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**Comisiynydd Heddlu a Throseddu  
Dyfed-Powys  
Police and Crime Commissioner**

## **Communications and Engagement Strategy**

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## Background

Police and Crime Commissioners (PCCs) were introduced by the Police Reform and Social Responsibility Act to provide stronger and more transparent accountability to police. They have clear duties to provide services to reduce crime and its impact on communities and victims.

They are an elected official charged with securing an effective and efficient policing area, and to ensure that local police meet the needs of the community.

The role of Police and Crime Commissioners (PCCs) is to be the voice of the people and hold the police to account. They are responsible for the totality of policing and set the direction and the budget for policing. This includes;

- Setting the priorities for Dyfed-Powys Police;
- Publishing a Police and Crime Plan;
- Engaging with Communities and representing the public's voice on policing matters;
- Working closely with community safety and criminal justice partners;
- Supporting victims and bringing people to justice;
- Commissioning services to make communities safer and to support the vulnerable;
- Appointing and, if necessary, dismissing the Chief Constable;
- Dealing with complaints and disciplinary matters against the Chief Constable;
- Holding the Chief Constable to account; and
- Setting the annual Police budget and precept level

The Commissioner has published a Police and Crime Plan for Dyfed-Powys that sets out the vision to keep the communities of Dyfed-Powys safe, maintaining trust and confidence in our police and criminal justice system as a whole. These are also the guiding principles for the Communications and Engagement Strategy for the Office of the Police and Crime Commissioner and how we intend to communicate and engage with the communities of Dyfed-Powys.

## Vision

*Through our meaningful, far-reaching communications and engagement, the voice of our communities will be at the heart of all our work and will drive strategic decision making.*

Communicating and engaging with our local population is vital to delivering our vision. At the Office of the Police and Crime Commissioner (OPCC), we want our communities and the people of Dyfed-Powys to be truly involved in our work.

This communications and engagement strategy outlines how we communicate and engage with our communities in support of the PCC in carrying out his statutory duties and the priorities set out in the 2021-2025 Police and Crime Plan. It sets out our communications and

engagement objectives and principles, and the key areas of communication and engagement we need to concentrate on.

## Aims and Objectives

Our aims with this Communications and Engagement strategy are to;

- Establish and embed a clear, consistent and inclusive communications and engagement approach to support the Police and Crime Commissioner and the Office to achieve our vision, aims and objectives.
- Continually develop effective structures and mechanisms for meaningful and sustainable communication and engagement with key stakeholders, partners, the public and local community groups, and staff within OPCC and DPP.
- Ensure that the views, comments and opinions of the public and our local communities drive our strategic decision making.
- Improve our understanding of our diverse communities in order to ensure that our services are fit for purpose, and that all of our communities have a voice in policing<sup>1</sup>

To achieve our aims, our objectives will focus on consulting, informing and involving our communities. Consulting, informing and involving will increase public confidence and lead to i) greater public understanding; ii) greater public input; and iii) greater public relationships.

- Consult and involve local communities in scrutinising local services in order to influence decision-making (KPI 1.3)
- Inform communities of the work of the PCC and Chief Constable; what is being done and provide them with feedback, so that we establish a reputation with key stakeholders and the public as a high performing, responsive organisation (KPI 1.4)
- All members of our communities are provided with an opportunity to engage with the Commissioner through a variety of means (KPI 1.5)
- To improve our understanding of our diverse communities in order to ensure that our services are fit for purpose, and that all of our communities have a voice in policing (KPI 2.3)
- Provide and promote alternative communication formats for accessing information and services provided by the OPCC (KPI 2.6)

Consulting, informing and involving our stakeholders will result in greater public understanding of the work of the PCC and the Office, greater public input to our work; and greater public relationships, and should increase public confidence.

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<sup>1</sup> Objective 3 within our joint [Strategic Equality Plan](#)

## Methods

Our methods will encompass various channels, strategies and techniques that will allow us to engage with both the general public and key stakeholders.

From face-to-face engagement and written communications to digital platforms and multimedia tools, our communication and engagement methods will provide avenues for sharing information and knowledge, build positive relationships, and empowering communities.

The main methods include:

- **Surveys**

Online surveys will allow a large number of people the opportunity to comment on specific information and issues relevant to the work of the PCC and DPP. Online surveys can reach people who are typically unlikely to engage with us through traditional means. We will ensure that we avoid excluding people who do not have access.

- **Focus Group**

When appropriate and practical to do so, we will engage through focus groups with community groups, educational facilities, charities and businesses to give qualitative feedback on surveys. They allow for an in-depth discussion on a specific topic allowing greater understanding of people's views.

