



Home Office

***Police and Crime Commissioners:
national level communications
framework***

- Context and challenges
- Role for communications
- Summary of nationally coordinated communication activity (including timeline)
- Next steps and toolkit outline



Home Office

Context and challenges

Government context and vision



- This Government will transfer power back to the people, by introducing directly elected Police and Crime Commissioners (PCCs)
- They will represent communities, understand regional crime and anti-social behaviour priorities and hold the force Chief Constable to account for achieving them.
- Chief Constables will be responsible for the day to day operations of their police force but accountable to the public via PCCs, not Whitehall.
- Together PCCs and forces will
 - lead the fight against crime and anti-social behaviour
 - make the police more accountable, accessible and transparent to the public
 - Ensure resources are deployed in the most effective and efficient way.

Summary of the role of a PCC



The first PCC elections will take place on 15th November 2012 and they will take office on 22nd November 2012.

Transition and implementation of the policy



- The PCC Transition Sponsorship Board oversees the delivery of the PCC transition programme
- Chaired by the Policing Minister Nick Herbert, attended by Sir Hugh Orde, Mark-Burns Williamson and representatives from LGA, IPCC, MoJ, DCLG, APACE, NPIA
- Their aim is to facilitate partnership to ensure a seamless transition to PCCs. They also
 - Monitor progress on delivery, to identify barriers to delivery and to develop solutions to unblock them
 - Facilitate partnership engagement and feedback into plans, policies and protocols



