



**Lancashire  
Constabulary**

police and communities together

**Lancashire Constabulary  
Public Engagement Strategy  
DRAFT – For approval**

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## Section 2. Overview

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The Constabulary and the Office of the Police and Crime Commissioner both have a duty to engage with the public of Lancashire. This Public Engagement Strategy will complement the engagement activity undertaken by the Office of the Police and Crime Commissioner and should not be read in isolation.

**The Police and Crime Commissioner's** strategic engagement objectives are to Inform; Consult; Engage, and Campaign.

**The Constabulary's** aims are to involve people in active engagement to promote legitimacy and transparency, achieve operational and investigative benefits, and improve satisfaction and confidence.

Effective public engagement enables participation by members of the public in policing that can help influence policing decisions and activities. It creates trust, connections and networks that are mutually beneficial; to the police by helping us solve crime, find missing people, appeal for action and more, and for the public by being kept informed, taking action when required to keep safe and holding the police to account in a transparent and public way. It also promotes legitimacy and enhances the key principle of policing by consent by opening up the Constabulary to public discourse and challenge.

Effective public engagement feeds straight into the heart of the Constabulary's mission – ***to keep people safe from harm, to make them feel safe, particularly the most vulnerable.***

To succeed with engagement we must first 'engage' with our communities. This means we must involve them and draw them into our world so we can develop a shared and continued responsibility and a common sense of purpose.

There are obvious benefits to Lancashire Constabulary once people are engaged - whether this is face to face, over the telephone or over the internet – and people move from being passive receivers of information to active participants in meaningful dialogue and conversations.

However, there is a note of caution. Engagement must be on their terms. Not everyone wants to engage and they may not share a common sense of purpose. To be intrusive where we are not welcome will push people further away, but to achieve meaningful engagement with individuals and communities who are open to us and our ambitions – and on their terms – will be hugely and mutually beneficial.

Equally as important is to ensure there is positive staff engagement within the Constabulary. An engaged, motivated and inspired workforce will deliver high quality policing services to the communities of Lancashire. This approach is being developed through a separate staff engagement work stream.

Our challenge is to create an engagement model that caters for each end of the spectrum and everything in between.

Here in Lancashire Constabulary we take engagement seriously. It is a core function for local policing teams' at street level and is a strategic priority.

## Section 3. Our Vision and Aims

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### 3.1 Our Vision

Our vision is to increase trust and confidence in Lancashire Constabulary *through inclusive and meaningful engagement with communities, resulting in developing a shared and common purpose to keep people safe and make them feel safe.*

We will realise this vision in the following ways:

- Public engagement will be a strategic priority;
- Lancashire Constabulary will encourage active participation by the public to influence activities and decision making;
- Engagement will be on the terms of the public, through a variety of channels;
- Different methods of engagement are appropriate for different groups and for different themes;
- Lancashire Constabulary will build engagement into all public facing roles and make it everyone's business.

### 3.2 Our Aims

Our engagement activity will:

- Promote legitimacy and transparency;
- Achieve operational and investigative benefits;
- Enable the public to influence policing activities;
- Improve satisfaction and confidence.

## Section 4. Approach

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### 4.1 Continuous Development

The Constabulary will continuously develop opportunities and channels through which our communities can engage with us;

- Corporately, we will do this through online and digital platforms, in addition to traditional 'marketing' options such as campaigns;
- Locally, we will do this through first-person contact, online and digital platforms and will be supported by corporate functions and development.
- Our Citizens in Policing programme will further enhance our ability to engage with and mobilise communities.

### 4.2 Understanding our communities' needs

Our engagement work will align to the delivery of local policing services across Lancashire. Understanding the needs and requirements of these communities will be the key to delivering meaningful engagement with them and we will do this by:

- Surveying communities and groups to better understand their requirements;
- Review the NNI+ outcomes to ensure any physical engagement gaps are identified and measures are put into place to address these;
- Reviewing and referencing all available data to ensure our engagement tactics are relevant and appropriate to each neighbourhood and community;
- And by encouraging local policing teams to ask their communities what they want, and how they want it by utilising hand held technology solutions.