- **Youth Engagement Forum**

The Youth Forum was established in 2018, to develop clear engagement opportunities for us with Young People across the Force area and to provide young people with an opportunity to have their say on policing and crime. It's also a means of ensuring that young people can influence and challenge decision-making by involving them in some of the work.

- **Victim engagement Forum**

The Victim Engagement Forum was established in partnership with criminal justice agencies in October 2020. Members of the Forum assist us in placing victims at the heart of the criminal justice system. Their views help to ensure that the voice of those with lived experiences influences the development and scrutiny of victims' services.

- **Independent Advisory Group (IAG)**

The Dyfed-Powys Police Independent Advisory Group (IAG) provides the valuable role of critical friend to the Police Service and the OPCC. It is a forum where members of the public can advise us on specific issues identified by the police and the OPCC.

The IAG consists of a cross-representation of our diverse communities, in terms of age, gender, gender reassignment, disability, race, religion or belief, sexual orientation and Welsh language.

- **Public meetings – both proactive and reactive meetings**

Public meetings, such as Policing Accountability Board meetings take place in a public place outside of the OPCC and DPP estate. They provide attendees an opportunity to see the organisation at work in their area and allows them to hear issues and topics that may be of interest to local people.

Attending local public meetings organised by stakeholders allow us to engage with local people on specific issues to their communities, and to react to their needs and expectations.

- **Bulletin**

Currently we release a monthly ebulletin to highlight the on-going work of the PCC and the Office, as well as sharing key messages from key stakeholders and DPP. As the capacity and skills of the Communications and Engagement team develop, we will aim to produce bi-weekly / weekly bulletin.

- **Website**

Our website will become our 'shop window' and will provide accessible and valuable resource to people who want to find out more information about the PCC and the work of the Office. The website will be used to aid with transparency, and the publication of key documents and decisions to ensure we meet Specified Information Order requirements.

In the short term, we will prioritise developing a new website and most of our Communication and Engagement tactics will aim to drive website traffic, where people will find further, additional information.

- **Summer shows and events, including Royal Welsh Show and Eisteddfodau;**

We will use the summer shows and events to engage with the public and partners. They will be an opportunity to listen to, and discuss local and national concerns; share key messages from OPCC and DPP; raise the profile of the PCC and the positive impact the work of the Office is having on the day to day lives of our residents. We will also use the events to recruit volunteers to all our volunteering schemes, youth engagement forum and victim engagement forum.

- **Social media** – currently via Twitter, Facebook, Instagram and YouTube;

Social media platforms will provide us with opportunities to reach larger audiences and increase brand awareness. We will aim to use Social Media to share engaging content, interact with our audience and build relationships, and amplify the work of the PCC and the Office.

- **Video**

Producing short videos highlighting key PCC and OPCC activities and projects will provide a creative visual and impactful opportunity to tell a story, and communicate messages.

- **Traditional Media (TV, Radio, Newspapers)**

We will publish all our press release on the news pages of our website. We will share these news items on our social media channels firstly, before sharing with media outlets, ensuring that stakeholders hear any key messages and news items from us in the first instance, rather than relying on secondary platforms /means.

We will offer media outlets opportunities to interview the PCC in relation to our news items, and providing them with reactive statements and comment in response to any requests, ensuring we maintain a good relationship with local correspondents and journalists.

We will offer monthly newspaper columns to local newspapers that will offer opportunities to highlight specific case studies or initiatives that the PCC has been involved in.

- **Community Engagement Days**

We will hold monthly Community Engagement days with the aim of promoting collaboration, trust, and transparency between the PCC, the Police Force, and our communities. The Engagement days are a way of actively involving the public in shaping and improving local policing strategies and initiatives. We will involve various stakeholders, including local organisations and charities, community representatives and volunteers.

- **Community Surgeries**

We will organise community surgeries across the Force area that will provide an opportunity to engage with local organisations, charities, community groups and target under-represented and minority groups. These will be an opportunity to share information on any community funding that is available through the PCC as well as volunteering opportunities. The surgeries will also be an opportunity for local residents and businesses to raise any local concerns with the PCC and the OPCC. We will use the community surgeries to identify specific activities to arrange as part of the PCCs Community Engagement Days.

- **Open Days at Police Headquarters and Dyfed-Powys Police (DPP) estates**

Offering opportunities to stakeholders to visit Police Headquarters and our estate provide an opportunity for people to see and experience in person how DPP operates. They allow people to speak directly to experts on a particular subject area.

- **Conferences**

Since 2017, we have held an annual St. David's Day Conference focusing on wide ranging criminal justice areas and themes. We have also worked with our Youth Forum to arrange conferences focusing on youth related priorities.

Our aim in holding conferences is to provide a platform for sharing knowledge, ideas and best practices, as well as providing networking opportunities.

