:** PCC/~~CHIEF EXECUTIVE~~/~~CHIEF FINANCE OFFICER~~  
(Delete as appropriate)

The recommendations as outlined above are approved.

Signature



Date



## DETAIL OF THE SUBMISSION

### 1. OBJECTIVE:

This report seeks approval of the Communications and Engagement Strategy 2016-20

### 2. BACKGROUND:

One of the PCC's main priorities is giving every woman, man and child in Norfolk a voice on policing and crime matters and to ensure they have an opportunity to influence local policing priorities where they live. A robust community engagement programme, supported by a proactive communications strategy, is essential to this.

### 3. AREAS FOR CONSIDERATION:

N/A

### 4. OTHER OPTIONS CONSIDERED:

N/A

### 5. STRATEGIC AIMS/OBJECTIVE SUPPORTED:

To support the PCC and enable him to hold the Chief Constable to account for meeting the objectives of the Police and Crime Plan, provide strong support for victims of crime and the vulnerable, and demonstrate the relevance of the PCC and OPCCN to people's lives.

### 6. FINANCIAL AND OTHER RESOURCE IMPLICATIONS:

None for the approval; other costs will be linked to individual activities over the period to support the delivery of the strategy.

### 7. OTHER IMPLICATIONS AND RISKS:

The strategy will be subject to the Corporate Risk Register via the Communications and Engagement Risk Register which is managed through the Senior Management Team.

An Equality Impact Assessment has been carried out and is attached.

**PUBLIC ACCESS TO INFORMATION:** *Information contained within this submission is subject to the Freedom of Information Act 2000 and wherever possible will be made available on the OPCC website. Submissions should be labelled as 'Not Protectively Marked' unless any of the material is 'restricted' or 'confidential'. Where information contained within the submission is 'restricted' or 'confidential' it should be highlighted, along with the reason why.*

<b>ORIGINATOR CHECKLIST (MUST BE COMPLETED)</b>	<b>PLEASE STATE 'YES' OR 'NO'</b>
Has legal advice been sought on this submission?	<b>No</b>
Has the PCC's Chief Finance Officer been consulted?	<b>No</b>
Have equality, diversity and human rights implications been considered including equality analysis, as appropriate?	<b>Yes</b>
Have human resource implications been considered?	<b>Yes</b>
Is the recommendation consistent with the objectives in the Police and Crime Plan?	<b>Yes</b>
Has consultation been undertaken with people or agencies likely to be affected by the recommendation?	<b>Yes</b>
Has communications advice been sought on areas of likely media interest and how they might be managed?	<b>Yes</b>
In relation to the above, have all relevant issues been highlighted in the 'other implications and risks' section of the submission?	<b>Yes</b>

**APPROVAL TO SUBMIT TO THE DECISION-MAKER** (this approval is required only for submissions to the PCC).

**Chief Executive**

I am satisfied that relevant advice has been taken into account in the preparation of the report, that the recommendations have been reviewed and that this is an appropriate request to be submitted to the PCC.

**Signature:**



**Date**

11-8-16

**Chief Finance Officer (Section 151 Officer)**

I certify that:

- a) there are no financial consequences as a result of this decision,
- or
- b) the decision can be taken on the basis of my assurance that Financial Regulations have been complied with.

**Signature:**



**Date**

11/8/16