



Communication and Engagement Strategy

2024-2028



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Introduction

Effectively engaging with the public has long been a commitment of mine. As PCC, I have a responsibility to not only ensure that the public voice is reflected in the work I do on their behalf, but I see it equally important to explain what I am doing within my role. This includes demonstrating how I'm ensuring they receive a quality level of service from their police force and that their money is being spent in the most efficient and effective way.

Having been PCC in West Mercia since 2016, I have developed the ways in which I engage with the public, making best use of traditional methods and emerging technology. I have continued to ensure that I am engaging with the varied community groups that live and work across Herefordshire, Shropshire and Worcestershire, as well as ensuring my communication channels are regularly updated.

Supporting my West Mercia Safer Communities Plan, this strategy will set out how, over the next four years, I will continue to deliver on the above and ensure I am effectively communicating and engaging with all communities and establishing authentic connections. I recognise that this is a big task, given the widespread geography and growing population, which is why I will make best use of my office as well as my Deputy and Assistant PCCs.



John Campion

Police and Crime
Commissioner

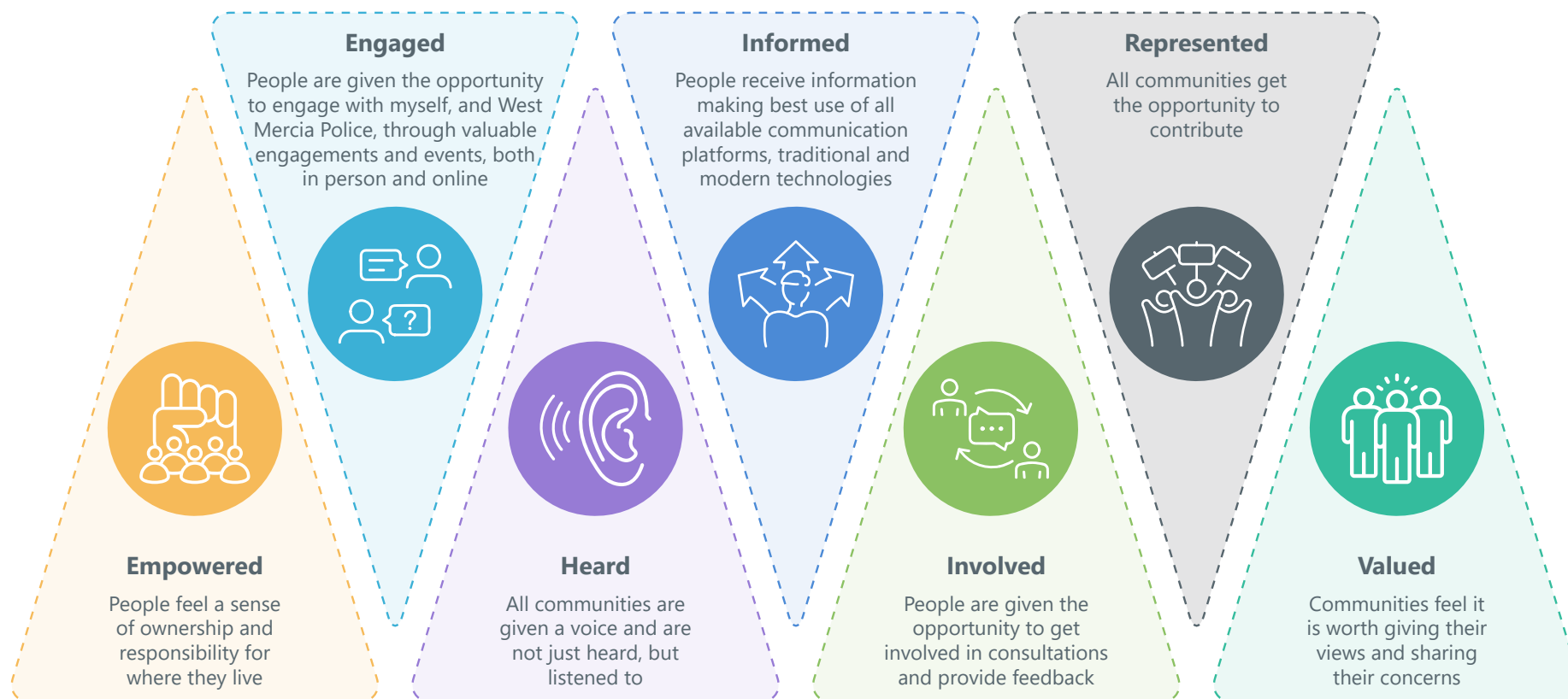
My focus

A central part of my focus for communication and engagement is community involvement. Making people feel involved and heard can result in a number of positive outcomes, including a greater level of support and interest in issues that are of importance to them.