- **Volunteer Schemes**

Our volunteering schemes include Independent Custody Visitors, Animal Welfare Visitors, , and Quality Assurance Panel members.

Our volunteers with us to help support vulnerable people; ensure professionalism within DPP; give confidence that high standards are upheld; protect people's rights; and enable challenge if things are not as what is expected.

## Key Principles

### 1. National Principles for Public Engagement in Wales

We are fully committed to following the National Principles for Public Engagement in Wales. All of the following principles will be incorporated in to how we approach our work; our daily tasks and our long term programme of engagement and communications:

1. Engagement is effectively designed to make a difference;
2. Encourage and enable everyone affected to be involved, if they so choose;
3. Engagement is planned and delivered in a timely and appropriate way;
4. Work with relevant partner organisations;
5. The information provided will be jargon free, appropriate and understandable;
6. Make it easier for people to take part;
7. Enable people to take part effectively;
8. Engagement is given the right resources and support to be effective;
9. People are told the impact of their contribution; and
10. Learn and share lessons to improve the process of engagement.

Please see Appendix B for further details on each individual principle.

### 2. Welsh Language Standards.

The Welsh Language is a cornerstone of both the OPCC and DPP's ethos in representing a Welsh-speaking heartland. To support us in promoting the Welsh language, we are fully embracing the changes required of us through the Welsh Language (Wales) Measure 2011. We will actively promote and facilitate the use of the Welsh language when engaging with our communities.

### 3. Public Sector Equality Duty

In 2011, the public equality duty came into force. It was created under the Equality Act 2010. It requires public bodies to consider all individuals when they carry out their day to day work,



such as shaping policy, delivering services and in relation to their own employees. It encourages public bodies to understand how different people will be affected by their activities, so that their policies and services are appropriate and accessible to all and meet different people's needs. In line with our [Strategic Equality Plan \(2020-2024\)](#) we will take the equality duty into account in the ways we communicate and engage with both our local population and our members and staff, *"to ensure that all members of our communities are provided with an opportunity to engage."*

### **3. Memorandum of Understanding with Dyfed-Powys Police's (DPP)**

When undertaking engagement work and communicating with our communities, we will also take into account our Memorandum of Understanding with Dyfed-Powys Police's (DPP) Corporate Communications Team, and opportunities for wider partnership working. When appropriate, we will work closely with DPP and other partners to hold joint consultations, communication and community engagement activity.

## **Target Audience**

These are a combination of local residents, national and local government, the public sector, private sector, third sector, victims of crime, employees and media stakeholders, including:

- **Residents**  
The PCC is an elected member of the public and is the public's voice, so it is essential that we engage with residents so that we understand their needs and expectations.
- **Business owners**  
We will consult and engage with business owners as they form part of our communities and we need to seek their opinions and views on policing matters that are local to them.
- **Victims of Crime**  
We will engage with victims to ensure the voice of victims influences the scrutiny of service provision, and to support the delivery of an outstanding service for victims. It is vital that our engagement is effective, meaningful and impactful, and that it makes a difference.
- **Offenders**  
Engaging with offenders will allow the Police and Crime Commissioner to take a more holistic and inclusive approach to addressing crime. By considering the needs and perspectives of offenders, we can work towards a fairer and more effective criminal justice system that focuses on rehabilitation, prevention, and community well-being
- **Youth organisations and schools**

We will engage with young people so that we can better understand the risk factors that lead young people to crime and disorder and help them to make positive choices in life. We will focus our youth engagement work via the PCC's Youth Ambassadors who form our Youth Forum.

- **Underrepresented groups**

We are committed to engaging fully with all sectors of the community, and want to enable the public to easily engage with us; barriers for different groups must be identified and addressed. We will then adopt our methodology and approach to engagement and communications to ensure representatives from all groups within our communities have the opportunity to have their say.

- **DPP staff and officers**

We will ensure effective engagement with staff and officers internally, as the work of the PCC potentially has an impact on several aspects of their work. We will also engage internally to identify future collaborative community engagement activity.

- **Our Volunteers – Quality Assurance Panel members, Independent Custody Visitors and Animal Welfare Visitors**

Volunteers play a hugely important role in making our communities safe and secure, and play an important part in helping the PCC deliver his vision set out in the Police and Crime plan. We will engage with volunteer organisations to ensure we have a diverse representation from communities on all of the PCCs volunteer schemes, and to also provide them with feedback on the impact of their input.

- **Third sector, Public Sector and Private sector partners, including our Criminal Justice partners.**

We will engage to identify opportunities for collaborative engagement work and to also share with them key messages from the PCC so that they can share with their stakeholders.

