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# PPP Communications and Engagement Plan 2025 to 2027

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<b>Committee considering report:</b>	Joint Public Protection Committee
<b>Date of Committee:</b>	09 June 2025
<b>Chair of Committee:</b>	To be agreed at the meeting
<b>Date JMB agreed report:</b>	19 May 2025
<b>Report Author:</b>	Moira Fraser
<b>Forward Plan Ref:</b>	JPPC

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## 1. Purpose of the Report

- 1.1 To review the existing strategy, the comments on communication and branding arising from the recent Peer Review and to ensure that the current plan reflects the agreed Priorities of the Public Protection Partnership (PPP).

## 2. Recommendations

The Committee:

- 2.1 **APPROVES** the Communications and Engagement Strategy for 2025/26 to 2027/28 subject to any changes agreed at the meeting.
- 2.2 **ENDORSES** Officers setting up street level pop up events to engage with the public.

## 3. Implications and Impact Assessment

Implication	Commentary
<b>Financial:</b>	<p>This strategy has been developed within existing budgets. The default position is to make use of communication platforms that are free to use.</p> <p>The Service does apply for grant funding for specific campaigns where funding is available.</p> <p>Where funding is required for a specific project or event and grant funding is not available, it will be met from within existing budgets.</p>
<b>Human Resource:</b>	<p>As part of the budget setting process for 2024/25 6.6fte posts were removed from the establishment to balance the budget this included the Lead Officer (Community Engagement). The communication function is now overseen by the Principal Officer for Policy and Governance.</p> <p>The reduction in staffing has had an impact on both the expertise within the team as well as the capacity to deliver on communication and engagement activity.</p>

	<p>The deletion of the post has reduced the Service's ability to deliver the 'prevent' part of the delivery model, has led to a reduced number of press releases, articles, parish council posters, website updates and social media posts.</p>			
<b>Legal:</b>	<p>The Inter Authority Agreement (IAA) sets out the legal relationship and responsibilities within the service and requirements on each partner.</p> <p>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 two-tier partnership was discussed at the March 2022 JPPC meeting and included in the Inter Authority Agreement. Branding for activity funded by Wokingham Borough is also used where it is appropriate to do so. The Trading Standards Team has a three partner authority logo.</p>			
<b>Risk Management:</b>	<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>			
<b>Property:</b>	<p>There are no property implications arising from this report.</p>			
<b>Policy:</b>	<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>			
	<b>Positive</b>	<b>Neutral</b>	<b>Negative</b>	<b>Commentary</b>
<b>Equalities Impact:</b>				

<p><b>A</b> Are there any aspects of the proposed decision, including how it is delivered or accessed, that could impact on inequality?</p>		✓	<p>All our communications need 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.</p>
<p><b>B</b> Will the proposed decision have an impact upon the lives of people with protected characteristics, including employees and service users?</p>		✓	<p>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.</p>
<p><b>Environmental Impact:</b></p>		✓	<p>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.</p>
<p><b>Health Impact:</b></p>		✓	<p>No direct benefits however some messages and campaigns may have a benefit. Engaging with our residents might assist with improving wider health outcomes.</p> <p>The PPP will continue to enhance links with health stakeholders and attend and collaborate with the Health and Wellbeing Boards and Public Health colleagues to embed this activity.</p>
<p><b>ICT or Digital Services Impact:</b></p>			<p>The PPP has launched a new website in March 2025. It was designed and built by the digital team at West Berkshire Council. The new website will improve accessibility and will provide more opportunities for self-service by customers once fully functional.</p> <p>The PPP's cloud-based IT system is now fully embedded.</p>
<p><b>PPP Priorities:</b></p>			<p>Communication and Engagement will underpin all the PPP's priorities as well as business as usual activities.</p> <ul style="list-style-type: none"> <li>▪ Building Safer Communities</li> <li>▪ Improved Living Environment</li> <li>▪ Protecting Consumers from Fraud</li> </ul>

