

2018-2021

**ENGAGEMENT & COMMUNICATIONS STRATEGY
OF THE POLICE AND CRIME COMMISSIONER FOR
DYFED-POWYS**



**COMISIYNYDD
HEDDLU A THROSEDDU
DYFED-POWYS
POLICE AND CRIME
COMMISSIONER**

Police and Crime Commissioner for Dyfed-Powys

Engagement & Communications Strategy

2018-2021

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1.0 A Message from the Police and Crime Commissioner

“Within my [Police and Crime Plan](#), I set out my priorities; one of which is ‘Connecting with Communities’.

I want to ensure that all members of the communities across the Dyfed and Powys area are provided with an opportunity to engage with both myself and the police. I see my role as your Police and Crime Commissioner as the bridge between local communities and Dyfed-Powys Police as well as your local Criminal Justice agencies.

I represent you when I talk to police officers at a local level; when I discuss matters with the Chief Constable of Dyfed-Powys Police, Mark Collins, on a Force-wide level; and also when I talk to colleagues at Welsh Government and Westminster about policing issues at a national level.

I therefore want to provide you all with as many opportunities as possible to communicate with me, and the police, so that I can ensure that key decisions and discussions are informed by you.

The purpose of this Engagement & Communications Strategy is to set out how I, with the support of my Engagement Team, will do this. The fundamental principal of our Strategy is that we will proactively come out to you to seek your views; I will listen to your concerns and work on your behalf.

I want to promote a culture of public engagement and ongoing public participation as standard practice across the police force. Please, talk to us; let us know what you think.”



Dafydd Llywelyn
Police & Crime Commissioner

2.0 A Message from the Engagement Team

“We act as the Commissioner’s engagement advocates, providing the link between the Commissioner and the public, to enable the Commissioner to understand, listen and respond to your local needs.

As residents of Dyfed-Powys ourselves, it is reassuring that we have a Commissioner who is so enthusiastic and supportive of engaging with the public,

and specifically in using the information the public have provided him with, to help him in his decision making, problem solving, and lobbying.

We recognise that we must continually strive to assist the Commissioner in developing the way he communicates and engages with the public, and we are working hard to develop new methods, whilst at the same time, keeping the tried and proven methods alive.

As the Commissioner states in his message, the key principal of our Engagement Strategy is that we will reach out and come to you. We will directly engage with communities on a grassroots level; visiting community groups, educational facilities, charities, businesses, and individuals to seek your opinions.

A big thank you to all who have taken the time to speak to the Commissioner and ourselves so far. We hope to reach even more of you soon! If you would like to engage with the Commissioner and our team, please get in touch:

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 opcc@dyfed-powys.pnn.police.uk

 Comisiynydd Heddlu a Throseddu Dyfed-Powys Police & Crime
Commissioner

 @DPOPCC

Thank you! The Engagement Team”

3.0 What does 'Engagement & Communications Strategy' mean?

'Engagement' within a community is the process of working collaboratively with the public to provide them with the opportunity to have their say and voice their opinions.

'Communications' is the act of conveying messages, information and ideas from one group to another.

Our 'Engagement & Communications Strategy' therefore sets out how we will work collaboratively with the communities of Dyfed and Powys, and how we will keep you informed and share information and ideas.

4.0 Why we want to Engage & Communicate

Set out within the Commissioner's [Police and Crime Plan](#), under one of his main priorities to connect with communities, are the priorities driving our engagement: We engage:

- 1) To increase awareness of the role of the Police and Crime Commissioner (PCC), and how the Office of the Police and Crime Commissioner (OPCC) can support you;
- 2) To gain a true understanding of our communities by engaging with you on various issues to enable the Commissioner to lobby on your behalf. This will lead to a more targeted, community-based problem-solving approach that allows a local justice response in line with the victim's wishes;
- 3) To build trust and confidence by encouraging proactive interaction between the police and the public;
- 4) To keep you informed of police-related information which is important to you;
- 5) To ensure that all members of our communities, including diverse groups, are provided with an opportunity to engage through a variety of means and that the public receive an accessible and responsive service;
- 6) To enhance our capabilities for tackling more complex crimes by developing specialist skills and knowledge through links with businesses, academia and by exploring apprenticeship opportunities;
- 7) To consult and collaborate with you in order to improve policing at a local, force-wide, national and UK level; and
- 8) To improve our understanding of communities so that we can respond appropriately to how specific communities and community groups want to engage.