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Role for communications

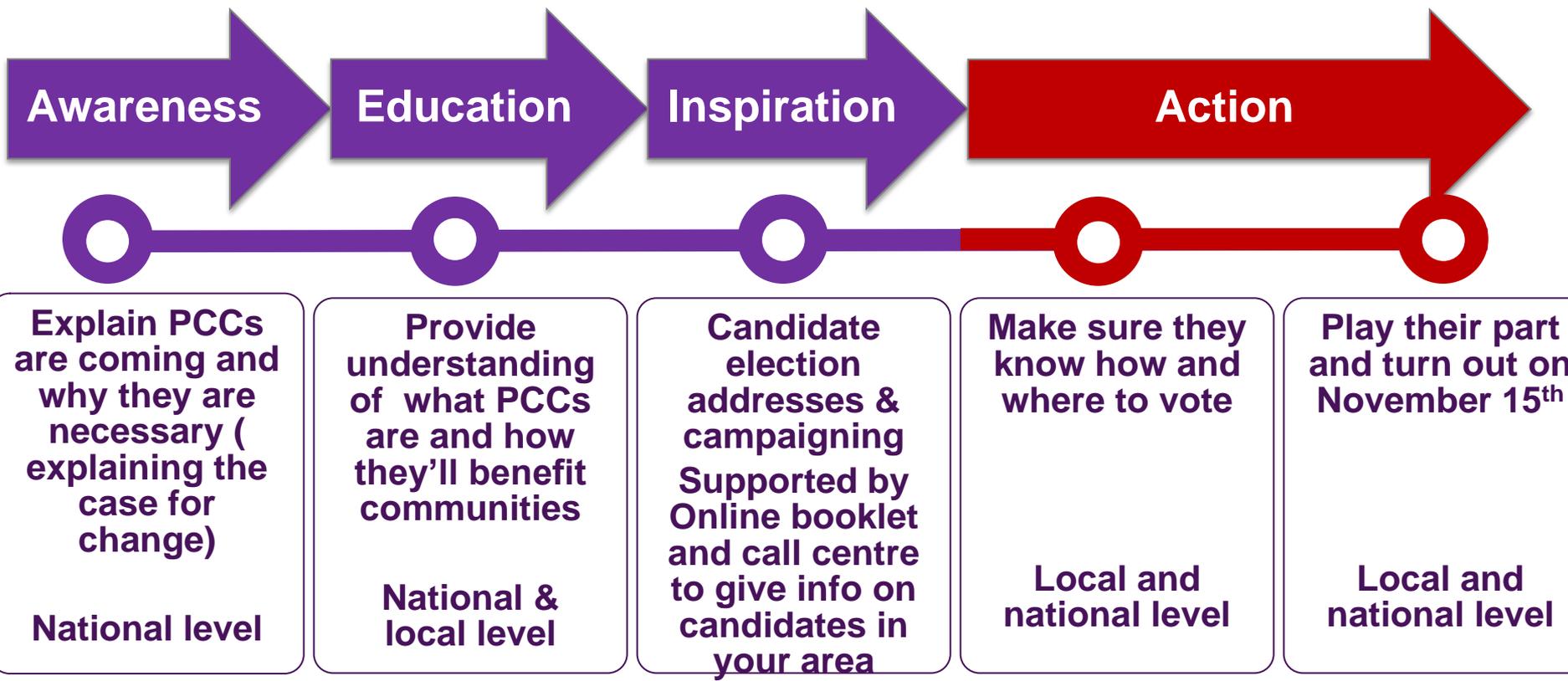
Communication aims and objectives

- November will be a stand alone PCC election, the 1st of its kind.
- But we know that awareness and understanding of PCCs, the policy, their role and their benefits is low.

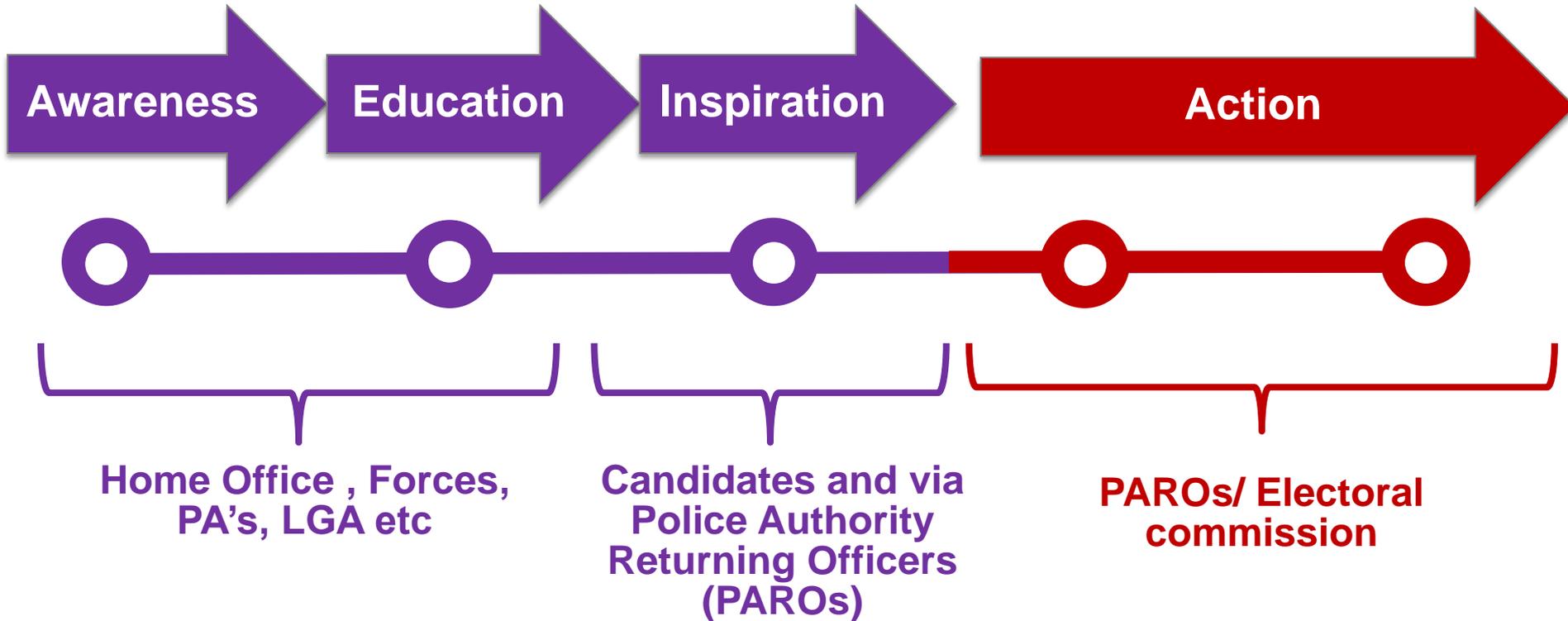
SO our public communication objectives are;

