

PPP Communications and Engagement Strategy 2025/26 – 2027/28

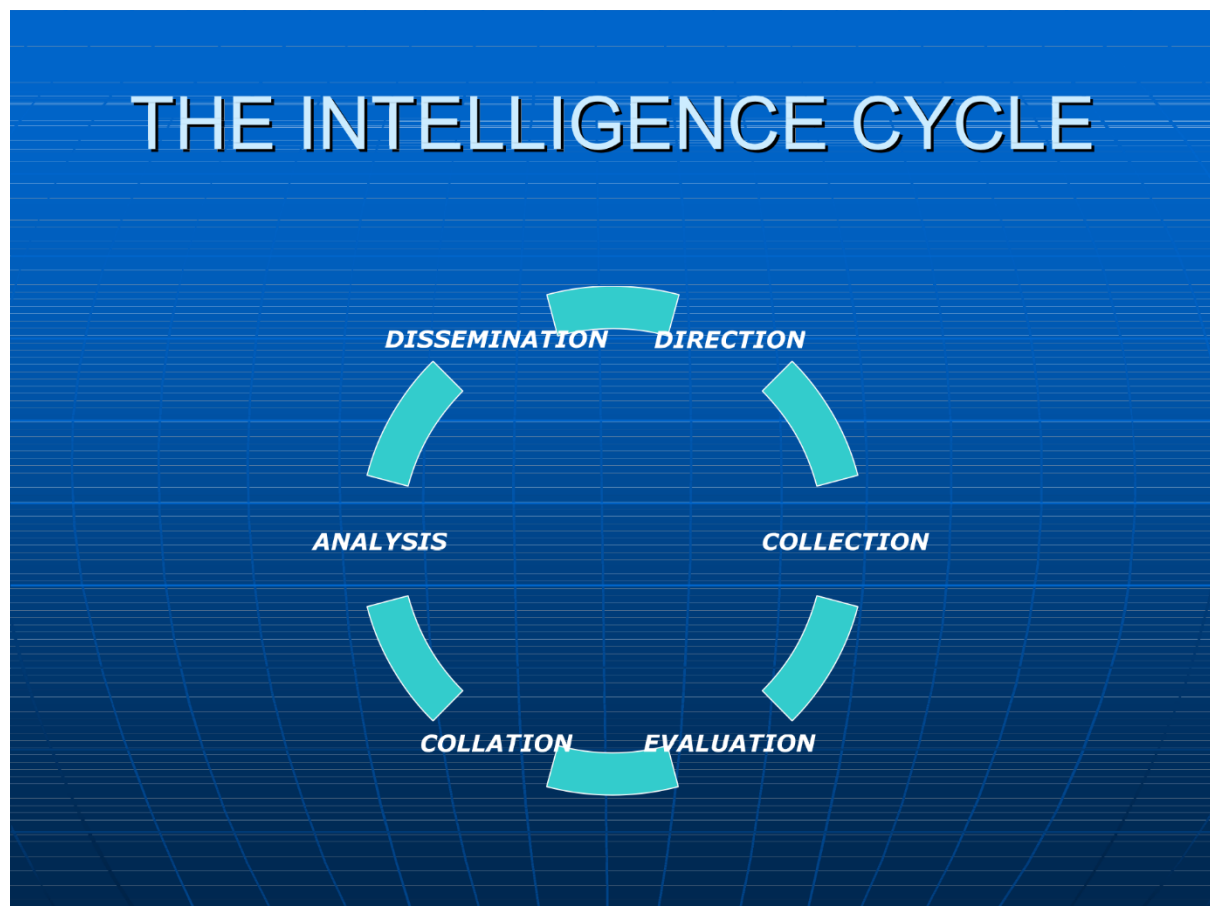
Contents

| | |
|---|----|
| 1. Background | 3 |
| 2. PPP Vision and Purpose | 5 |
| 3. PPP Values..... | 5 |
| 4. PPP Strategic Priorities | 5 |
| 5. Communication Objectives | 6 |
| 6. What Do Others Say? | 7 |
| 7. Our Target Audience and Stakeholders | 7 |
| 8. Communications Channels | 8 |
| 9. Key Messages..... | 9 |
| 10. The Action Plan | 10 |
| 11. Evaluating Outcomes | 13 |

1. Background

The Public Protection Partnership (PPP) which was set up in 2017 delivers Environmental Health, Trading Standards and Licensing Services on behalf of two authorities, Bracknell Forest Council and West Berkshire Council. These services encompass a wide range of areas of responsibility from environmental protection to fair trading, food safety to animal health and housing standards to taxi licensing and much more. Since 2022 the Councils have worked in partnership with Wokingham Borough Council for the delivery of a range of services including Trading Standards, Food Standards, Animal Health, Intelligence, Case Management and Air Quality Monitoring.