5.0 The Key Principles of our Strategy

We are fully committed to following the [National Principles for Public Engagement in Wales](#). All of the following principles will be incorporated in to how we approach our work; our daily tasks and our long term programme of engagement and communications:

- 1) Engagement is effectively designed to make a difference;
- 2) Encourage and enable everyone affected to be involved, if they so choose;
- 3) Engagement is planned and delivered in a timely and appropriate way;
- 4) Work with relevant partner organisations;
- 5) The information provided will be jargon free, appropriate and understandable;
- 6) Make it easier for people to take part;
- 7) Enable people to take part effectively;
- 8) Engagement is given the right resources and support to be effective;
- 9) People are told the impact of their contribution; and
- 10) Learn and share lessons to improve the process of engagement.

Please see [Appendix A](#) for further details on each individual principle.

In addition to these National Principles, we will adhere to the following Welsh Language Standards. The Welsh Language is a cornerstone of both the OPCS and DPP's ethos in representing a Welsh-speaking heartland. To support us in promoting the Welsh language, we are fully embracing the changes required of us through the Welsh Language (Wales) Measure 2011. We will actively promote and facilitate the use of the Welsh language when engaging with our communities.

When undertaking engagement work and communicating with our communities, we will also take into account our Memorandum of Understanding with Dyfed-Powys Police's (DPP) Corporate Communications Team, and opportunities for wider partnership working.

When appropriate, we will work closely with DPP and other partners to hold joint consultations, communication and community engagement activity.

6.0 Who we will Engage and Communicate with

- 1) Residents and business owners;
- 2) Victims of crime;
- 3) Youth organisations and schools;
- 4) 'Hard to reach' and underrepresented groups;
- 5) County Councils, Town and Community Councils;
- 6) Local Assembly Members and Members of Parliament;
- 7) DPP staff and officers;
- 8) Our Volunteers – Quality Assurance Panel members, Independent Custody Visitors, and Animal Welfare Visitors;
- 9) Third sector, Public sector and Private sector partners, including our Criminal Justice Partners;
- 10) Public Services Board partners, including all four Local Authorities, Hywel Dda University Health Board; Mid and West Wales Fire and Rescue Service; Natural Resources Wales)
- 11) Welsh Government; and
- 12) UK Government.

It is of course important to engage and communicate with all of the above, and whilst contacts within the majority are already established, it is the process by which we make contact with the residents and communities across Dyfed and Powys that we need to develop further. To assist us with this, we are developing a network of Community Ambassadors, who will be active members within their local community. We hope to work with them to share key messages and to engage with the groups they represent.

In line with this, the OPCC's [Strategic Equality Plan](#) lists a number of objectives; the first of which echoes our above engagement ethos: *"To ensure that all members of our communities are provided with an opportunity to engage."*

As indicated above, we are developing our approach to try and make it easier for everyone to engage: We know that life is busy, and it can be difficult to attend public meetings and respond to consultations. This is why we will come out to you. We value meeting face to face, and will work alongside existing community events and provisions to engage. This face to face engagement will be supported by online engagement.