- To raise awareness and understanding of PCCs in the context of public service reform. This includes:
 - increasing public understanding of PCCs and their role; and
 - increasing public interest and participation in holding police forces and PCCs to account.

Role for communications



Role and responsibility for public comms



The public audience



- We need to reach our entire voting public (40 million adults)
- Our audience can be segmented by their interest in politics/democracy and community issues or by age and class.
- We will target more populist channels to reach a mass public audience, including those less likely to be aware of PCCs or engage with the policy .
- There is also **a requirement to reach a digitally excluded audience** with information about candidates (over 60s and social groups DE)

Adult media consumption guide for proactive and paid for media



48% Read local papers for local news

48% listen intently to radio news

When I need info the first place I look is the internet: 59%

71% of our audience are heavy or medium TV viewers

8% sometimes respond to direct mail

52% Look at free papers delivered to home

85% have seen outdoor advertising in past week

58% often notice outdoor advertising

82% use the internet (and 60% are heavy users)



Media consumption skews more towards 'downtime' enjoyment such as TV viewing and web browsing

Digitally excluded groups

- We are expecting that candidates will promote their manifesto and the election via local media and self-funded marketing materials. This however could be patchy by region.
- Therefore the Home Office is funding an online candidate information booklet which will provide a platform for all standing PCC candidates. The content will be managed by PAROs and not the Home Office. The content produced by PAROs will be accessible by the public on a national scale.
- We do know that 18% of adults do not have web access with the bulk of these made up of older and less affluent societal groups. To mitigate this, we will provide a call centre with print on demand service to supply paper copies of the content in the form of a booklet to those who request it
- This service needs to be promoted in non-digital channels to this specific audience group.

Suggested channels to reach digitally excluded



- Please note that these plans are still TBC but we hope to confirm soon.
- We know from industry research that older people are more likely to read a local newspaper, listen to local radio and are the heaviest viewers of TV, especially the cheaper day time segments.
 - TV screens in doctors surgeries, leaflets or posters in libraries, community halls and specialist press (e.g. Saga magazine, readers digest) are also effective channels for reaching both older and disadvantaged social groups
 - We will work up more detailed plans on how to utilise these channels in a low cost and free way to promote the call centre number so that those who are less likely to have web access know how to request a hard copy of candidates standing for election in their area.
 - We will also promote the call centre via PARO's, candidates and the Electoral Commission's national door drop in late October 2012.

Home Office partner groups and their comms role

1. Those actively involved in shaping the policy

APA, APACE, ACPO
IPCC, NPIA, HMIC
LGA, CLG, Electoral
Commission, Returning
Officers, Met, MOPC,
Mayor of London



- Advocate and shape the programme
- Identify /resolve barriers
- Feedback challenges / good practice
- Sounding board for consultation

2. Those who will help implement the programme

Forces and CCs, PAs, LAs,
OGDs CSPs CJS partners,
health and drugs partners,
Police professional body,
Unions, reducing
bureaucracy programme.



- Share lessons (e.g London)
- Disseminate info to their orgs
- Help prepare their organisations for change

3. Those who require regular information updates

Forces at all ranks
Voluntary and charity sectors
Political parties, think tanks
Potential candidates
Local, national and specialist
media



- Help drive awareness within their orgs and with the public
- Understand what changes mean at a working level

Key channels for communicating with partners



A Home Office stakeholder communications survey told us that newsletters and e-bulletins and websites were the most favoured channel of communication by our partners. This has informed the channel strategy set out below.

