

Joint Involvement and Engagement Action Plan

Objective	Activities	This will require	Date	Lead Officer/ Dept.
1. Ensure communities have easy access to information and opportunities to discuss local priorities	1. Develop communication tools to encourage discussion and deliberation of issues affecting local communities	1. Establishment of neighbourhood panels and other face to face opportunities to engage, e.g. street briefings etc. Raise awareness via communication channels	2009 and beyond	Safer Comms Head of Corporate Communications
	2. Increase public awareness of the Policing Pledge	2. Re-develop Police Authority website, influenced from a Citizen focused perspective	Q2 2010	PA Head of Engagement & Comms
	3. Increase public awareness of neighbourhood meetings and other channels of engagement	3. Ensure force website complies with accessibility guidelines	2010	Head of Corporate Communications
	4. Improve public profile of the Police Authority ensuring the public know who 'polices the police'	4. Explore further the use, content and links to the Policing Plan of the Local Policing Summary	Q2 2010	PA Head of Engagement & Comms
		5. Investigate options for and implement improved communications channels including shared communication options with partners where appropriate	2010	PA Head of Engagement & Comms Force Head of Corporate Comms
		6. Investigate and utilise multi-media, including social media and e-communication methods where possible	Q2 2010	PA Head of Engagement & Comms Force Head of Corporate Comms

Objective	Activities	This will require	Date	Lead Officer/ Dept.
		7. Promote HMIC's new Police Report Card, supported by more detailed information at a more local level		PA Head of Engagement & Comms Force Head of Corporate Comms
2. Deliver information to citizens in an accessible and timely manner	1. Ensure the principles of community engagement and cohesion are embedded within communication processes across the organisation	1. Continue to embed Force Communication Strategy, ensuring coherent links with engagement activities and action plan 'owners'	2009 and beyond	PA Head of Engagement & Comms Force Head of Corporate Comms Citizen Focus Lead Safer Comms
3. Be smarter about engagement	1. Ensure the processes for engagement are undertaken in partnership whenever possible to avoid duplication, make effective use of resources and promote consistency of approach 2. Improve our collective understanding of	1. Embed action plan for delivery of PA statutory engagement duties including LPS, businesses and 'matters concerning policing'	Immediate and ongoing	PA Head of Engagement & Comms Safer Comms
		2. Improve links with local authorities	Immediate and ongoing	PA Safer Comms
		3. Target communication and engagement activities more effectively using demographic tools such as Mosaic	2011	PA Head of Engagement & Comms Safer Comms Head of Corporate Communications

Objective	Activities	This will require	Date	Lead Officer/ Dept.
	<p>the specific needs of our communities</p> <p>3. Acquire a better shared knowledge of all our communities, along with our partners</p>	4. Ensure collective data from various engagement channels is captured once and is used to inform the 3 Year Strategic Plan	2011	Citizen Focus Lead Corporate Performance Team
		5. Share between partners depersonalised data gathered through engagement	2011	PA Safer Comms
		6. Deliver joined up, effective publications, engagement and activities	2012	PA Safer Comms
		7. Share knowledge and good practice with partners	Immediate and ongoing	PA Safer comms
		8. Nominate lead Police Authority member for each BCU	April 2010	PA Head of Engagement & Comms/ Chief Exec
4. Increase the variety and improve the effectiveness of existing channels of community engagement	<p>1. Capture and develop a variety of engagement tools and channels</p> <p>2. Help shape neighbourhood management agenda by strengthening and developing the role of neighbourhood panels</p>	1. Ensure Police Authority statutory duties are fulfilled by:	2009 and beyond	PA Head of Engagement & Comms
		a/ Appointing a lead member for engagement	2009	PA
		b/ Producing and delivering Local Policing Summary to every household	2009 and beyond	PA Head of Engagement & Comms
		c/ Ensuring communities are empowered via establishment of neighbourhood panels	2009 and beyond	Safer Comms

Objective	Activities	This will require	Date	Lead Officer/ Dept.
	3. Embed the Prevent Strategy and Implementation Plan	2. Research and map existing engagement channels	March 2010	Head of Engagement & Comms
	4. Improve engagement with the business community to ensure their views are heard	3. Ensure our plans and policies provide a fair and equitable service to all communities by continuing to develop and use appropriate and effective engagement channels to reach hard to hear groups	Immediate and ongoing	Equality, Diversity and Human Rights Unit (EDHRU)
		4. Harness the community engagement avenues developed via the Prevent-funded Community Engagement post	Immediate and ongoing	Prevent lead
	5. Develop strong links with the work of CDRPs and other local authorities	2011	PA Safer Comms	
	6. Use the mapping described at 2. to identify collaborative engagement opportunities and identify good practice	Sept 2010	PA Safer Comms	
	7. Effectively feed back knowledge into existing core areas of business	Immediate and ongoing	Media & Comms Officer	
	8. Increase stakeholder awareness of Police Authority role	Immediate and ongoing	Police Authority	
	9. Consider holding at least three public scrutiny meetings per year at BCU level, in line with White Paper proposal		Police Authority/ ACPO	

