

Security Classification:	Official		
Disclosable under FOIA 2000:	Yes		
Author/Contact:	Helen Wilson Gavin Stephens	Department:	Corporate Communications ACPO
Date Created:	06/11/15	Telephone:	01483 638136

PCC MANAGEMENT MEETING

Date: 18th November 2015

Item: 03

POLICING IN YOUR NEIGHBOURHOOD PUBLIC COMMUNICATIONS - EXECUTIVE SUMMARY

Summary

This executive summary outlines how we will engage with the public to ensure that changes to our policing model are understood and that there is clarity over how our Services can be accessed from April 2016.

Background

Surrey Police is proactively responding to new pressures on policing budgets, partly due to austerity measures and partly due to the changing nature of crime. The Force is undergoing change to release around £25 million over the next four years whilst allowing us to reinvest in areas of increasing crime (particularly those committed against the vulnerable and through the use of cyber). This summary outlines our commitment to engaging with the public in relation to Policing In Your Neighbourhood (PIYN) which is one part of that change and will identify a total of £8.3 million of savings from local policing.

Communication aims

- To inform the public on how the nature of crime is changing and that greater risk is now in less publicly visible crimes such as online and child sexual exploitation – this is why we need to re-focus our resources. ⁱ
- To develop an understanding that our new model is an investment in problem - solving and prevention, which focusses our resources on providing the best service where the greatest risk is and ensures we protect the most vulnerable.
- To inform the public about alternative ways to get in touch and increase understanding of which agency should be dealing with their matter to aid the reduction of demand coming into the Force.

What will the public will see

- A visible Borough or District policing team with enhanced local presence that will deal with local crime and incidents.
- Each Safer Neighbourhood area will continue to have identifiable local contacts, including a dedicated Neighbourhood Inspector as well as valued Police Community Support Officers with geographic responsibility. They will remain at their current locations, continuing our commitment to co-location with local authorities, and be focused on working in partnership to solve chronic or repeat issues that disproportionately affect local communities.
- A more effective response to calls into the organisation to ensure the right service, or appropriate outcome is provided at the earliest opportunity.
- The policing focus will be on issues that create the greatest threat, harm and risk and on protecting the vulnerable.
- There will be clearer accountability and ownership of victim and/or community issues that are reported to the police which will reduce the need to pass investigations between teams. This will improve victim and witness care and contact.

Key messages

- Funding challenges mean that difficult choices have to be made therefore we must focus on protecting people from the most serious threats, harm and risks.
- The Surrey public pay a large amount for their policing and we want to ensure that they are getting value for money by working as effectively as we can.
- We are busier than ever and the crime we are dealing with is increasingly affecting the more vulnerable members of our community and these offences require specialised skills and officers which is where we must invest.
- We are changing the way we respond to crime to work as efficiently as possible. This will mean that there will be additional ways to access our service and how we resolve some issues in the future may not require an officer to attend in person. Some crimes and incidents will be dealt with over the phone.ⁱⁱ
- We are maintaining our commitment to Neighbourhood Policing, which is highly valued by communities, and we need communities to help us reduce crime and disorder by taking crime prevention precautions. This includes protecting yourself online.ⁱⁱⁱ

Key Communication Milestones

- **12 November 2015** – The Policing In Your Neighbourhood plans are shared with the public for the first time through media engagement and publicity across the Surrey Police social media channels.

- **16 November 2015** – Online and social media campaign begins incorporating tweets showcasing demand statistics, an interactive communication tool which demonstrates the level of demand we face, the variety of calls we receive and the limited resources we have to work with and videos which seek to demonstrate the passion which our officers have for the work they do. Running across social media these will all be used as a conversation prompt to discuss with the public more about our demand and increase their understanding.
- **From November** – PCC Crime Summit’s will be used as opportunities to share information about the progression of the Policing In Your Neighbourhood project and to feed public opinion back to project leaders.
- **9 December 2015** – Facebook chat with Chief Constable Lynne Owens to be held to discuss demand, changing crime profile and the Policing In Your Neighbourhood plans.
- **January 2016** – Advertising campaign to launch to inform and guide the public as to who is the right agency to call, to consider other ways of contacting the police i.e. through online reporting and to recognise what is an emergency and what is not.

Continual Review

This plan will be further developed in line with the project timeline and in conjunction with the Office of the Police and Crime Commissioner’s Communications Team.

ⁱ Crime is changing in Surrey; more is happening behind closed doors and are what we term ‘private crimes’. They often affect the most vulnerable of people and have grown exponentially in the last decade. For example, between April 2014 and March 2015 Surrey Police saw an increase of more than 900 reports of domestic violence compared to the year previously. In addition 450 cases of serious sexual assault reported to us last year had occurred in history (rather than recently). These incidents and many other hidden crimes require specialist skills to ensure the right outcome for the victim but the teams responsible for investigating have not grown to cater for the demand.

ⁱⁱ All calls will be better assessed looking at threat, harm and risk to the individual/s. If it is clear from the call received that attendance to a scene would not add anything to the situation; or the crime reported has no proportionate line of enquiry or may not be in the public interest to investigate the aim will be to resolve the matter over the phone with the aim of satisfying the needs and expectation of the caller.

ⁱⁱⁱ See www.cybersafesurrey.org