

EAST AREA External Communication Action Plan 2020-2021

Immediate Communications

Target Audience Stakeholders	Messenger/ Communicator	Communication Needs	Delivery	Frequency	Comments
Where to	Who from	What	How	When	Why
Safer Neighbourhood Boards (SNB's)	Safer Neighbourhood Ward Inspectors/ Sergeants	Information concerning communities in particular ward priorities with regular updates of crime statistics SNB Chairs should be contacted regarding any critical/major incident/operations which has warranted a multi-agency response or may significantly impact the local communities.	Attendance of DWO's meeting at designated venue. Chair of SNB to be contacted and will usually form part of community tension or impact monitoring	Quarterly As soon as practicable	SNB members are influential volunteers of the local residential population. Members should be viewed as conduits between police and the local community.
BCU Residents/ Ward Panels	Ward staff	DWO's should communicate regularly via various means in their wards, to ensure that communities are aware that borough and ward priorities are being tackled. DWO's should periodically utilise local social media accounts to highlight crime prevention/Good news stories Sergeants will attend Ward Panel meetings and convey MPS messages and Good News stories whilst addressing panel member concerns.	Resident Ward Panels Street Briefing/Coffee mornings Weekly Local Social Media Account updates: Next Door/OWL. Leaflet drops	Quarterly Weekly Daily As required	Irregular/poor communications and miscommunication may cause local residential population unrest and reduce trust. Negatively impact relationships with the community and lack forthcoming intelligence.

Local Authorities	SNT Ward/ Partnership & Prevention Inspector/Sergeant	<p>There are 3 respective Local Authorities within the BCU and whilst all have various communication and engagement outlets each borough has a Problem-Solving Group whereby attendance is required by MPS to ensure we work in partnership and within cohesion on various localised issues.</p> <p>Fast time info sharing may require utilising one another's social media platforms, joint communications.</p>	<p>Problem Solving Groups meetings.</p> <p>Contact with Community Safety Leads.</p> <p>Police blogs within local residential magazines/Newsletter</p> <p>Online – website, social media. Personal briefings</p>	<p>Fortnightly</p> <p>As defined by the problem being managed</p>	Partners have various resources which can assist with police investigations and crime prevention. A positive relationship will share workloads and responsibilities.
Local Partners; - <ul style="list-style-type: none"> • Local Authorities members • Local Councillors • IAG chairs • MP's 	Senior Leadership Team /Duty Officers	<p>There is an expectancy to notify key partners about critical/major/significant incidents to ensure that partners are able to respond to any concerns and that long-term co-ordinated multi-agency response can be developed.</p> <p>Community Impact Assessment as a key tool to record all activity and updates.</p>	E-mail during office hours and telephone contact out of office hours.	As soon as practicable.	Partnerships messages are equally important to be delivered to our "critical friends". As such every effort should be made to send whilst an incident is 'live' to provide meaningful updates and reassurance via partners

2) Partnership Communication

Target Audience Stakeholders	Messenger/ Communicator	Communication Needs	Delivery	Frequency	Comments
Where To	Who from	What	How	When	Why
Crime Prevention (CP) Advice Residents Local Businesses Vulnerable People	Communication Team	<p>The Communication Team will be responsible for delivering and promoting periodic key messages throughout the year ensuring that Good News Stories and CP advice is provided accordingly.</p> <p>Examples of notable Events/Specified incidents which require CP advice:</p> <ul style="list-style-type: none"> • Rise in localised crime (i.e. Car thefts/Robberies) • Holiday periods (Half-terms) • Halloween • Bon Fire night • New Year's Eve • Local Events (We are Festival) 	<p>Social Media Platforms</p> <p>Twitter</p> <p>Facebook</p> <p>Instagram</p> <p>Next Door</p> <p>Newsletters</p> <p>Media</p> <p>Local Recorder</p> <p>Radio – time FM</p>	<p>Daily updates if applicable</p> <p>Periodic CP Advice: Summer/ Autumn/ Winter Nights</p>	<p>Promoting good news will embed confidence within the community to ensure the BCU is tackling crime successfully.</p> <p>Benefits derived from CP advice given at specified events or periods will decrease crime whilst reducing workloads for the BCU; but most importantly protect vulnerable residents.</p>
Independent Advisory Groups (IAG's)	Partnership & Prevention	<p>Inspectors will deliver borough performance amongst their respective sectors. This will include statistics within local crime and significant issues which will may concern the community.</p> <p>Members should be given information regarding current and planned events/operations to ensure</p>	Personal Briefing	Quarterly	<p>IAG members are influential members of the community. They should be considered as the conduit between Police and local residents whereby regular communication will ensure positive relations and clear any ambiguity.</p>

Community Monitoring group (CMG)	Partnership & Prevention	Current data based on stop and searches completed by police, and break down of local demographics, will be provided to members. Complaints and review of current trends will be amongst discussions.	Personal briefings	Quarterly	Promote transparency and Accountability building upon community relations. Promote community confidence around use of stop and search.
Local Businesses	Dedicated Ward officers/ Sergeants	Enhancing two-way communications and consultation; Promoting the Service's corporate policies; raising awareness of key messages; building relationships and increasing contact.	<ul style="list-style-type: none"> • Annual Report • Online – website, social media • Monthly BID meetings 	Periodic	Business engagement can offer valuable intelligence and assist within crime prevention and benchmarking trends.
Local Media Engagement.	Comms Team SLT Partnership & Prevention/SNT Inspectors	Engagement amongst media outlets should be co-ordinated amongst depts and ratified with SLT to ensure consensus. Localised issues and crime prevention are some examples of engagement.	Via Coms Team	Periodic/ Enquiries	Any critical/major incident queries should be referred to DMC as per policy.
Inter-faith Institutions	Faith Officers	Periodic contact should be made to reassure religious institutions. Updates of Incidents or risks which may be associated to current events should be delivered accordingly.	Personal Briefings Inter-faith forums	Periodic	There are numerous faith institutions within EA whereby local and national events will impact the local community. The BCU will endeavour to protect all vulnerable minorities.