			<ul style="list-style-type: none"> <li>▪ Reducing Harm in Young People</li> <li>▪ Protection of the Environment</li> <li>▪ Protecting &amp; Informing Consumers</li> <li>▪ Promoting Animal Welfare</li> <li>▪ Safety in the Workplace</li> <li>▪ Safer Food Chain</li> </ul>
<b>Data Impact:</b>			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. All data accessed as part of consultation work is managed in accordance with our privacy statement.
<b>Consultation and Engagement:</b>	<p>The Joint Management Board (JMB) have been consulted on the Plan at the 19 May 2025 meeting.</p> <p>The Strategy has been sent to all Managers within the PPP for comment and to the Communications Teams within the partner authorities.</p>		
<b>Other Options Considered:</b>	To not have a Communications Strategy and deal with any interactions in a reactive capacity. This is not an appropriate use of resources and does not allow us to build on existing work, change or adapt.		

## 4. Background

- 4.1 Communication is critical to the delivery of the operating model used by 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 several 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 online 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 prevent 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 few national initiatives that fit with the priority areas agreed by the Councils. A lot of the work that the Team does would be considered as routine work or business as usual inspections and it is important that we promote this work and its outcomes to residents, businesses and councillors too.
- 4.4 The Service is proposing the introduction of a series of pop-up events over the summer months in order to engage with residents on an informal basis. These 'have your say' type events held by the Police and will take place in public spaces across all three authority areas and will provide opportunities for businesses and residents to seek in person advice from officers from a range of Services. It is anticipated that officers will spend around two to three hours in a locality and the events will be publicised across our website and social media channels.
- 4.5 Beyond that there is the issue of intelligence. The service is intelligence led. This intelligence comes from several 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, underage sales, poor housing and the sale of smuggled or counterfeit goods.
- 4.6 Finally, there is the issue of enforcement and illegal and potentially harmful activity being seen to be tackled. 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 added effect of preventing further offending or breaches or bringing to the fore further intelligence.
- 4.7 For all 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 and in the wider community. The approach is driven by the Communications Strategy.

- 4.8 The updated Public Protection Partnership (PPP) Communications Strategy 2022-2025 was agreed at the June 2022 Joint Public Protection Committee (JPPC meeting). This has now been refreshed. This iteration of the Strategy builds on that foundation. The changes relate primarily to formatting and updating of the data within the report. This data will be updated annually. It also reflects on the recommendations of the recent Peer Review and the findings of the staff and member surveys conducted as part of the review.
- 4.9 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.
- 4.10 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.
- 4.11 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 namely:
- Building Safer Communities
  - Improved Living Environment
  - Protecting Consumers from Fraud
  - Reducing Harm in Young People
  - Protection of the Environment
  - Protecting & Informing Consumers
  - Promoting Animal Welfare
  - Safety in the Workplace
  - Safer Food Chain
- 4.12 The Strategy has been drafted to take into consideration the Communication Strategies of the partner authorities.
- 4.13 The recently concluded Peer Review made the following recommendations in terms of communication and branding:
- Ensure adequate resource is available for development and delivery of a service communications strategy and communications programme.
  - Use the strategy to target key stakeholders to increase awareness of service impacts and outcomes.

- Within the branding of Public Protection Partnership ensure that the branding of the individual partner authorities is also clear. The service functions need to be seen as very much part of local authority delivery and not something separate.
- The communications strategy should include a focus on maximising the reach and impact of sharing messages on service impacts and outcomes for residents.

4.14 This Committee receives a quarterly update on communication and engagement activity as part of the quarterly reporting process.

## 5. Concluding Observations

5.1 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.

5.2 It should however be noted that the dedicated role within the Service to lead on communication and engagement was removed from the establishment in 2024 and therefore the capacity to deliver on this function has been reduced significantly.

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## 6. Appendices

Appendix A – PPP Communications and Engagement Strategy 2025 – 2027

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## 7. Background Papers:

7.1 None

### Subject to Call-In:

Yes:  No:

**Wards affected:** All Wards

### Officer details:

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