### 4.3 Engagement tactics

The traditional face to face interactions that the local bobby is renowned for will never be replaced by online opportunities for the majority of people, however, advancements in technology along with a decline in police resources have afforded the Constabulary the opportunity to review and develop the engagement channels available to the public. It provides them with a choice.

#### 4.3.1 Social Media

Social Media provides a **public platform** on which to engage with a vast number of people in one go. Conversations are public which promotes openness and transparency.

The Constabulary will use Social Media platforms to:

- Inform the public of Lancashire about what we are doing and why we are doing it;

- Publish news and information;
- Appeal for help in solving crime and to find missing people;
- Send out warnings and information to assist people in protecting themselves when the need arises;
- Encourage conversation, feedback and challenge where appropriate;
- Deliberate conversations

#### 4.3.2 Community Messaging – In the Know

The Constabulary’s community messaging system is called ‘**In the Know...about Lancashire**’. It provides the community with a channel of **closed communication** by encouraging people to subscribe to the system and opt into information about issues they are interested in. This can range from recruitment to business crime, allotment watch to emergency alerts.

**In the Know** messages can be targeted to people with a certain interest, or who live in a defined geographic area. This system promotes targeted, local information to people who can then take action as a result of the communication.

In the Know is used to send out the same information as our Social Media platforms; however, the audience is different.

#### 4.3.3 Force Websites

The Constabulary’s main website – **Lancashire.police.uk** – has been re-launched with much improved functionality and content. It has been designed with the user in mind giving people the opportunity to localise content, explore their area using interactive maps, get directions to police stations, browse the events in their areas and contact their local officers directly.

It also provides people with the option of reporting and contacting the Constabulary online – via the **Do It Online** section – instead of having to call 101. Online services include:

- Reporting crime (non-emergency)
- Reporting incidents
- Contacting an officer
- Giving compliments
- Making complaints
- Reporting lost or found property

The force website is critical to the Constabulary’s Channel Shift plan which aims to provide self-service options for the public in order to reduce demand into the Contact Centre and, with the development of digital evidence uploads, a reduction in deployments.

The Constabulary also has a well-developed young person’s website – **Trust Ed** or **trusted2know.co.uk**. This provides young people between the ages of 11 and 18 years with advice about drugs, alcohol, internet safety, sexting, bullying and other teenage concerns

and issues. It also includes a parent's section to assist them in understanding more about these issues so they can support their children when they need to.

#### 4.3.4 PACT Meetings

Police and Communities Together' or PACT meetings have been running in the county for over 10 years. Traditionally attendance at these meetings has been extremely low, with only a handful of the same people turning up each month.

With the advancements in technology, meetings can now be held online to encourage more people to get involved from the comfort of their own homes, or workplaces. Online meetings are held in a number of different ways including:

- On local policing Facebook Pages;
- Via Google Hangouts;
- Via Periscope.

These meetings regularly reach over 3000 people, with many getting involved to ask questions, post their policing issues and concerns and to have a conversation about policing in their areas. A huge majority of people simply have the opportunity to watch and 'listen'.

#### 4.3.5 Face to face

**Face to face engagement** will be the preferred method for some Lancashire residents and to rely solely on digital engagement would be to disengage a large portion of our residents.

Face to face engagement is available via our visible policing services – both from a response and a community policing perspective – and via our Front Counter Services. Direct contact with Customer Contact Advisors in the Contact Centre will always remain an option for those people who do not wish to report incidents or crimes on line.

#### 4.3.6 Marketing and campaigns

Campaigns still have a place in modern day policing and whilst activity can be delivered creatively and effectively via online channels and platforms, this will not reach everyone.

