

Committee(s): Police Authority Board	Date(s): 19 th September 2019
Subject: Combined Strategic Communications Plan of the City of London Police and City of London Corporation	Public
Report of: Commissioner of Police Pol 70-19	For Decision
Report author: Ian Dyson, Commissioner of Police	

Summary

The Police Authority Board have asked for an increased level of knowledge and familiarity of the City of London Police, its work and its responsibilities to ensure appropriate oversight by City Corporation in its role as Police Authority.

This strategy sets out a narrative on the key roles and responsibilities of the City of London Police and why the Force matters.

The strategy sets out how we will communicate that narrative to the members and officers of the City of London Corporation

It has been agreed by Commissioner of Police and Director of Communications of the City of London Corporation and, if agreed by the Police Authority Board, the Strategy will be delivered by the communications teams of the City of London Corporation and the City of London Police, working in partnership, while recognising operational matters remain the preserve of the police.

Recommendation

Members are asked to approve the report.

Main Report

Previous Position

In the past, CoLP communications to members and officers at City Corporation have been ad hoc, focusing on operational matters with no clear top-line message, with the exception of the recently implemented quarterly briefing to members drafted by the City Corporation Town Clerk's department.

Proposals

We aim now to communicate how the City of London Police plays a key role in protecting a vibrant and thriving City, supporting a diverse and sustainable London within a globally-successful UK

We aim to show how the Force delivers world-class policing services, ensuring that the core values of integrity, fairness and professionalism are embedded in everything it does

The proposed central narrative is attached at Annex A.

If agreed:

- This narrative will be used to shape and inform all communications for Corporation members and officers, ensuring accurate headline information is made available to all key audiences.
- The narrative will become part of the City Corporation's messaging, so it can feed permanently into all communications such as member briefings, stakeholder briefings, pan-London messaging, speeches and corporate publications. It will also form the basis for political engagement with members when talking about the police

The CoLP communications teams will establish a range of channels with both members and officers in City Corporation

Communications channels will include:

- Masterclasses on:
 - all significant CoLP, national and joint change programmes, most notably 'Secure City';
 - economic crime;
 - protective security; and
 - community policing
- The opportunity for those CoLC members and officers who have Police Authority Board responsibilities to accompany officers on operational duties.
- Site visits to all specialist departments.

The CoLP communications team will also work in partnership with the CoLC communications team, to deliver strategic messages about the force.

The City of London Communications Team and the Town Clerk's Department will establish a range of channels with both members and officers in City Corporation

Communications channels will include:

- Producing the strategic Quarterly Police Authority update
- Launching an annual internal publicity campaign on the role of the City of London Police and why the force matters

- Including the key messages in all briefing ahead of meeting with relevant stakeholders such as politicians, diplomats and business leaders
- Including key messages about the role of the police in material encouraging firms to register to vote
- Featuring the strategic work of the police in ward newsletters and publications such as CityView and City Resident
- Featuring the strategic work of the police in key speeches by the Lord Mayor and the Policy Chair
- Using the Corporate Affairs Team to coordinate political engagement of CoLC and CoLP

Opportunities for combined communications activity will be considered and implemented, when appropriate. Areas under consideration for combined communications include road safety, anti-social behaviour and, for internal audiences, cyber security. Plans to support such combined activity will be developed as joint initiatives are identified.

Corporate & Strategic Implications

The narrative attached at Appendix A includes a section on CoLP's Corporate Plan and how it supports City Corporation's Corporate Plan.

Implications

The financial implications in supporting this communications strategy would be minimal, with most activity supported by CoLC and CoLP officers and staff.

Conclusion

Members are asked to support the proposals to deliver an enhanced communications offer from the City of London Corporation and the City of London Police.

Appendices

- Appendix A – Policing in the City of London. Why it Matters

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Annex A:

Policing in the City of London Why It Matters

Introduction

The City of London Police plays a key role in protecting a vibrant and thriving City, supporting a diverse and sustainable London within a globally-successful UK.

The success of UK's smallest police force helps support the 513,000 jobs in the City of London, the £60bn contribution to the economy made by businesses in the Square Mile and the £75bn paid by UK financial services to the Government in taxation.

It protects the 7,500 population in the City and the 18.8m visitors annually.

It is the national lead force responsible for tackling economic crime, with units working across the UK combatting fraud and cybercrime.

And it delivers world-class policing services, ensuring that its core values of integrity, fairness and professionalism are embedded in everything it does

None of this happens in isolation.

The governing body of the Square Mile, the City of London Corporation, is the police authority for the force and the principal source of funding.

Innovative relationships with industry and direct Government grants enable the force to provide additional services.

The City of London Police works frequently with overseas law enforcement agencies, such as the office of the Manhattan District Attorney, to combat cybercrime globally.

The result is that the force's unmatched expertise, innovative working and unique skills make the City of London one of the safest business districts in the world - and helps spread prosperity far beyond the boundaries of the Square Mile.

The City of London Police's ambitions are outlined in its corporate plan:

- to make the City of London the safest city area in the world;
- to deliver a policing service that is valued by those who live, work and visit the City of London;
- to be a police force with global influence and impact;
- to build new ethical economic partnerships; and

- to have an innovative, skilled and agile workforce in a culture that supports and empowers our people.

These support the key aims of the City of London Corporation outlined in its Corporate Plan:

- to contribute to a flourishing society;
- to support a thriving economy; and
- to shape outstanding environments.

The force works with the business community and engages with ideas and offers for ethical economic partnerships to:

- exploit and develop digital policing;
- develop a more representative workforce; and
- create an environmentally-friendly policing service.

The force has a key role in protecting the City of London:

- Working with the City Corporation, the City of London Police built the 'Ring of Steel' and developed automatic number-plate recognition, now used across the globe.
- The force delivers seminars with its Counter-Terrorism Security Advisors and bespoke advice on designing a secure environment, as well as regular crime prevention events and business engagement meetings.
- City of London Police uses advanced technology and innovative policing tactics to complement comprehensive engagement and support with businesses and communities of the Square Mile. Project Servator utilises unpredictable, highly visible police deployments, designed to deter, detect and disrupt a wide range of criminal activity, with a focus on defeating terrorism.
- Project Servator is now used across much of London, in many of the country's airports, as well as towns and cities across the UK.

The City of London Police is the national lead police force for fraud:

- This role includes investigating some of the country's most complex frauds, as well as hosting the national fraud and cybercrime reporting centre, Action Fraud.
- Action Fraud is the only national crime reporting system in the UK. All frauds and the majority of cybercrime in England, Wales and Northern Ireland are reported to Action Fraud. These reports are then analysed by the National Fraud Intelligence Bureau, also hosted by City of London Police, and then either sent onto the police force where it is believed the suspect resides, or retained within the NFIB to inform its disruption and warning activity.

- In partnership with industry, government, regulators, other law enforcement agencies, the City of London Police helped create the Joint Fraud Taskforce.

The City of London Police works in partnership with a range of other organisations including:

- the Insurance Fraud Enforcement Department;
- the Police Intellectual Property Crime Unit;
- the Dedicated Card and Payment Crime Unit; and
- a sponsorship agreement with Lloyds Banking Group to deliver unique joint projects which counter economic crime.

City of London Police engages with police forces across the country to share best practice in fraud investigation. The force hosts the Economic Crime Academy, which provides training in counter-fraud and other economic crime techniques, to both private and public sector organisations.

And on cybercrime, the City of London Police works with the National Crime Agency and the newly created National Cyber Security Centre, to provide protection advice to businesses and individuals.