The Service is managed using an approach which firmly links the development of local knowledge, professional risk management and the gathering of information to generate intelligence. This operating model, known as the 'National Intelligence Model' is considered very effective in explaining why, on a daily basis, officers follow a particular course of action.



The Service has identified [nine priorities](#) as set out in the Strategic Assessment which identifies how each of the priorities will be delivered through the 'PIE' methodology:

- Preventative advice and actions
- Intelligence gathering and building the intelligence picture
- Enforcement

Effective communication is the cornerstone of any successful organisation including the Public Protection Partnership. It is central to providing preventative advice to our residents, parish and town councils and businesses and in the gathering of intelligence from the local community. We are also responsible for letting people, including our staff and colleagues across the three partner authorities, know what we are doing, when and why and reporting enforcement action taken by the PPP.

This strategy sets out what good proactive communication is and how we will achieve it. It gives us a clear plan of action and sets out the aims and objectives based on what residents, staff and councillors have told us is important to them. The Public Protection Partnership was the subject of an external peer review which reported its findings in March 2025. The recommendations arising from that review are addressed in this iteration of the Strategy.

The Strategy recognises that communication channels are ever evolving, with many digital platforms and opportunities available. We aim to educate the community and encourage 'self-service' using some of the on-line resources of the PPP. A new website was launched in March 2025 which is more accessible and alongside our cloud-based IT system will expand on opportunities to direct service enquiries, complete forms and make payments online. In the 2024/25 financial year we had just over 152,000 visits to our website by 67,500 visitors.

While we need to embrace these channels and grow with them; we recognise that not everyone in our community has the ability or desire to access vital information electronically. We therefore maintain a telephone service for customers to [contact us](#) via our Partnership Support or Licensing Applications Teams. We also continue to receive (letters and hard copies of forms) and provide documentation including leaflets and pamphlets in hard copy for the small number of residents that prefer these means of communication.

We recognise that although communications and engagement have been brought together in this Strategy, they are different things. While communication is the passing of information and understanding from one person to another, engagement is the process of working collaboratively with, and through groups of people, affiliated by geographic proximity, special interest or similar situations to address issues affecting the well-being of those people.

The Service engages with our residents at a range of face-to-face events especially over the summer months where we attend some of the Summer of Fun events in Bracknell Forest and a range of open days in West Berkshire. Officers attend regular presentations on scam prevention to community groups, visit schools and local colleges to talk about the harms associated with tobacco, vaping and alcohol and undertake consultation work on policies and fees and charges throughout the year.

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 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 hours in a locality and the events will be publicised across our website and social media channels.

This document sets out the PPP's approach to developing a communication and engagement strategy for such a diverse range of services and formats and illustrates how effective communications can:

- Safeguard and promote the health, wellbeing and safety of our communities.
- Help us achieve our organisational objectives.
- Engage effectively with our stakeholders and keep them informed.
- Demonstrate the success of our work.
- Ensure our residents understand what we do.
- Change perceptions and behaviours where necessary.
- Maintain the integrity, and raise the profile, of the PPP name and brand.

This Strategy will be updated at least every three years.

2. PPP Vision and Purpose

The PPP's vision is:

To protect and support residents and legitimate businesses through the successful use of information and intelligence, delivering safe and healthy neighbourhoods.

The purpose of the service is to:

- Provide information to people to enable them to make informed decisions and understand their rights and responsibilities.
- Create an atmosphere where legitimate and compliant businesses can thrive and not have their interests undermined by those who choose not to comply.
- Protect the health, wellbeing and safety of the communities we serve.
- Respond to emerging issues and needs.

3. PPP Values

Our values have a major influence on the way we want to be seen:

- Objectivity in decision making.
- The desire to meet the needs of the community.
- An approach to service delivery which is professional on every level.

