

Cumbria Police Authority

Communities, Equality and Diversity Committee

14 April 2010

Agenda Item No 5

Report by the Acting Chief Executive

POLICE AUTHORITY COMMUNITY ENGAGEMENT STRATEGIC ACTION PLAN 2010-11

BACKGROUND:

The DRAFT Community Engagement Strategic Action Plan sets out specific areas of engagement needed to ensure compliance with the statutory duties. This document is a living document, and Members are free to amend or suggest alternative actions to ensure we as an Authority maximize the potential for meaningful community engagement activities throughout the next twelve months.

RECOMMENDATION that:

- (i) The report be noted
- (ii) Members comment on the suggested approach included within the strategy

DETAIL:

The Community Engagement Strategy approved in September 2009, outlines the statutory duty to engage with members of the public, there are however, two key areas, that engagement activity will focus on for the financial year 2010/11 – raising public confidence, and which crime and anti-social behaviour issues most affect people in their local area.

The Authority has recognised that improving how it engages with the public and considers community views in its decision-making, is an area in which it needs to develop, as such, key areas for improvement were previously identified at the March 2009, Strategic Planning Event.

Communities Equality and Diversity Committee, established a Task & Finish group, which considered research that had been conducted, and the narrowing down of the options for Community Engagement, these proposals have been considered within the draft Community Engagement Strategic Action Plan.

Appendix 1 – Draft Community Engagement Strategic Action Plan

Next Steps

The CED Committee are asked to support and contribute towards the development of the draft action plan, and in doing so, commit to providing human resources to assist with engagement activity.

Community Engagement is not a one size fits all approach, as such it is essential as an Authority that we explore and use Media, and IT, to enhance current working, a quick and effective method would be to recommend the use of CFM Radio, who can produce a marketing campaign, that will raise the profile of the Authority, promote and increase Web Based activity, and provide information to distinguish between the Authority and the Constabulary.

Stuart Edwards
Acting Chief Executive

30 March 2010

HUMAN RIGHTS IMPLICATIONS:

This report has no direct human rights implications

RACE EQUALITY / DIVERSITY IMPLICATIONS:

Obtaining public views about policing and those decisions about policing which the Authority is required to make from the community at large and diverse minority groups within the community is a legal requirement as well as sound practice.

Contact Details: Joanne Thornborrow, Community Engagement Officer, 01768 217416
Or email: joanne.thornborrow@cumbria.police.uk

Appendix 1
Community Engagement Strategy Action Plan 2010

DRAFT

Cumbria Police Authority's role on behalf of the public is stated in law as being:
To ensure an efficient and effective police service in Cumbria.

Statutory Duties:

Cumbria Police Authority has a statutory duty to consult with the public about policing in its force area (section 96 Police Act 1996).

Regulation 2

- Arrangements for obtaining the views of the community on policing:

In making or reviewing arrangements for obtaining the views of people in its police area about matters concerning the policing of the area, each police authority shall have a particular regard –

- (a) to the need to ensure that it obtains the views of a wide range of people, including
 - (i) those who are aged under 21 or over 65
 - (ii) those who belong to the business and voluntary sectors in the area
 - (iii) people from diverse backgrounds and sectors of society, including those of disadvantaged socio-economic status and from groups which are perceived by them as hard to reach
- (b) to the need to ensure that it obtains a sufficient number and range of views to avoid it acting on the basis of an unduly limited or unrepresentative sample
- (c) to the need to ensure that it obtains views of people in its area sufficiently often that it is continually aware of such views
- (d) to the need to ensure that the public are offered a range of different routes, including in appropriate cases meetings with the police authority and with senior officers of the police force, by which to communicate their views to the police authority
- (e) to the need to avoid unnecessary duplication with comparable arrangements made by police forces, local authorities, crime and disorder reduction partnerships, community safety partnerships and local criminal justice boards

Regulation 3

A police authority making or reviewing arrangements as mentioned in regulation 2 shall have a particular regard to the need to obtain views on:

- (a) whether people in the area consider the authority gives due regard to their views in discharging its functions
- (b) whether people in the area consider that the police force is fulfilling its role in tackling crime and anti-social issues that matter to them
- (c) whether public in their area consider that the police force is providing a good service to the public
- (d) whether people in the area consider that the community support officers have appropriate powers to deal with local concerns

The following is a summary of activities and initiatives that the Police Authority will undertake in the coming year:

<u>Regulation 2 Arrangements for obtaining the views of the community on policing</u>	<u>Purpose:</u>	<u>Method:</u>	<u>Progress to date</u>	<u>Objective</u>
<u>Obtaining the views of those who are aged under 21 and over 65</u>	<u>Statutory Requirement</u>	<p><u>Young People</u></p> <p>Joint engagement events with the Constabulary (safer Schools Officers) delivered within Secondary Schools</p> <p>Duplicate Furness Event, Carlisle, Eden, Workington Whitehaven, Millom May, July 2010 October November 2010</p> <p>Link into current providers for Young People in Cumbria: Connexions Cumbria , Young Cumbria, Youth Partnership Events Young Persons Independent Advisory Groups</p> <p>Develop a face book / twitter page for PA</p> <p>Deliver a road- show in partnership with CFM– July</p>	Attendance at Furness Academy 25 March 2010 – consultation with 100 year 8 pupils	<p><u>Objective:</u></p> <p>Enable the views of young people to be heard</p> <p>Roll out learning from Furness Academy to Secondary schools in Eden Carlisle Workington Whitehaven May, July, October</p> <p>Increase opportunity to provide young people with the opportunity to have their say on policing matters through increased use of PA website</p> <p>Shape the setting of the policing plan and policing targets</p> <p>Provide an alternative method for young people to engage with the Authority</p> <p>Utilise existing networks</p> <p>Increase potential engagement Generate interest in the Authority Raise the profile of the Authority with Young People Show case the work of the PA</p>

		<p>2010</p> <p>Attendance at community events</p> <p>Street Safe Initiatives</p> <p>Web based consultation – Stop and Search July 2010</p> <p>Leaflet Drops – Libraries, Youth Centres, Schools June July August 2010</p>		Benchmark awareness of rights, and perception of the use of Stop & Search
<p><u>Obtaining the views of those who are aged over 65:</u></p> <p><u>Engage with Diverse – Hard to Reach Groups</u></p> <p><u>Ethnic Minorities LGBT Travellers</u></p>	<u>Statutory requirement</u>	<p>Focus groups around the county –</p> <p>Face to Face</p> <p>Attend Appleby Fair June 2010</p> <p>Cumbria Show July 2010 County Events</p> <p>Whitehaven Festival 25 June 2010</p>	<p>Contact made with Age Concern to progress (June 2010)</p> <p>Consultation through AWAZ input into service level agreement</p> <p>Community Voice</p> <p>Email enquiry April 2010</p>	<p>Mapping of current provisions – Lunch Clubs and organisations</p> <p>Use of current provision – Summer Surveys, Youth Surveys</p> <p>Mapping of current groups –</p> <p>Attendance at Appleby Fair</p> <p>Promote Web for consultation</p> <p>Link into Independent Advisory Groups</p>

<p><u>Marketing and Media</u></p>		<p><u>Website development</u></p> <p>Develop Community Engagement Page on PA Website (April 2010)</p> <p>To include:</p> <ul style="list-style-type: none"> • On Line Consultations • Feedback from Consultations • Youth zone <p><u>Press Releases</u></p> <p>Increase the attendance at Section 96 meetings through successful promotion</p> <p>Raise the profile of the Authority through monthly press releases</p>	<p>March & April 2010 press releases for Section 96 Meetings</p> <p>Engagement activity March 2010 press release – Workington</p> <p>Promotion of March PA Meeting</p>	<p>Improve public confidence and raise awareness of Authority Provide information on what the Authority does Encourage engagement with the public</p> <p>Upload Questionnaires Youth & ASB</p> <p>Liaise with Marketing and Media to update current PA home page and content – Develop suitable montage to be used on website and on case studies for Inspection. (April May 2010)</p> <p>Input engagement results onto County Council on line database “have your say”</p> <p>Monthly press releases to raise profile of Section 96 meetings</p> <p>Feedback on any consultation undertaken</p> <p>Showcase the work of the Authority</p>
------------------------------------------	--	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<p><u>Reg 3</u> <u>Making or reviewing arrangements as mentioned in regulation 2 shall have a particular regard to the need to obtain views on:</u></p> <p><u>Whether people in their area consider that the police force is fulfilling it's role in tackling crime and anti-social issues that matter to them</u></p>		<p>Run an engagement campaign focussing on</p> <p>“Key crime areas which concern you in your home area and how well they are being dealt with”</p>	<p>Community Consultation Exercise March 2010, May 2010, July 2010, Sept 2010, Nov 2010.</p>	<p>To inform the policing priorities</p>
<p><u>To deliver key messages about the PA</u></p> <p><u>Raise the Profile of PA</u></p>		<p>Invest in Marketing and Media Campaign – CFM Radio</p>		<p>Approve content of radio advertisement Agree key messages</p> <p>Promotional Material</p>