
PPP Communications and Engagement Plan 2022/23 to 2024/25

Committee considering report:	Joint Public Protection Committee
Date of Committee:	13 June 2022
Chair of Committee:	To be agreed at the meeting
Date JMB agreed report:	23 May 2022
Report Author:	Moira Fraser/Lisa Norgate-Barnes
Forward Plan Ref:	JPPC4138

1. Purpose of the Report

- 1.1 To review the existing strategy in light of the revised partnership arrangements, consider any technological advances and procedural changes that can be used to enhance communication and engagement and to ensure that the current plan reflects the agreed Priorities of the Public Protection Partnership (PPP).

2. Recommendations

- 2.1 The Committee:

APPROVES the Communications and Engagement Strategy for 2022-24 subject to any changes agreed at the meeting.

3. Implications and Impact Assessment

Implication	Commentary
Financial:	The main expenditure continues to be cost of the Lead Officer (Community Engagement) and costs associated with website hosting and materials. As projects are approved consideration of marketing costs and materials is included. This strategy does not require additional finance.
Human Resource:	The service employs a Lead Officer (Community Engagement) to help lead the service in delivering a range of interactions with residents and businesses across the Service. The officer is the key link to internal communications teams as well as the wider media. In addition officers across the PPP will support the Lead Officer in attending events and providing content.
Legal:	The Inter Authority Agreement (IAA) sets out the legal relationship and responsibilities within the service and requirements on each partner. It is a legal requirement of the PPP IAA that the Bracknell Forest Stag and the West Berkshire Crest are always deployed across all marketing and promotional material including digital presence. The branding is also required to acknowledge that this is a shared service. Revised branding for the new two tier

	partnership was discussed at the March 2022 JPPC meeting and included in the Inter Authority Agreement.			
Risk Management:	<p>Communication is key to the success of the service. Reputational risk will arise if communications are not dealt with expediently and appropriately.</p> <p>The PPP is committed to delivering great value services for our residents. The effectiveness of how we deliver our vision is determined to a significant extent by the quality of our engagement. This strategy outlines the approach we will take to ensure our engagement activity is the best possible and helps to achieve our vision and in doing so will help to minimise both reputational and operational risks to the partner authorities.</p>			
Property:	There are no property implications arising from this report.			
Policy:	<p>The PPP's corporate communication objective, as set out under section 5 of the PPP Business Plan 2017, is: <i>The effective use of communication to protect communities and enhance the reputation of the Partnership and the Councils.</i> The PPP Brand Guidelines and Style Guide are instrumental to the success of achieving of this objective.</p> <p>The role and use of communication and engagement will be reflected in the revised Business Plan which will be brought to the JPPC later in the year.</p>			
	Positive	Neutral	Negative	Commentary
Equalities Impact:				
A Are there any aspects of the proposed decision, including how it is delivered or accessed, that could impact on inequality?		✓		All of our communications needs to meet the needs of our residents, businesses and partner organisations. We offer a range of interactions including face to face, visits, telephone calls and written correspondence. Accessibility criteria are applied to communications and this is managed to ensure there are no negative impacts.
B Will the proposed decision have an impact upon the lives of people with protected characteristics, including employees and service users?		✓		There may be some minor benefits however overall it is neutral as we balance the messages and methods of delivery to reach our audience in the most appropriate way.

Environmental Impact:		✓		The Service seeks to communicate and engage with residents, businesses and partner organisations in more sustainable ways wherever it is possible to do so. This includes making use of webinars, electronic communication and social media.
Health Impact:		✓		No direct benefits however some messages and campaigns may have a benefits. Engaging with our residents might assist with improving wider health outcomes. The PPP will continue to enhance links with health stakeholders and attend and collaborate with the Health and Wellbeing Boards to embed this activity.
ICT or Digital Services Impact:				This year will see the introduction of a new IT system (TASCOMI). The PPP will continue to provide information to businesses and residents via our website, social media platforms and other marketing tools such as leaflets, letters and stickers to encourage self-service, to enable them to make informed decisions and to understand their rights and responsibilities. The PPP website has been updated to reflect the revised branding and content associated with the new two authority service.
PPP Priorities :				Communication and Engagement will underpin all of the PPP's priorities.
Data Impact:				All data processed and held by the PPP is kept safely and securely within our IT systems. We do not disclose any data to a third party without telling the party or unless legally required to do so. This includes data that we use to communicate and engage with residents, businesses and stakeholders.
Consultation and Engagement:	The Joint Management Board (JMB) have been consulted on the Plan at the 23 May 2022 meeting.			
Other Options Considered:	To not have a communications strategy and deal with any interactions in a reactive capacity. This is not an appropriate use of resources, does not allow us to build on existing work, change or adapt.			

