

OFFICE OF POLICE AND CRIME COMMISSIONER

TITLE: OPCC Report on Engagement and Communications for 1st April 2017 to 31st March 2018


DATE: 21st May 2018

TIMING: Routine

PURPOSE: Consideration

1.	<p><u>RECOMMENDATION</u></p> <p>To note the end of year report outlining the engagement and communication activities undertaken by the Police and Crime Commissioner (PCC) and the Office of the Police and Crime Commissioner (OPCC) between the 1st April 2017 and the 31st March 2018.</p>
2.	<p><u>INTRODUCTION & BACKGROUND</u></p> <p>Engaging with the public and gathering feedback is vital where tackling crime and anti-social behaviour is concerned. Engagement and communication activities are also required by legislation and are an integral part of building confidence and legitimacy relating to the PCC's role. Therefore, the delivery of comprehensive engagement and communications activities are essential where promoting the role of the PCC and his office is concerned.</p> <p>The OPCC Communications Manager is responsible for communicating to the public, across many media platforms, the aspects of the PCC and OPCC's daily work and achievements. This includes highlighting and providing opportunities for citizens to proactively engage with the PCC and his office.</p> <p>The OPCC Engagement Officer co-ordinates engagement activity in support of the Joint OPCC and Gwent Police Engagement Strategy. This identifies the key engagement requirements needed to meet the statutory duties for engagement by the PCC as stated in the Police Reform and Social Responsibility Act (PRSRA) 2011, Section 14 (PRSRA).</p> <p>The PCC has further responsibilities identified in the PRSRA, s1(8) to hold the Chief Constable to account for the force's engagement activities, which are outlined in s.34.</p> <p>The OPCC monitors the outcomes of engagement activities to inform future work. In addition, the OPCC has sight of the demographic profile of the Gwent force area with a view to accessing a wide and diverse range of people.</p>

	A strand of engagement activity is aligned to the requirements of the Strategic Equality Plan.
3.	<p><u>ISSUES FOR CONSIDERATION</u></p> <p>The end of year Engagement Report is attached at Annex A and reports on:</p> <ul style="list-style-type: none"> • The OPCC's work to engage with the citizens who live in the Gwent area; • Consultations and their findings; • Communications; and • OPCC capacity for effective and inclusive engagement.
4.	<p><u>NEXT STEPS</u></p> <p>The OPCC has a duty to ensure inclusive engagement and extra measures will be taken throughout 2018/19 to ensure those who are seldom heard have an opportunity to engage. Further consideration will also have to be given with regard to enhancing current OPCC capacity, particularly in terms of utilising wider media platforms and facilitating a wide range of engagement methodologies to redress engagement.</p> <p>Engagement, consultation and communication activities to date have included a number of learning points which will inform future activities during 2018/19, with a view to supporting and informing the delivery of the PCC's Police and Crime Plan 2017-2021. These will be included within the 2018-19 OPCC Engagement and Communications Action Plan.</p> <p>Following a revision of the OPCC Community Engagement Strategy, and agreement was made to produce a Joint Engagement and Communications Strategy 2018-2022 with Gwent Police. This was approved by the PCC and Chief Constable in March 2018. Accompanying action plans for each organisation will progress activity over the next 12 months.</p>
5.	<p><u>FINANCIAL CONSIDERATIONS</u></p> <p>A review of all the engagement activity undertaken by the OPCC for the financial year 2017/18 shows that £17,819 has been spent from the dedicated budget. This includes the cost of the PCC and OPCC hosting meetings, strengthening social media and its monitoring, the cost of events and OPCC related communications/marketing costs.</p>
6.	<p><u>PERSONNEL CONSIDERATIONS</u></p> <p>There are no personnel implications apart from occasional lone working which is covered by policy.</p>