As mentioned above, we will also target specific sectors of our communities in an attempt to seek their views and opinions; those who perhaps it is harder to reach via the general methodology we adopt, or who are underrepresented in our engagement findings. Detailed overleaf are some of these groups:

Young people

The Commissioner is passionate about building a strong relationship with young people, and wants to better understand the risk factors that lead young people to crime and disorder and help them to make positive choices in life. In order to do this, we will be adopting a three tiered approach to youth engagement:

1. Strategic Input – The Youth Forum - The Forum is the main, formal link between the young people of Dyfed-Powys and the Commissioner, and will drive the overarching direction of our youth engagement programme. Forum members will be known as Youth Ambassadors, directly representing the views of their school or community youth group. They will provide a direct link between the Commissioner and their group on the ground;
2. Working in Partnership with Existing Groups - We have already made meaningful links with a number of existing youth groups who are interested in being Community Ambassadors for us and we are looking to build further links throughout the year;
3. Reaching the 'Hard to Reach' - we are particularly interested in working with partners to engage young people who may be missed through the above approach, i.e. young offenders and / or vulnerable young people.

Victims

Crime and anti-social behaviour can have devastating consequences for victims. The Commissioner is eager to improve the victim's experience and he commissions victim services to ensure they receive support to cope and recover from the impact of crime.

It is imperative that victims of crime know what information and support is available to them. Our approach to engaging with victims will follow a similar tiered pattern to that of the Youth Engagement approach.

Representatives of all sectors of our communities

We are committed to engaging fully with all sectors of the community, and want to enable the public to easily engage with us; barriers for different groups must be identified and addressed.

We will then adopt our methodology and approach to engagement and communications to ensure representatives from all groups within our communities have the opportunity to have their say.

7.0 How we will Engage and Communicate

Our aim is to give more residents the opportunity to have their voices heard and listened to; for them to have an impact on policing at a local, force-wide and national level. We also want to inform our communities and partners on important policing issues, and provide them with updates and feedback where necessary. We already adopt a variety of engagement and communication methods, and as noted above, we are working on developing our approach to reach a wider audience.

One of the PCC's priorities is to *"improve our understanding of communities so that we can respond appropriately to how specific communities and community groups want to engage"*. Therefore, a main characteristic of our approach is that we will continually strive to find out the communities' preferred methods of engagement; our OpCynefin work will assist us with this.

OpCynefin was a consultation project developed by DPP's Corporate Communications Team. Three specific Dyfed-Powys communities – Tycroes, Milford East, and Tregaron – were consulted with. OpCynefin enabled DPP to get a more distilled understanding of how these DPP communities felt about a number of policing issues: specific policing issues local to them, the factors impacting on whether people chose to report incidents and crime to police, and importantly, how they preferred to be engaged with and how they preferred to contact DPP.

The OPCC will be working with the Corporate Communications Team to ensure the continued success of this Project, and to continue to gather as much information as we can in terms of how specific communities prefer to be engaged and communicated with.

Once we have this information, we can actively engage and communicate with the community:

1. We will **consult** local people and use findings to inform and influence decision making. The main engagement and communication methods utilised to consult will be:
 - Surveys – online and face to face;
 - Social media quick polls;
 - Discussions with the public and partners at summer shows and events;
 - Focus groups with community groups, educational facilities, charities and businesses;
 - Youth Engagement Forum;
 - Victim engagement

Dafydd Llywelyn said: *"Communities will be offered the opportunity to inform key decisions."*

2. We will **inform** communities on what is being done and provide them with feedback. The main engagement and communication methods utilised to inform will be:

- Public meetings – both proactive and reactive meetings;
- Our bi-monthly '[Community Link](#)' Newsletter;
- Our [website](#);
- Discussions with the public and partners at summer shows and events;
- Social media – currently via Twitter, Facebook and YouTube;
- Providing feedback to groups following consultation or discussions;
- Open Days;
- Press releases;
- Monthly newspaper columns;
- TV and Radio interviews; and
- Papurau Bro articles.