4. PPP Strategic Priorities

The current cross-cutting priorities for the service are:

- eCrime
- Climate Change and Environmental Protection

- Protecting Vulnerable Adults and Children
- Safeguarding (including Modern Slavery)
- Safer Streets
- Protecting and Improving Health

The current local priority outcomes are:

- 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

While these priorities are specific to the Service they also reflect the priorities of the partner authorities as set out in the [Bracknell Forest Council Plan 2023-2027](#), the [West Berkshire Council Strategy 2023-2027](#) and the [Wokingham Borough Community Vision 2035 and Council Plan](#).

5. Communication Objectives

The PPP's corporate communication objective.

The effective use of communication to protect communities and enhance the reputation of the Partnership and the partner Councils.

Cascading from this corporate objective are the following communication objectives:

- Increase community engagement in public protection campaigns, events and activities.
- Encourage the community to report matters and to seek advice in key priority areas for self-service.
- Increase the profile and reputation of the PPP, its activities and services with key stakeholders, the general public and businesses.
- Guide the PPP on how to maximise customer satisfaction, collating customer information, including satisfaction ratings and feedback, to shape service design.

6. What Do Others Say?

During the 2024/25 financial year the PPP dealt with 10,997 service requests and received 34 service complaints (0.31% of the service requests) during that time. The Team processed 399 Freedom of Information Requests, dealt with 159 queries from councillors and MPs, published 56 press releases and uploaded 750 Facebook posts.

While satisfaction levels with the service dipped in the first three quarters of the 2024/25 financial year in Quarter 4, they once again exceeded the target of 75% of service users satisfied with the Public Protection Partnership.

The recent peer review concluded that Members believed communication was an area of weakness for the partnership, across all three councils. The staff survey also identified the need to improve internal communications.

The 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.

7. Our Target Audience and Stakeholders

The Principal Officer - Policy and Governance, who leads on the communication and engagement functions for the PPP works closely with West Berkshire, Bracknell Forest and Wokingham Borough's Communication Teams and liaises with them on a regular basis regarding the PPP's campaigns. PPP press releases are shared for their distribution, as well as both continuing to share relevant posts on each other's social media platforms.

The PPP also works closely with other stakeholder organisations including Thames Valley Police, Royal Berkshire Fire and Rescue Service, Health and Safety Executive, Food Standards Agency, Thames Water, Environment Agency, Trading Standards South East, the Institute of Licensing, Citizens Advice, Border Force, DVLA, DVSA, Immigration, Stop Loan Sharks, the Illegal Money Lending Team, DEFRA and Animal and Plant Health Agency.

Our key audiences include:

- **Our residents and customers**

| |
|---|
| <ul style="list-style-type: none"> ▪ Businesses ▪ Staff and colleagues in the partner authorities ▪ Community and Voluntary Groups ▪ Charitable Groups |
| <ul style="list-style-type: none"> ▪ Members of Parliament, Ward Members and Parish Councils and Councillors ▪ Partner Agencies including Neighbouring Authorities ▪ PPP Partner Authorities ▪ People who work in or visit the PPP areas ▪ Local, Regional and National Media Organisations ▪ PPP Boards and Committees |

8. Communications Channels

This Strategy will ensure the PPP utilises the most appropriate communications channels to effectively deliver the PPP's comprehensive communications function. The channel used, whether free or paid for, will be based on assessment of the target audience and the key messages. Given current financial constraints, free channels are used as default. If free channels are exhausted and/or underperforming or there is evidence that free channels will not reach a particular group, then paid for channels will be considered.

Digital channels should be used as default as they are cheaper and have a lower carbon footprint. However, we recognise that not everyone is online, and a small percentage of people still prefer traditional forms of communication. Therefore, we will need to use some traditional/print channels from time-to-time to be effective, inclusive, and accessible to all.