	OPCC capacity to engage effectively will likely require additional support and resources.
7.	<p><u>LEGAL IMPLICATIONS</u></p> <p>The legal implications for engagement are set out in the Police Reform and Social Responsibility Act 2011 s14, s1(8) and s34.</p> <p>The OPCC engagement practice is aligned with the Welsh Government National Children and Young People's Participation Standards for Wales and supported by the Consultation Institute guidance.</p>
8.	<p><u>EQUALITIES AND HUMAN RIGHTS CONSIDERATIONS</u></p> <p>This report and engagement activities have been considered against the general duty to promote equality, as stipulated under the Equality Act 2010 and has been assessed not to discriminate against any particular group.</p> <p>Consideration has been given to requirements of the Articles contained in the European Convention on Human Rights and the Human Rights Act 1998 in preparing this report.</p> <p>One aspect of the OPCC inclusive engagement approach is to ensure representative samples of the force area population which support Equalities and Human Rights requirements.</p>
9.	<p><u>RISK</u></p> <p>Engagement and communication activities are required by legislation and integral to building confidence and legitimacy related to the PCC role. Therefore, good engagement with positive communication aims to mitigate this risk and evidences the need to maintain positive engagement and communication activities into the future.</p> <p>An identified area of risk is the OPCC's capacity to effectively ensure inclusive engagement.</p>
10.	<p><u>PUBLIC INTEREST</u></p> <p>Publication of this report would be in the public interest.</p>
11.	<p><u>CONTACT OFFICER</u></p> <p>Jessica Tippins – OPCC Engagement Officer</p>
12.	<p><u>ANNEXES</u></p> <p>Annex A – Engagement and Communication Outturn Report</p> <p></p> <p>Annex A - Engagement & Comr</p>

For OPCC use only

Chief Executive:

I have been consulted about the proposal and can confirm that financial, legal, equalities etc... advice has been taken into account in the preparation of this report.

I am satisfied that this is an appropriate report to be submitted to the Police and Crime PCC for Gwent.

Signature:



Date: 14/05/18

Police and Crime PCC for Gwent

I confirm that I have considered whether or not I have any personal or prejudicial interest in this matter and take the proposed decision in compliance with the Code of Conduct.

The above request has my approval.

Signature:



Date:

21/5/18



Annex A

OPCC Report on Engagement, Consultation and Communication Activity for the Period: 1st April 2017 to the 31st March 2018

Engaging with the public and listening to their feedback is vital where tackling crime and anti-social behaviour is concerned. Engagement and Communication activities are also required by legislation and are an integral part of building confidence and legitimacy relating to the role of Police and Crime Commissioner (PCC). Therefore, the delivery of comprehensive communications and engagement activities are essential where promoting the role of the PCC and his office are concerned.

ENGAGEMENT & CONSULTATION UPDATE

1. Between the 1st April 2017 and the 31st March 2018 there were **395** public engagement activities attended by the Police and Crime Commissioner (PCC), the Deputy Police and Crime Commissioner (DPCC) and Office of the Police and Crime Commissioner (OPCC) staff. This compares to the 425 public engagement activities carried out between the 1st April 2016 and to the 31st March 2017, a decrease of 7%.

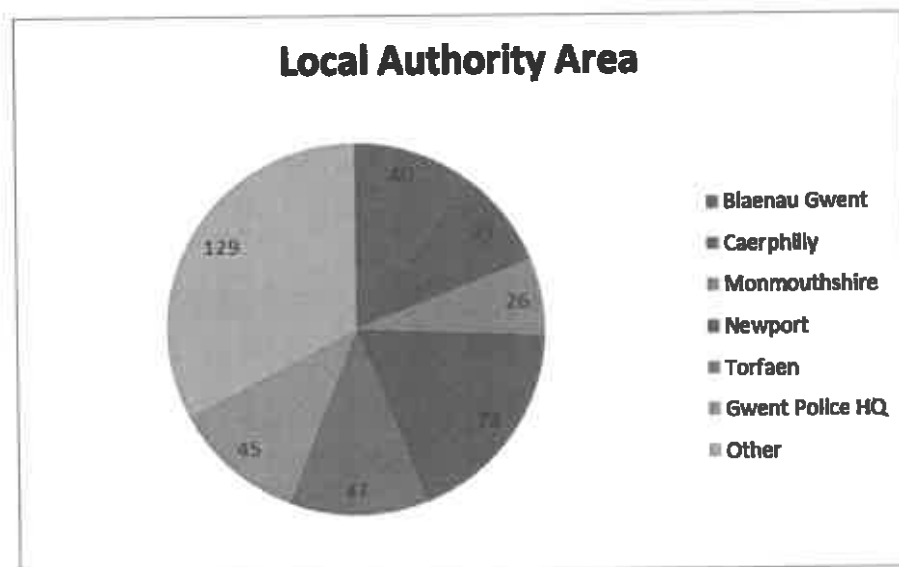
It should be noted that during this period, a structural review of the OPCC took place during which it was acknowledged that an increase in resources for this department was required and as a result it is anticipated that this figure will increase during 2018-19.

Also during 2017/18, a Joint Communications & Engagement strategy was devised alongside Gwent Police. This is effective as of 1st April 2018 and will be supported by an OPCC communications and engagement action plan.

The OPCC continues to maintain a comprehensive and evolving database of both local and national stakeholder contacts. The data from this is analysed quarterly to identify any gaps in activity and to inform the OPCC's engagement and communications action plan.