- Monthly newsletter updates: Monthly PCC newsletter (to 1000, to include myth-busting) , Monthly CPG newsletter (to 2.5k), ACPO E bulletin/current affairs (600),CPS monthly digest, Judicial business newsletter, MoJ newsletter (1.5k), LA Chief's newsletter, info4local.
- Digital: Home Office website refresh (inc a calendar of national, local and partner events), linking to other partnership websites, RSS update feed, Twitter updates. National briefing materials will all be hosted online for partners to download.
- Police Force communicator network : We will provide a 'toolkit' to force and authority comms colleagues with examples of articles for their intranets, staff mags, and if required sample press releases and FAQ docs.
- Other partner channels: Staff mags, global emails (ACPO,APA, NOMS, MOJ,CPS, HMCTS)
- Workshops: Building on learning's and engagement from the 17 regional events and national events.
- Fact checking service: Mailbox created for to 'fact check' materials before partners disseminate



Home Office

Nationally coordinated communication activity summary

Overview for partner and public comms



STRAND	ACTIVITY SUMMARY	AUDIENCE
DIGITAL	<ul style="list-style-type: none">• Revamped Home Office web pages• Online media centre, including short films• Social media (facebook page, online polling)• National briefing materials	Partners/public/ potential candidates
MEDIA & MINISTERS	<ul style="list-style-type: none">• Home Sec speeches and visits• Police Minister interviews, articles, open letters to broadcasters background briefing and round table events• Niche and diaspora media	Public incl hard to reach groups
PARTNER ENGAGEMENT	<ul style="list-style-type: none">• Transition boards• Monthly newsletters• Web links for HO to partner sites and vice versa• Communications Toolkit	Partners affected by, or required to help implement PCCs
CANDIDATE INFO for the PUBLIC	<ul style="list-style-type: none">• Online searchable candidate address booklets• Print on demand version for digitally excluded	Public incl digitally excluded

HO web refresh

- HO website is ranked first for natural search (6k visits per month)
- New micro-site will be tailored to audience info needs
- Repository for national briefing materials, publications, media materials

PUBLIC	PARTNERS	CANDIDATES
Latest news & images	Policy overview	Eligibility & Elections
Explanation of PCCs	Police partners area	Key dates
Find your force (voting area)	PCC working in partnership	Set of core briefings
Countdown to elections	Commissioning & funding	 <p>POLICE AND CRIME COMMISSIONERS What partners need to know</p>
Election information	Police and Crime Panels	
Holding the PCC to account	Publications	
	Calendar of events	

Social Media

- HO and No 10 Twitter feeds reach over 1million- tweeting milestones in the countdown to elections (e.g 100 days to go)
- Short films of ministerial visits including pieces to camera (hosted on YouTube)
- Polling and web chats to encourage the public to tell us what they want PCC's to focus on – via large traffic/mainstream partner sites (I village, Mumsnet etc)
- Better use of info-graphics to paint a regional and demographic picture



Media centre

Latest news, press releases and information from the Home Office media centre.

You can find regional press notices by the UK Border Agency on the [agency's website](#).

Contact us

Find out how to [contact the Home Office press office](#) if you have a media enquiry.

Top stories



Promoting women's rights

Thursday, 26 Apr 2012

Lynne Featherstone tackles violence against women and girls in Africa



Minister explains reforms to policing

Thursday, 10 May 2012

Nick Herbert's letter to police officers sets out the government's agenda for policing.