The Service also makes use of the opportunity to communicate more widely through engagement activities and events too.

| Channel | Methods | Methods Currently in Use |
|--------------------------|--|---|
| Direct Awareness Raising | Print and digital media, radio, TV, magazines, poster sites etc. | Press releases, Parish Council Posters, Parish Magazines, Anti Idling Signage and Stickers, dog fouling reminder stickers |
| Digital communication | Website, social media, online newsletters | Website and portal, Facebook, on-line newsletters, news articles on website, bulletins, telephony and responsive telephone service, |
| Direct marketing | Campaign letters/leaflets with key messages for targeted audiences | Leaflets, social media adverts. posters |

| Channel | Methods | Methods Currently in Use |
|--|---|---|
| Events | Events / seminars / networking events, Digital events, Zoom / Teams Webinars | Summer of Fun Events, Open Days, Electric Blanket Testing, Presentations to Community Groups, Presentations to schools, webinars, face to face meetings via appointment, Have Your Say Events |
| Internal communication | Internal meetings, briefings, notice boards, members meetings, e-mail, Members' Bulletins and staff newsletter /Newsflash, Digital Meetings | Bi-annual whole team away day, regular staff updates via Teams, bi-weekly key messages to staff, member briefings, |
| Public relations | Getting media and on-line exposure via local and regional TV and radio appearances, stories/photos printed in local and regional media | TV, Radio, Local and Regional Press Coverage. Portfolio Holder in West Berkshire agreed to video updates, word of mouth/onward sharing (including councillors) |
| Other e.g. merchandising, sponsorship, grants and partnerships | Promotional materials, local competitions, town and parish councils, members, PPP staff and all staff to varying degrees. | Branded Animal Warden Van, branded 'Clean Air Banners' branded 'Pick up After Your Dog' notices and stickers, branded clothing. |

Whatever the channel, it is important to remember it can take time to build the target audiences, relationships and issue awareness.

9. Key Messages

Communication can be very powerful, and we want people to pay attention to what we are saying and most importantly **to take action**. Key messages will be developed for each target audience depending on the specific campaign. The following short, simple messages are examples of our 'call to action' to some of our target audiences:

- What can you do to help keep your neighbourhood safe?
- What can you do to help keep your neighbourhood healthy?
- Why get involved? To keep your neighbourhood safe and healthy
- Why get involved? To help protect and support your neighbours
- Your help is crucial, engage with us in public protection
- Ways in which you can get involved...
- How can I get involved?

- Help us shape and improve our services
- We need your help

Further compelling key messages will be developed depending on the individual campaigns we are running. Our communications should be simple and easy to understand.

10. The Action Plan

By bringing together our objectives, target audiences, key messages and communications channels, we have the basis of a strong and compelling communications action plan. To ensure the most comprehensive and effective communications activity, these objectives have been broken down as follows:

Increase community engagement in public protection campaigns, events and activities:

We will ensure people are aware of the services provided by the PPP.

We aim to continue to raise the profile of the services delivered by the PPP:

- By promoting the website as the 'go-to' hub for advice and updates alongside our social digital channels.
- Attending face to face local events and 'Have Your Say' Pop Up events
- Contributing to local authority residents' newsletters regularly
- Producing regular briefings for Ward Members
- Continuing to attend Pubwatch and other relevant business meetings

We will ensure people know who to contact to receive professional consultancy across our range of functions.

- By delivering targeted and integrated media, social media and digital media marketing campaigns to promote the collective and individual expertise within the PPP.

We will ensure any design and advertising is timely, attractive, inclusive and clear.

- Design will adhere to our brand guidelines
- Ensure that the branding of the individual partner authorities is also clear,
 - will meet our regulatory requirements,
 - will be written in Plain English.
- Large print, Braille or translated copy will be available on request

We will ensure website marketing content is accurate and up to date.

- The website will be updated on a regular basis listening to what it our residents and businesses are looking for and reflecting these needs on the website.

We will ensure social media is used effectively to market the services provided by the PPP and to disseminate information.

- Continued use of the PPP Facebook pages to maximise the accessibility and impact of our services.
- We will explore other social media platforms to effectively disseminate information where we have the resources to do so.

Encourage the community to report matters and seek advice in key priority areas:

We will ensure the community is aware of our key messages and through this to encourage reporting to enhance the PPP's ability to assess the areas of greatest concern facing the community and deal with them appropriately.

- By developing a strong voice in issue awareness and through this encouraging reporting to allow the PPP to be able to assess the extent of problems facing the community within its remit and deal with them appropriately.
- By making use of communications campaigns around identified key issues affecting specified target audiences to encourage reporting and feedback.
- Through attending PPP events and stakeholder events.
- By providing information on the website, or signposting visitors from social media to the website, to help people help themselves, as a first port of call.
- Increasing Member communications promoting the work of the PPP and highlighting how it benefits residents with relevant case studies.