2. Engagement breakdown by 'Authority Area':

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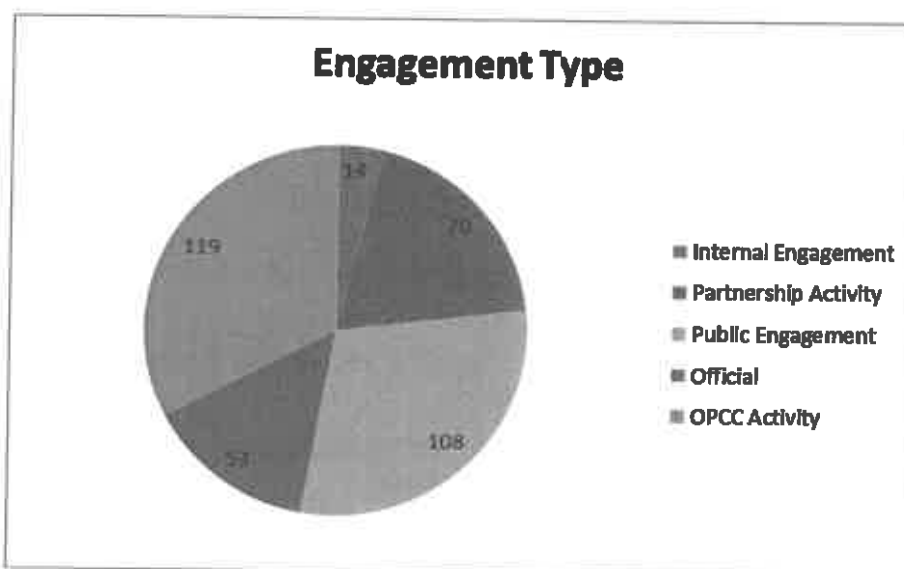


Within Gwent, the largest share of engagement (in areas other than Gwent Police HQ) was carried out in the Newport and Torfaen local authority areas. Monmouthshire has seen the lowest number of engagement activities.

It was reported in the 2016/17 outturn report that, in order to provide more accurate data, the recording of engagement would change slightly in 2017/18 so that any activities conducted at Gwent Police Headquarters would be recorded based on their origin. For example, if the engagement activity took place in Gwent Police HQ, but involved individuals from Blaenau Gwent, it was to be recorded as an activity for Blaenau Gwent. However, this proved to be unsuitable and therefore, recording under 'Gwent Police HQ' has remained for the financial year 2017/18.

3. Engagement breakdown by 'Engagement Type':

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KEY for above graph	
OPCC ACTIVITY	- Any activity undertaken by the OPCC in order to support the delivery of the Police and Crime Plan.
OFFICIAL	- Includes Local Councillors, other Officials and Official Events
PARTNERSHIP ACTIVITY	- Any activity undertaken by a Partner organisations.
PUBLIC ENGAGEMENT	- Includes any public meeting attended, as well as outward consultations
INTERNAL ENGAGEMENT	- Any activity undertaken internally for staff
OTHER	- Includes functions and anything not covered by the above categories

Engagement activities were planned to provide as diverse a range of opportunities as possible so that all citizens in Gwent had an opportunity to participate. The aim of many projects and initiatives was to support community inclusion and involvement by providing opportunities for people and organisations to link in with the OPCC with a view to influencing their policing service; accessing support services; accessing grants for community projects; being involved and participating at varying levels which suited them. This included engaging with citizens in order for them to participate in the setting of the police precept.

In addition, in 2017/18 a specific 'joint summer engagement programme' was devised alongside Gwent Police and Connect Gwent in order to maximise engagement opportunities by attending existing large events within Gwent. This proved extremely popular with the OPCC and its partners having the potential to engage, face to face, with over 85,000 individuals.

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The OPCC has again continued to support the statutory Public Service Boards (PSB). These boards assess the state of the economic, social, environmental and cultural well-being in the area and set objectives that are designed to maximise the PSBs contribution to the well-being goals. The OPCC has contributed by attending formal PSB meetings, the accompanying engagement groups and community focused engagement activities.