See also

- Latest news
- Press releases
- Speeches
- Contact the press office

Publications

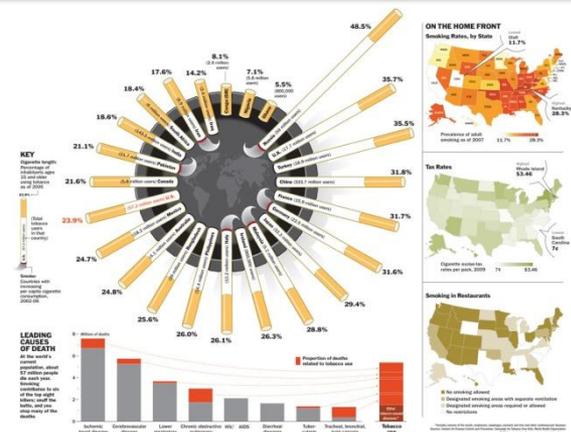
- Home Office publications
- Our Twitter policy
- Written ministerial statements

Internet links

(Links will open in a new window)

- Watch videos on the Home Office Youtube channel
- Government: Olympic communication

We are not responsible for the content of external websites.



Options include:

- Speeches , with filming opps targeting areas which have so far had limited media coverage on pcc's (Devon, South Wales, Leicester and parts of TV). Will include phone-ins at BBC studios with Policing Minister.
- Open letters to broadcasters, targeted to regional specific issues.
- Set piece interviews with (interest already expressed by FT & Times & C4s Michael Crick).
- PCC debate (their role and benefits) to be pitched to the 'Public Leaders' section of Guardian website
- Niche targeting: **Diaspora media** to call for a diverse range of candidates to stand, **Community media** to promote community engagement and local democracy, **Women's media** –to translate the policy into the daily lives of working women and groups traditionally hard to engage in local politics.

CANDIDATE INFO for the public



- A candidate website will host the election addresses of all candidates and will act as an online booklet searchable by postcode, crime issue and candidate name
- The Home Office will only fund the infrastructure and offer the technical support . The Home Office have no role in managing or editing the content – this role will be performed by PAROs
- The digital platform will be accessible, highly secure and capable of withstanding large and unpredictable traffic volumes.
- The website will be based on a user-friendly and intuitive content management system (think facebook) . The supplier will provide training and technical support to PAROs in the event of any problems with access to or operability of the system.
- A paper based version will be available upon request via a call centre. (In Braille, large print and audio version and translated if necessary)
- The website and call centre will be promoted via media and digital activity, by candidates, PARO's, the electoral commission.