Objective	Activities	This will require	Date	Lead Officer/ Dept.
5. Enable communities to feel involved through influencing policy making	1. Establish channels and provide more opportunities to enable local people to influence policy making and link to democratic processes	1. Implementation and development of a 'People's Priority' in the Policing Plan	2009 and beyond	PA Head of Engagement & Comms
		2. Develop opportunities for greater involvement in Participatory Budgeting	2012	Safer Comms Police Authority
	2. Provide more opportunities for local people to influence decision making	3. Use feedback gathered via the Local Policing Summary, neighbourhood panels and other ad hoc engagement to inform the Policing Plan	Immediate and ongoing	PA Head of Engagement & Comms
	3. Involvement in the roll out of Participatory Budgeting	4. Increase awareness of the involvement of community volunteers (e.g. Independent Custody Visitors and CIAN members) in Police Authority business	Immediate and ongoing	PA Head of Engagement & Comms
		5. Secure and respond to the community feedback obtained via Comprehensive Area Assessments	2010	SDD Citizen Focus Lead
6. Ensure more young people feel they have a voice and are more involved	1. Involve young people in decision making and in shaping their communities	1. Commence work on partnership initiatives, providing young people with opportunities for involvement	2009	Safer Comms
		2. Develop further opportunities to engage young people	2010	Safer Comms

Objective	Activities	This will require	Date	Lead Officer/ Dept.
		3. Ensure young people's views influence decision making at neighbourhood and other forums across the force area	2011	Safer Comms Force Strategic Young People Lead & Strategic Neighbourhood
		4. Devise tools for engaging young people more effectively	2010	PA Safer Comms
7. Have greater involvement of BME and vulnerable groups in shaping their services	1. Develop community and group links	1. Identify areas in Comprehensive Area Assessments which reflect these requirements	Ongoing	PA EDHRU
	2. Harness consultation avenues that identify what BME and vulnerable people want to achieve	2. Re-invigorate CIAN by re-writing terms of reference to ensure current relevance	Ongoing	PA EDHRU
		3. Establish identifiable structure for CIAN and host AGM	2010	PA EDHRU
	3. Increase and improve Police Authority involvement in CIAN	4. Ensure good BME representation on CIAN	Ongoing	EDHRU
		5. Increased, more structured and improved use of CIAN	2010	PA EDHRU
		6. Increase awareness of CIAN and promote regular and effective use of CIAN in developing force policy	2010	PA EDHRU

Objective	Activities	This will require	Date	Lead Officer/ Dept.
		7. Investigate potential use of CIAN in scrutiny and monitoring e.g. All Stops data	2010	PA EDHRU
		8. Develop effective channels to better harness the experience of vulnerable groups in developing services	2010-2011	PA EDHRU
8. Make sure Cambridgeshire's communities are more understanding of the diversity of the county	1. Promote understanding of the diverse communities of Cambridgeshire	1. Promote understanding of the contributions young people and Black and Minority Ethnic (BME) communities make to community cohesion objectives	Immediate and Ongoing	PA EDHRU
	2. Strive to develop a workforce that reflects the diversity of the communities we serve 3. Improve our Improve our collective understanding of the specific needs of our communities 4. Acquire a better shared knowledge of all our communities, along with our partners	2. Continue to deliver against the force's Positive Action Programme	Immediate and ongoing	PA Director of People

Objective	Activities	This will require	Date	Lead Officer/ Dept.
9. Measure and report on outcomes of the Community Engagement Strategy	1. Develop a performance monitoring framework for monitoring the outcomes of this action plan	1. Monitor and publish confidence levels from variety of sources including telephone surveys	February 2010	SDD
		2. Effectively scrutinise confidence trajectories, taking action when necessary	Ongoing	PA SDD
	2. Provide feed back on outcome of engagement activities both internally and externally	3. Use of existing communication tools and channels to complete the feedback loop to communities re. action taken	Immediate	PA Safer Comms Corporate Communications