Other engagement activities have included:

- Attendance at public functions on the local, regional and national level including commemorative events;
- Working with partner organisations to improve policing in Gwent. This included working closely with partners from the PSBs;
- Working with partners in Safer Gwent to look at crime prevention and interventions across the Gwent area;
- Supporting the Safer Gwent funded Anti-Social Behaviour Co-ordinator in attending their 'Community Action Days' and assisting them to access further funding;
- Continued support and help to fund local volunteer groups such as Crime Prevention Panels which support the delivery of local policing;
- Supported Gwent Police in the creation of their new 'Mini Police' units;
- Running consultation exercises on the precept setting for 2018/19;
- Engaging with victims' services to improve local delivery to all victims via Connect Gwent and Gwent Police;
- Organising national events around Modern Slavery and Human Trafficking. The events raised attendee's awareness of these crimes and allowed them to understand how they could take positive action and pledge their commitment to help eradicate the crimes for good;
- Linking in with local businesses and business organisations such as Rotary Clubs to discuss their policing needs and raise awareness regarding emerging crime trends such as cybercrime;
- Targeting engagement activities and visiting specialist groups to ensure the 'seldom heard' communities have an opportunity to engage with the PCC / OPCC and put forward their views on the police service in Gwent;
- Continuing to support the roll out of Positive Futures initiative with funding which uses sport and physical activity to help inspire young people at risk of crime and substance abuse and acts as an alternative to anti-social behaviour. This initiative is now embedded in each Local Authority in the force area and regularly engages with young people;
- Regular broadcasts by the PCC on local radio including NH Sound and BRfm;
- The PCC's blog in the South Wales Argus called 'Your PCC writes';
- Attending local community events and hosting public walkabouts/surgeries to ensure the PCC is both visible and accessible.

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4. Partnership Fund

During 2017/18, the PCC awarded over £299,000 to assist 82 charities, voluntary organisations and community groups involved in activities that have a positive impact on his police and crime priorities.

5. Consultation - Precept for the Financial Year 2018/19

The aim of the consultation was to determine what the public of Gwent believed to be an acceptable precept level for 2018/19. The OPCC launched a consultation on 29th November 2017 running for a total of five weeks and four days, closing on the 7th January 2018.

The consultation was conducted bilingually (in English and Welsh) and in both electronic and paper format, asking a total of three questions (all of which were open ended in order to gather more detailed responses). A demographics question was also included at the end of the survey.

The e-consultation was proactively publicised via paid promotion on social media, Gwent Now, local press and the PCC's website, as well as being shared with community groups, partner organisations, the third sector and local authorities. Paper copies were also completed at a local community event as well as being available in easy read versions (on request) from the OPCC. This proactive engagement approach meant that a total of 609 responses were received and a representative sample was achieved.

The findings from the report demonstrated that 68% of residents were in support of increasing the precept by 3.99% and 55% supported an increase of 4.99%.

This PCC therefore proposed a final increases level of 4.37% to the Gwent Police and Crime panel, which they accepted on 21st February 2018.

The full evaluation report can be found on the following link:

<http://www.gwent.pcc.police.uk/engagement/current-consultations/?L=0>

COMMUNICATIONS UPDATE

- 1. All aspects of the PCC's role and that of his office are communicated with key partners and the public across many media platforms. This includes highlighting daily aspects of work and achievements as well as highlighting opportunities for citizens to engage.**
- 2. Social media activity**

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The OPCC has continued to use social media as a key communication tool throughout 2017/18, in particular the use of Twitter as a means of communicating with our key stakeholders.

Twitter (57% of our followers are male and 43% female).

There are now (as of March 31st 2018) 4,313 followers on Twitter compared to 12 months ago when there were 3,691 (17% increase).

673 tweets were posted which generated 1,779,270 impressions (number of times a user saw the tweet on Twitter). This is a 112% increase on the previous year when the number of impressions was just 839,599. OPCC tweets have been re-tweeted 1,991 times (4% increase on 2016-17) and 3,394 of them have been 'liked' compared with 1,707 last year (a 99% increase). This supports the OPCC's focus on posting content which is relevant, informative and engaging.

The OPCC generated tweets which made the most impressions on Twitter were:

- Thanking the officers and local public following the bomb scare in Newport City Centre (11,765 impressions);
- Promotion of the OPCC 'Survivor of Sexual Abuse' article (11,129 impressions);
- Call for solidarity following the Manchester Arena bombings (9,492 impressions);
- Wishing the Muslim community a happy Eid (9,090 impressions);
- Promotion of the PCC's precept consultation (8,160 impressions);
- Support for greater protection of our emergency service staff, #ProtectTheProtectors campaign (7,997 impressions); and
- Engagement at the Big Cheese event (7,621 impressions).

Facebook (61% of our followers are female and 38% male – 1% was uncategorised).

Our Facebook page has seen an increase in followers / fans in the last 12 months from 1,317 on 1st April 2017 to 1,396 on March 31st 2018 (6% increase). The Gwent OPCC has the highest number of Facebook fans compared to fellow Welsh Police and Crime Commissioner Offices.