Paid for campaigns will take into consideration the target audience requirements during the planning and delivery stages. An example of a targeted multi-platform campaign is the successful '**Behind Bars**' campaign which informs communities that people who have committed crime and had a negative impact on their quality of life have been convicted and sent to prison. This campaign is delivered both online via the website and social media, but also in a very targeted way through leafleting, posters and where appropriate larger scale visuals such as Ad Vans and Billboards.

#### 4.3.7 Public Engagement Events

The Constabulary hosts extremely successful open weekends at Force HQ and this will continue as a tactic for engagement, however to truly engage with local communities existing events should be sought out, or where there isn't any existing opportunity, events created to increase engagement with harder to reach groups.

#### **4.3.8 Mainstream Media**

Whilst the circulation and readership of mainstream media is diminishing, it is still a vital outlet for news and information about policing activities and outcomes. The Constabulary approach is to build trust and confidence with the public so it sees us as the trusted source of information. However, those people who are less digitally inclined and who prefer to receive their news in printed format must still feel that they have the opportunity to engage, and to be informed about their local police force.

#### **4.3.9 Wider stakeholder engagement**

It must be recognised that to deliver effective services which will keep people safe, working with strategic partners is critical to success. We cannot do this alone and we must work to deliver our priorities together. Senior Managers must take responsibility for this activity.



## Section 5. Responsibilities

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Responsibilities:

- **Contact Management** as first point of contact for the majority are key to driving engagement, in particular to achieve channel shift and 'digital by choice' for the Constabulary;
- **BCUs** will develop and deliver community engagement plans which are bespoke to their communities' needs and requirements;
- **HQ Media and Engagement** will develop new channels of engagement and will support BCUs in the implementation and use of appropriate tactics to achieve high levels of engagement with communities;
- **Corporate Development**, through the Citizens in Policing programme, will play a key role in developing community networks.

## Section 6. Evaluation

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Engagement is neither an **activity** nor an **outcome** so cannot be directly measured, making evaluation difficult. The simple solution is to consider what **activities** and **outputs** are most indicative with engagement and which are being, or can be, measured.

### 6.1 Measuring engagement activity

#### Engagement events

- Numbers and types of events
- PACT meetings
- Open Days, our own or others attended

#### NHP Face to Face Interactions

- Through ITK survey

#### Campaign activities

#### Social Media and Digital Channel Activity

- Engagement rates on social media channels;
- Number of page likes or followers;
- Shares;
- Comments posted;
- 'Mentions';
- Overall reach of message/post;
- Conversion rates (for In the Know);
- Intuitive user feedback from In the Know (deleted messages, opened and actioned)
- Unique visitors to the websites;
- Return visitors to the websites;
- Reports through 'Do it online';
- Operational and investigative results from appeals;

### 6.2 Measuring engagement outcomes

What outcomes are most indicative of effective engagement? What are we currently able to measure that would tell us about people's willingness to participate in policing and community safety?

**Survey results** - especially those indicating legitimacy, confidence and satisfaction

- **Academic survey in partnership with UCLan**
- **User surveys on platforms**
- **Force Surveys**
- **OPCC surveys**

**Outcomes of planned campaign activity**

**Complaints against the police and letters of thanks**

- Letters and emails of thanks, including those on social media channels, could be seen as a primary indicator for effective engagement.

**Citizens in Policing programme**

- Numbers of NHW schemes set up
- Participation in other watch schemes
- Numbers of community volunteers and volunteer police cadets and Special Constables.

## Section 7. Governance and strategic ownership

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Engagement activity will be measured through the **Strategic Engagement Board**, chaired by **ACC Territorial Operations and Contact**.

**The Head of Media and Engagement** will provide support and coordinate reporting for this strategic board.

There are clear interdependencies with **Digital Engagement, Citizens In Policing and the Demand Reduction Board**.

Digital innovation work that requires scoping and funding will be referred to the **Digital Development Board**.