4. Executive Summary

- 4.1 Communication is critical to the delivery of the operating model for the Public Protection Service. The model (the National Intelligence Model) which is widely used by police forces and other enforcement agencies assumes that there are a number of approaches needed to tackle harm and detriment. Primary amongst those are Prevention, Intelligence and Enforcement (PIE). All of these require good communication and community engagement.
- 4.2 In the first instance our primary aim is to stop people being harmed or exploited or otherwise suffer detriment. Examples of this would include issues around doorstep crime and on-line fraud. The service regularly puts out warnings, responds and provides advice and comments on specific incidents and carries out targeted engagement and interventions with victims or potential victims including victim support. The idea is to prevent harm or in some cases further harm.
- 4.3 We also raise awareness on a range of health and environmental issues covering everything from air quality to dog fouling and allergens to private sector housing as well as engaging with a number of national initiatives that fit with the priority areas agreed by the Councils. Some examples of these are given at Appendix B. Finally we engage more broadly on the range of work conducted by the Service.
- 4.4 Beyond that there is the issue of intelligence. The service is intelligence led. This intelligence comes from a number of sources including enforcement partners, our own intelligence gathering and ultimately from the community. For the community to provide that intelligence they need to know we are here, that we are keen to hear what they have to say, we will do something about it where we can and finally what issues are of particular interest. Examples of these engagements where we are seeking intelligence include fly-tipping, under age sales, poor housing, sale of smuggled or counterfeit goods etc.
- 4.5 Finally there is the issue of enforcement and enforcement being seen to be done. We engage with the community over enforcement initiatives such as test purchasing, road traffic enforcement, waste carriers, court case outcomes etc. This serves the purpose again of raising the profile of issues but can have the effect of preventing further offending or breaches or bringing to the fore further intelligence.
- 4.6 For all of these reasons the service has set up dedicated communication and community engagement channels that work alongside corporate communications teams to engage local communities. We have a programme of community engagement covering everything from health to crime and undertake engagement activities in schools, with businesses (including landlords) and in the wider community. The approach is driven by the Communications Strategy.
- 4.7 The updated Public Protection Partnership (PPP) Communications Strategy 2021-2023 was agreed at the June 2021 Joint Public Protection Committee (JPPC meeting). This has now been refreshed. This iteration of the Strategy builds on that foundation and also reflects on the arrangements for the new two authority partnership. It also acknowledges that Wokingham remain in a shared working arrangement for a number of aspects of service delivery, including trading standards, which as a service creates a high demand community engagement.

4.8 The Strategy is designed to capitalise on existing resources and set out how the PPP will communicate and engage with both our internal and external customers. We are looking to constantly develop and deliver the strategy in line with local priorities. This year for example safer streets and water safety initiatives have been included.

4.9 Finally this Committee receives a quarterly report of communications and community engagement initiatives as well as example of the impacts.

5. Background Information

5.1 The Strategy sets out the PPP's plan for communication with colleagues, Members, parish councils, residents, businesses and other stakeholder groups. It explains who we are engaging with, how we are communicating with them, what form the communication will take and what channels and platforms we will make use of to do so.

5.2 The Strategy demonstrates how effective communication can:

- help the partnership achieve its operational objectives;
- engage effectively with stakeholders;
- promote the successes of our work;
- ensure people understand what we do and where appropriate what we do not do;
- change perceptions and behaviour where necessary.

5.3 In addition to the Strategy we have also included the annual communications plan which sets out planned campaign activity throughout the year. The Committee is asked to consider if there are any other areas that they would like to see included in this programme.

5.4 The Priorities as set out in Sections 4 and 5 of the Strategy will be amended to reflect those agreed at this meeting prior to the strategy being published on the website.

6. Concluding Observations

6.1 The Communication Strategy has been designed to ensure that the PPP is communicating and engaging effectively while meeting the agreed priorities of the Partnership as well as those of the two partner authorities. It reflects on what has worked well in the past and identifies new opportunities to educate the community and encourage 'self-service' using some of the on-line resources of the PPP.

7. Appendices

Appendix A – PPP Communications and Engagement Strategy 2022 - 2024

Appendix B – 2022/23 Identified National Communication Initiatives

8. Background Papers:

None

Subject to Call-In:

Yes: No:

Wards affected: All Wards

Officer details:

Name:

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