226 OPCC posts and/or status updates since April 2017 have amounted to 201,502 impressions (25% decrease on the same period last year). The OPCC generated posts which made the most impressions on Facebook were:

- Launch of the Precept Consultation (32,401 impressions);
- Call for solidarity following the Manchester Arena bombings (21,439 impressions);
- Engagement at the Big Cheese (13,684 impressions);
- Announcement of new Police Officer recruits (7,355 impressions);

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- Happy Chinese New Year message (6,827 impressions);
- Announcement of a live Twitter Q&A with a local Inspector (3,707 impressions);
- Advertising the Chepstow Public surgery (3,233 impressions);
- Safeguarding Week (2,124 impressions);

It is worth noting that three posts were 'promoted' in the last twelve months. A breakdown of costings and impressions is below:

Tweet	Cost of promotion	Duration of promotion	Total Impressions	Impressions directly from paid promotion
Launch of the PCC's Precept Consultation	£35.00	7 th Dec 2017 – 7 th Jan 2018	32,401	18,633
Promotion of the PCC's Chepstow Public Surgery	£7.00	12 th Jan 2018 - 19 th Jan 2018	3,233	2,279
Promotion of the PCC's Blaina Public Surgery	£7.00	5 th Feb 2018 – 9 th Feb 2018	2,497	1,525

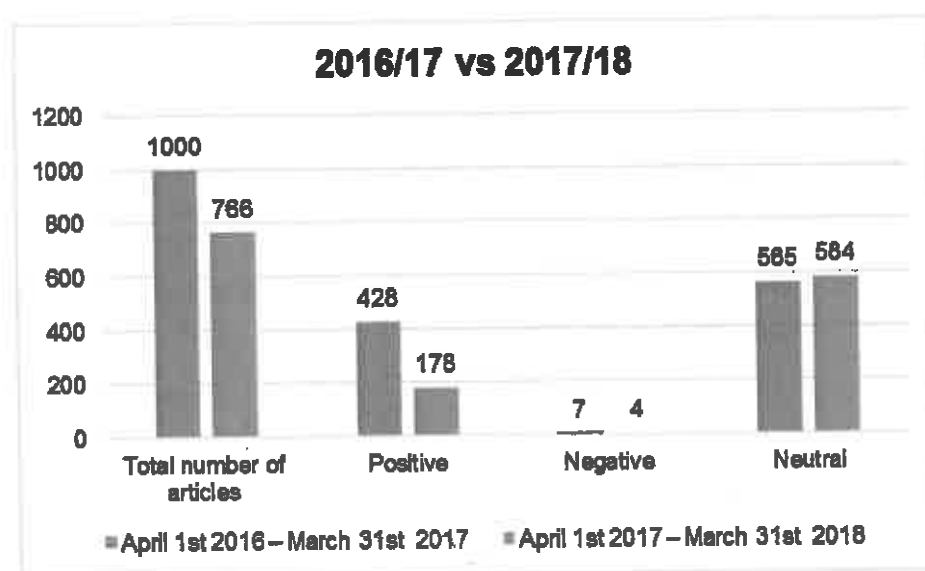
As previously reported, social media is a constant area of growth and there is much opportunity to continue to increase growth through the use of other digital platforms.

In July 2017, the OPCC launched its Instagram page. Performance data on this new channel will be available from 1st April, 2018.

Media Activity / Monitoring (last 12 months)

A new media monitoring service was put in place on 1st October, 2015. A total of 766 media articles were logged in the 12 months up to 31st, March 2018 with 178 of them being positive and only 8 of them negative in nature. The total monetary value of the media cuttings captured equates to £ £2,393,777.72, with 96,074,770 individual reaches to people.

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The most popular stories in 2017/18 included:

1. Paedophile Hunters – 93 cuttings
2. Gwent Police Data Breach – 71 cuttings; and
3. PCC's Partnership Fund – 40 cuttings.

The 4 negative stories related to the veto of the PCC's proposed precept by the Gwent Police and Crime Panel.

Examples of broadcast coverage include:

- PCC's perspective on Paedophile Hunters (BBC News/BBC Radio Wales/S4C, Heart Radio).

Next Steps

Following an organisational review, the Communications and Engagement department has been identified as being under resourced. As such, two new members of staff will be recruited to support this area of work along with a Digital Apprentice.

In order to ensure these reports are fit for purpose, future updates will aim to show a direct correlation with regards to how all communications and engagement activities deliver against the priorities in the PCC's Police and Crime Plan for Gwent. This will also be supported by the new Joint Engagement and Communications Strategy 2018-2022 and its accompanying action plan.