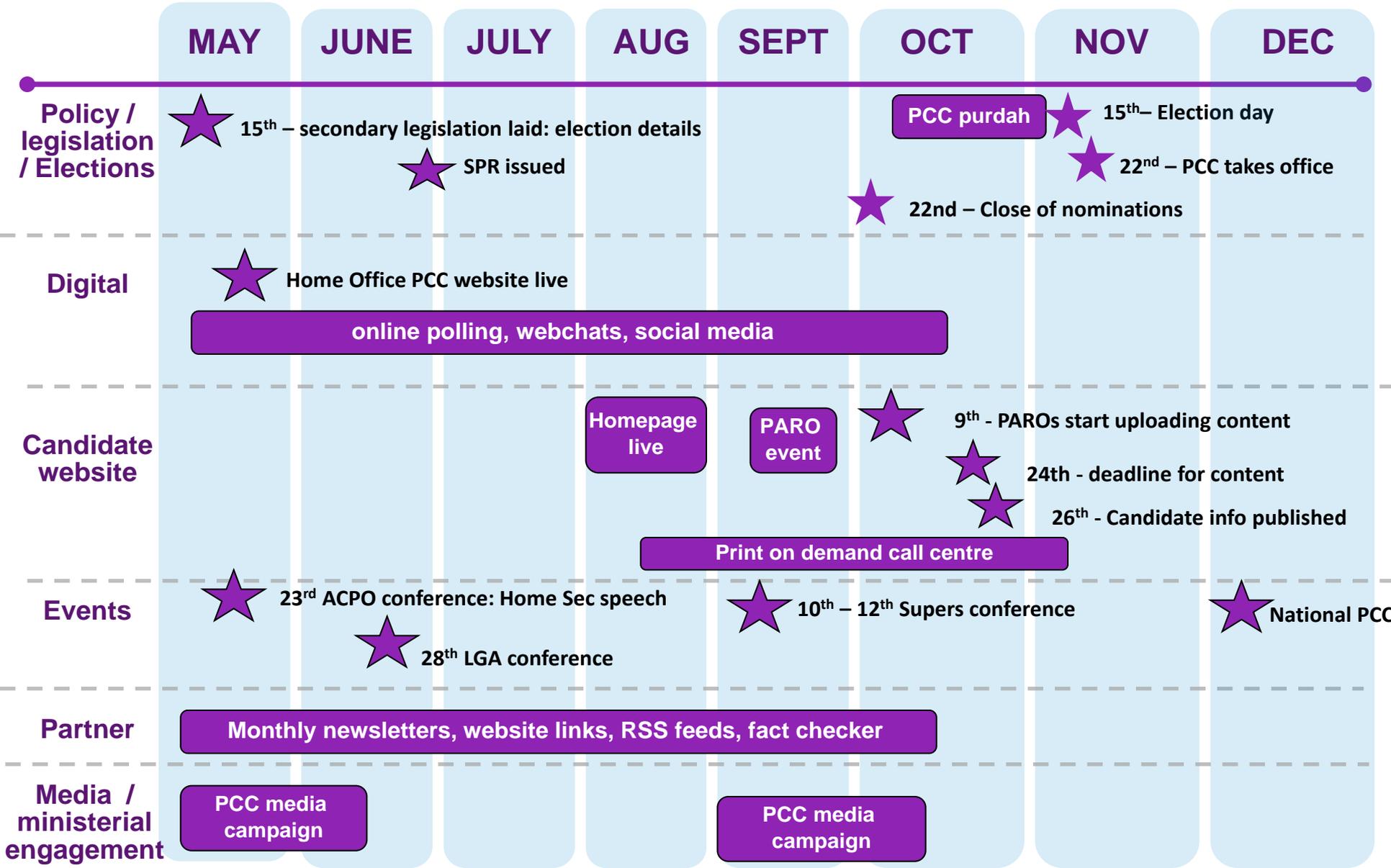
WHAT HO can do?

- Signpost your websites
- Provide national briefing or publications (i.e 'Have you got what it takes' leaflet)
- Provide briefing, fact sheets and a fact checker service
- Include appropriate promotional films you produce on HO Youtube
- Reference appropriate activity in Ministerial speeches
- Our Press office can refer regional journalists to your local information and websites
- Re-tweets of appropriate messages
- Access to our newsletters

Ask of partners

- Continue to engage with your local partners to ensure they are preparing for PCCs
- When necessary explain the role and responsibilities of the PCC, via your own channels (website, LAs, Newsletters, Press)
- Inform your workforce and the public of these changes and reassure them that you are managing a smooth transition to PCCs
- Focus on factual information and contact your local retuning officer if in doubt.
- Be aware of propriety restrictions

PCC communications – Overview timeline



Next steps

By June 2012 the Home Office will produce a toolkit intended to support partners in their PCC communication work. This handbook will include:

1. Communication objectives – broken down by audience
2. Further detail on audience groups (public, partners etc)
3. Suggested key messages – broken down by audience
4. Roles and responsibilities of partners in PCC communications – including guidance on propriety
5. Further detail and instruction on key national communication channels which will be utilised between in the run up to elections
6. Details on how we will supporting partners and how partners can keep in touch with latest news and developments
7. Timeline of activities
8. Templates and tools: Staff newsletter articles, press notice (if required), web articles, buttons to link to PCC Home Office websites etc

Contacts



General enquiries

PCCPartnersEnquiries@homeoffice.gsi.gov.uk

Fact checking service

PCCFactChecker@homeoffice.gsi.gov.uk

Public or candidate enquiries

pccinfo@homeoffice.gsi.gov.uk