- **Public Services Board partners, including all four Local Authorities, Health Boards, Fire Service, Natural Resource Wales and other public services.**

As above, we will engage to identify opportunities for collaborative engagement work and to also share with them key messages from the PCC so that they can share with their stakeholders.

- **County, Town and Community Councillors; MSs & MPs**

We will engage with them to provide them with information of what the PCC is doing in their area and to provide a link between the Force and community representatives, and for them to inform us of any local issues.

- **Welsh Government and UK Government Staff**

Policy Leads will engage with government officials to ensure the PCC is kept updated of any legislative changes and developments.

- **Media**

We will use local and national media outlets to raise awareness and promote the work of the Office and the PCC as outlined in our Communications and Engagement Methods above.

## Evaluation and Measuring Success

Evaluating and measuring success will be essential so that we are able to measure the impact of our communication and engagement activities. It will help identify what works, what doesn't and how we can improve.

Our evaluation methods will be incorporated into our communication and engagement planning and implementation.

We will be considering the Participation Cymru Ten Principles of Engagement (see Appendix B) as a tool of measuring the success of our communication and engagement methods, as well as criteria stemming from the objectives outlined above, namely:

- Increasing level of public awareness and understanding of the Commissioner's role, which will be measured through our public survey on residents' policing perceptions
- Growing level of feedback, interest and involvement of the public in the Commissioner's work
- Growing effectiveness of partnership working

We will also analyse press and media coverage so that we can measure the impact of our communication efforts. We will aim to track metrics such as media mentions, sentiment analysis, tone of coverage, and audience reach.

In terms of Digital Media, we will use a range of analytical tools to monitor our digital communication and engagement methods, including website traffic, page views, bounce rate, time on page, social media followers, likes, shares, comments, email open rates, and click through rates. We will review the data collected by the analytical tools to identify any trends, patterns and insights that can inform and improve our digital media communication and engagement methods.

Additionally, on a quarterly basis, we will provide evidence to the PCC and Executive Team, along with the Police and Crime Panel, on how we are supporting the PCC in exercising the role's legal duties as set out in The Policing Protocol Order 2011.

**Appendix 1: Delivery Plan**

The below delivery plan is a template that will be utilised to support the delivery of the Communications and Engagement Strategy.

<b>Communications and Engagement Area</b>	<b>Aim</b>	<b>Method</b>	<b>Platform</b>	<b>Evaluation methods</b>
<b>Public Consultations</b>				
<b>Precept</b>				
<b>Awareness Campaigns</b>				
<b>Website</b>				
<b>Newsletter and bulletins</b>				
<b>Social Media</b>				
<b>Press and Media Relations</b>				
<b>Youth Engagement</b>				
<b>Victim Engagement</b>				
<b>Conferences</b>				
<b>Equality and Diversity</b>				

# NATIONAL PRINCIPLES FOR PUBLIC ENGAGEMENT IN WALES



**1 Engagement is effectively designed to make a difference**  
Engagement gives a real chance to influence policy, service design and delivery from an early stage.

**2 Encourage and enable everyone affected to be involved, if they so choose**  
The people affected by an issue or change are included in opportunities to engage as an individual or as part of a group or community, with their views both respected and valued.

**3 Engagement is planned and delivered in a timely and appropriate way**  
The engagement process is clear, communicated to everyone in a way that's easy to understand within a reasonable timescale, and the most suitable method/s for those involved is used.

**4 Work with relevant partner organisations**  
Organisations should communicate with each other and work together wherever possible to ensure that people's time is used effectively and efficiently.

**5 The information provided will be jargon free, appropriate and understandable**  
People are well placed to take part in the engagement process because they have easy access to relevant information that is tailored to meet their needs.

**6 Make it easier for people to take part**  
People can engage easily because any barriers for different groups of people are identified and addressed.

**7 Enable people to take part effectively**  
Engagement processes should try to develop the skills, knowledge and confidence of all participants.

**8 Engagement is given the right resources and support to be effective**  
Appropriate training, guidance and support are provided to enable all participants to effectively engage, including both community participants and staff.

**9 People are told the impact of their contribution**  
Timely feedback is given to all participants about the views they expressed and the decisions or actions taken as a result; methods and form of feedback should take account of participants' preferences.

**10 Learn and share lessons to improve the process of engagement**  
People's experience of the process of engagement should be monitored and evaluated to measure its success in engaging people and the effectiveness of their participation; lessons should be shared and applied in future engagements.

These Principles were developed by Participation Cymru working with TPAS Cymru, under the guidance of the Participation Cymru partnership. Endorsed by The First Minister of Wales, The Right Hon. Carwyn Jones AM on behalf of the Welsh Government. Further guidance on the National Principles can be found at [www.participationcymru.org.uk](http://www.participationcymru.org.uk)  
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