Dafydd Llywelyn said: *"I will ensure the decisions I make that significantly impact on communities are open and transparent."*

3. We will **involve** communities in shaping and scrutinising local services. The main engagement and communication methods utilised to involve will be:

- Community Engagement Days;
- Public meetings – both proactive and reactive meetings;
- Youth Engagement Forum;
- Victim engagement; and
- Our volunteer schemes – Independent Custody Visitors, Animal Welfare Visitors, Joint Audit Committee, and Quality Assurance Panel members.

Dafydd Llywelyn said: *"I want the public to collaborate with me on local policing and criminal justice issues so that we approach and solve problems together."*

8.0 Engagement Considerations

When undertaking our engagement work and communicating with the public and partners, it is essential that we consider:

- 1) General Data Protection Regulations (GDPR). The Welsh Language is a cornerstone of both the OPCC and DPP's ethos in representing a Welsh-speaking heartland. To support us in promoting the Welsh language, we are fully embracing the changes required of us through the Welsh Language (Wales) Measure 2011. We will actively promote and facilitate the use of the Welsh language when engaging with our communities. The GDPR are vital in our engagement work, as we are collecting personal information and private opinions on a regular basis, and we must ensure that we seek permission from those who wish to share this information with us.
- 2) Parental / Guardian Permission – when working with young people, it is important that we obtain parental / guardian consent.
- 3) Risk Assessments – these will be undertaken in order to identify hazards and risk factors related to our engagement work which have the potential to cause harm. The risks associated with each hazard need to be analysed, and the appropriate control measures may need to be put into place. This includes the consideration of personal safety and lone working.

9.0 Evaluation of our Strategy – Measuring Success

This Strategy is a working document; i.e. it will be regularly and routinely updated and reviewed as our approach to engagement and communications develops.

In order to review our approach, a number of key performance indicators will be considered on a quarterly basis:

- 1) Are we developing and implementing all aspects of our Strategy?
- 2) Are we engaging regularly with all of the groups we have listed, and are we developing our approach – in line with our [Strategic Equality Plan](#) – to enable us to do this successfully?
- 3) Are we providing the essential opportunities for our local communities to inform and influence decision making?
- 4) Are we increasing awareness of the role of the Commissioner?

Appendix A

NATIONAL PRINCIPLES FOR PUBLIC ENGAGEMENT IN WALES



1 Engagement is effectively designed to make a difference

Engagement gives a real chance to influence policy, service design and delivery from an early stage.

2 Encourage and enable everyone affected to be involved, if they so choose

The people affected by an issue or change are included in opportunities to engage as an individual or as part of a group or community, with their views both respected and valued.

3 Engagement is planned and delivered in a timely and appropriate way

The engagement process is clear, communicated to everyone in a way that's easy to understand within a reasonable timescale, and the most suitable method/s for those involved is used.

4 Work with relevant partner organisations

Organisations should communicate with each other and work together wherever possible to ensure that people's time is used effectively and efficiently.

5 The information provided will be jargon free, appropriate and understandable

People are well placed to take part in the engagement process because they have easy access to relevant information that is tailored to meet their needs.

6 Make it easier for people to take part

People can engage easily because any barriers for different groups of people are identified and addressed.

7 Enable people to take part effectively

Engagement processes should try to develop the skills, knowledge and confidence of all participants.

8 Engagement is given the right resources and support to be effective

Appropriate training, guidance and support are provided to enable all participants to effectively engage, including both community participants and staff.

9 People are told the impact of their contribution

Timely feedback is given to all participants about the views they expressed and the decisions or actions taken as a result; methods and form of feedback should take account of participants' preferences.

10 Learn and share lessons to improve the process of engagement

People's experience of the process of engagement should be monitored and evaluated to measure its success in engaging people and the effectiveness of their participation; lessons should be shared and applied in future engagements.

These Principles were developed by Participation Cymru working with TPAS Cymru, under the guidance of the Participation Cymru partnership. Endorsed by The First Minister of Wales, The Right Hon. Carwyn Jones AM on behalf of the Welsh Government. Further guidance on the National Principles can be found at

www.participationcymru.org.uk

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