

DYFED-POWYS POLICE AND CRIME PANEL

27TH JULY 2018

PANEL COMMUNICATIONS STRATEGY

Recommendations / key decisions required:

1. To agree a communications strategy for the Panel
2. To trial the webcasting of the next Panel meeting on the 16th November 2018

Reasons:

The Police Reform and Social Responsibility Act 2011 contains a legal obligation to promote the work of the Panel.

Conditions attached to the Home Office Grant that funds the work of the Panel require it to ensure that its activities are conducted in a cost-effective manner

Report Authors:

Cllr Alun Lloyd-Jones

Robert Edgecombe

Designation:

Relevant Panel Champion

Legal Services Manager

Tel No.

01267 224018

E Mail Address:

rjedgeco@carmarthenshire.gov.uk

EXECUTIVE SUMMARY
DYFED – POWYS POLICE AND CRIME PANEL
27TH JULY 2018

PANEL COMMUNICATIONS STRATEGY

Legislation requires Police and Crime Panels to promote their activities with a view to raising public awareness and engagement in the work.

Since the creation of the Dyfed-Powys Panel this role has been undertaken by Carmarthenshire County Council's Media and Marketing Team which has;

1. Created, maintained and updated the Panel's website
2. Issued a large number of press releases and engaged with traditional media outlets across the force area and the press offices of the other 3 unitary authorities across the force area.

The last 12 months has seen a significant increase in public and press interest in the work of the Panel. For example;

1. On several occasions members of the public have submitted questions to the Panel to be put to the Commissioner.
2. Representatives of local and/or national media have attended at least 2 panel meetings and published news stories relating to the work of the Panel both in the local press and online.

However the level of public understanding of the specific role of the Panel continues to be relatively low. The attached strategy therefore sets out how this might be addressed, both through the use of traditional media and online/social media.

Other Panels have found webcasting of their meetings to be a cost-effective means of engaging with the press and public and it is therefore suggested that the Panel trial this for its next scheduled meeting on the 16th November.

DETAILED REPORT ATTACHED?

NO

Section 100D Local Government Act, 1972 – Access to Information

List of Background Papers used in the preparation of this report:

THESE ARE DETAILED BELOW

Title of Document	File Ref No.	Locations that the papers are available for public inspection
Host Authority File	LS-0511/31	County Hall Carmarthen