We will work with stakeholders, decision makers, businesses, parish councils, clubs, groups and organisations to continue to develop effective partnerships and to increase their participation in getting across key messages and supporting the community to make informed choices.

- By initiating and maintaining excellent relationships with stakeholders, decision makers, businesses, parish councils, clubs, groups and organisations
- Developing effective partnerships to increase partner participation in getting across key messages and supporting the community to make informed choices.
- Key to our success is officer engagement with customers and partner agencies to win 'hearts and minds' and support for what we do.

Increase the profile and reputation of the PPP, its activities and services with key stakeholders, the general public and businesses:

We will ensure the Public Protection Partnership has a strong, recognisable identity and brand.

- We will continue to promote the use of the PPP style guide on branding
- Within the branding of Public Protection Partnership we will ensure that the branding of the individual partner authorities is also clear.

- Ensure that service activity is communicated to the public, partner councils and businesses.

We will ensure there is regular liaison with the partner council's communications teams in making full use of the corporate communication services they provide and link in with Corporate Communication Plans.

- By meeting regularly with each partner council's Communications Teams to understand fully the corporate communication services, and communications plans.
- By sharing press releases and social media content with partner authorities' Communications Teams
- By linking this Strategy to the partner authority Communication's Strategies.

We will develop positive relationships with the print and broadcast media.

- By continue to work with internal and external partner media teams to develop a strong voice in the media to raise the profile of issue awareness.
- This will continue to be achieved by developing relationships with key press contacts for increased media coverage.
- By promoting success stories and developing our staff to be able to draft press releases and participate in interviews where the relevant training has been undertaken.

We will continue to develop our social media presence and manage online content.

- As part of the ongoing channels for PPP we will continue to grow the audience, reach and engagement of the PPP social media channels.
- A focus on content that produces worthwhile engagement and reach will be a priority and engagement within local community groups.
- We will also answer direct comments and messages and demonstrating quick turnaround times, in line with the fast-paced nature of social media.

Guide the PPP on how to maximise customer satisfaction (given the resources available to achieve our goals), collating customer information, including satisfaction ratings and feedback, to shape service design:

PPP Strategic Managers and Teams will work to ensure that systems are in place to collect and report information about customers and organisations.

- The cloud-based IT system will enable back-end users to see more up to date information on customers and organisations.
- The system will improve reporting functionality.
- The Service will continue to make use of the partner authority consultation hubs to consult with and feedback outcomes on consultations to our customers.
- All data collected during consultation exercises will be dealt with in accordance with the privacy statement.
- The Service will continue to make use of and direct customers to the partner authorities' online complaints management portal where these are available

PPP Strategic Managers and Teams will work to ensure that systems are in place to collect and report customer feedback and satisfaction.

- By shaping service design through consulting the public and members about their priorities - ways to collect feedback include surveys, PPP events and stakeholder events.
- Feedback results of consultations to customers both internal and external.
- By continuing to use the systems in place to collect customer feedback and analysing the data and reporting on customer satisfaction to Members.
- Making use of QR codes to attain feedback where it is appropriate to do so.

To complete the strategy the following generic communications objectives have been compiled:

PPP Management will develop a consistent approach to internal communications to enable colleagues and members to understand the PPP's vision and direction especially during periods of change.

- Continuing to hold monthly PPP team meetings.
- Undertake Whole Team Away Days twice a year.
- Circulate key messages to staff every two weeks.
- Produce Members' bulletins and other 'ad-hoc' updates.
- Provide input into partner authority staff communications.
- Provide annual briefings for Members to promote the range of activities provided by the service and to provide horizon scanning for Members about any changes to legislation that will impact on the service.

11. Evaluating Outcomes

We will need to demonstrate to our partners, Members and other stakeholders, how the communication activity, as set out in this strategy, is making a difference and is value for money. We aim to do this with robust targets, making sure we are continually striving to be better in all we do. To ensure our strategy is successful we will measure the effectiveness of what we are doing by contributing to the quarterly performance monitoring regime. Our performance against these targets will be monitored by the Joint Management Board monthly.