Partnership working is a key pillar within my new police and crime plan, and I include communities in this. We stand a far greater chance

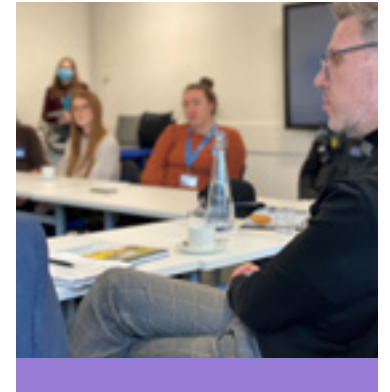
of making positive change by working together, and I want to hear the views of the public because they often know their communities more than anyone.

I will therefore ensure the following are considered in the work I do to deliver effective communications and engagement:



What I will do

- Give all communities a voice – ensuring that concerns or issues raised are heard, acted on and feedback is given.
- Ensure under-represented community groups are engaged with.
- Utilise technology and communication platforms to engage with communities.
- Ensure greater transparency by informing the public of my role, responsibilities and the steps taken by me and my office.
- Ensure my communications is focused and support my West Mercia Safer Communities Plan.
- Work effectively with partners, identifying opportunities for joint working, to address community concerns.
- Evaluate the impact of my communications and engagement activity.



How I will deliver on it

Give all communities a voice – ensuring that 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 endeavour to circulate amongst all community groups.
2. Use the information gathered from consultations to shape my work and inform people of when this is done.
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, which includes my Deputy and Assistant PCCs.
6. Continue working with partners to share networks and contacts to support my efforts to reach more people.
7. Identify ways to seek feedback from the public on a variety of subjects across all platforms.
8. Publish results from formal, and informal, consultations on all platforms.
9. Ensure a timely and appropriate response is given regarding correspondence that comes into my office.

Ensure current underrepresented community groups are engaged with

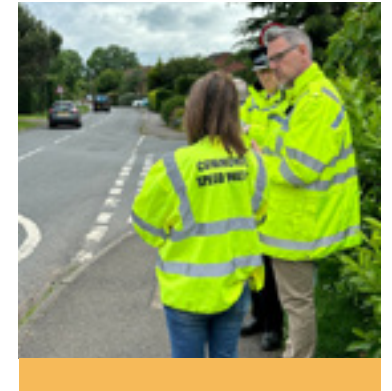
1. Carry out a mapping exercise to identify the underrepresented groups, and work with West Mercia Police and partners to assist in this work.

2. Take time to understand community groups – the language they speak, where they spend their time, what their concerns are and who the influencers are within their circles.
3. Link in with existing groups, such as the Independent Advisory Groups (IAG) and other networks within West Mercia Police, to help in developing trust and confidence to ultimately build stronger relationships with communities.
4. As part of the monitoring and future planning of engagements, ensure these groups are prioritised.
5. Truly understand how these groups would like to be communicated and engaged with, being considerate of their individual needs.
6. Identify more opportunities to engage with underrepresented groups by attending existing community events.
7. Support campaigns that are focused on reducing crime and improving the safety within these groups.

8. 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. Make best use of social media platforms to deliver communications, ensuring that the messages are suitable for each platform and the 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. Utilise community group pages on social media platforms such as Facebook.
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 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 me and my office

1. Ensure the website is fit for purpose, accessible and 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 to highlight where taxpayer's money is going.
4. Highlight what my role entails, and what engagements/meetings I am carrying out, and effectively publicise this using appropriate channels.
5. Produce traditional, printed literature that can be taken to public engagements to explain my role and responsibilities.
6. Produce and circulate an annual report, and end of term report to summarise my term in office.
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. Identify opportunities to provide reassurance to the public that I am delivering in my role as PCC and on their priorities.

Ensure my communications are focused and supports my West Mercia Safer Communities Plan

1. Monitor and log which parts of the West Mercia Safer Communities 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 West Mercia Safer Communities Plan and support the delivery of it.
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 effectively with partners, identifying opportunities for joint working, 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. Build stronger relationships with town and parish councils, ensuring regular communication and presence from the PCC at meetings, to understand local issues.
3. Identify joint opportunities to tackle key areas of concern and make an impact in an area.
4. Identify ways in which I can work with West Mercia Police to deliver joint campaigns, events, operational work or initiatives.
5. Work with local authorities to highlight work being undertaken through the Safer Communities partnership projects.



Evaluate the impact of my communications and engagement activity

1. Maintain and monitor an engagement log, which details activity of my engagements, as well as that of the Deputy PCC and Assistant PCC.
2. Maintain a record of any media exposure and media enquiries.
3. Evaluate the effectiveness of all my communications and engagement activity, such as interactions with social media content, monthly 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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