

Committee(s): Police	Date: 3 rd November 2016
Subject: Draft Corporate Communication Strategy	Public
Report of: Commissioner of Police Pol 50-16	For Information
Report author: Hayley Williams on behalf of Teresa La Thangue Corporate Communications Director	

Summary

The Corporate Communications Director has lead on the development of the attached draft documents under the Direction of the Commissioner and Assistant Commissioner. It was recognised by the Force that an overarching Communication Strategy was required with relevant documents feeding into this which would enable a more coordinated approach to Corporate Communication. Some Members had also raised issues regarding the use of social media which the documents would seek to address.

- Draft Overarching Communication Strategy 2016-17
- Draft Internal Communication Strategy 2016-18
- Draft External Media Relations Strategy- City 2016-17
- Draft External Media Relations Strategy ECD- 2016-17
- Draft Digital Strategy

This draft overarching Strategy and supporting documents support all Force priorities and have also been developed in line with the City of London Corporation Communications Strategy and Department.

Recommendation(s)

Members are asked to note the report and give any feedback.

Main Report

Background

1. The Corporate Communications Director has lead on the development of the attached draft documents under the Direction of the Commissioner and Assistant Commissioner. Previously, the Force was adopting a slightly ad-hoc approach to Corporate Communications with the existence of some strategy documents that were in need of a review and refresh.

2. It was recognised that an overarching Communication Strategy was required with various other supporting documents for other communication media feeding into this overarching Strategy. Members had also raised issues at various points in the year in relation to the Force's use of social media accounts and Twitter.

Current Position

3. These documents, presented to your Committee, seek to give a clearer strategic direction to the area of Corporate Communication.
 - **Draft Overarching Communication Strategy 2016-17-**
This strategy will drive and inform all communications activity – internal, external, digital and public affairs, across the Force. All communications activity will derive from this and adhere to the key messages and principles detailed within. All the other documents feed in to this overarching Strategy.
 - **Draft Internal Communication Strategy 2016-18**
The Internal Communications Strategy exists to support the delivery of the City of London Police Operational Priorities, City Futures programme and HR people strategy. This strategy is set within the context of the current direction of the organisation and details how we aspire to communicate internally across the Force.
 - **Draft External Media Relations Strategy- City 2016-17**
This strategy exists to support the delivery of the operational policing priorities for the Crime, Uniformed Policing, and Intelligence and Uniformed Policing Directorates and outline the supporting communications messages and methods for these areas. This strategy is set within the context of the current aims of the organisation and details how we aspire to communicate externally with the media, and the wider public. This document will inform all external communications activity across these areas of the Force.
 - **Draft External Media Relations Strategy ECD- 2016-17**
This strategy exists to support the delivery of the operational policing priorities for the Economic Crime Directorate and outline the supporting communications messages and methods to support its national and local responsibilities. This strategy is set within the context of the current aims of the organisation and details how we aspire to communicate externally with the media, and the wider public. This document will inform all external communications activity across this area of the Force.
 - **Draft Digital Strategy**
The Digital Strategy exists to support the delivery of the City of London Police External Communications Strategy and operational priorities, with the understanding that the digital channels we use are a key means of communicating with external audiences.

Corporate & Strategic Implications

4. This draft overarching Strategy and supporting documents support all Force priorities and have also been developed in line with the City of London Corporation Communications Strategy and Department.

Conclusion

5. It is hoped that the Strategy documents will set a clear strategic direction and enable the Force to deliver Corporate Communications that are effective and fit for purpose. The draft documents are presented for Members information and comments and feedback are welcomed and should be fed back to Teresa La Thangue Corporate Communications Director (contact details below)

Appendices

1. Draft Overarching Communications Strategy
2. Draft Internal Communications Strategy
3. Draft External Communications Strategy (City)
4. Draft External Communications Strategy (ECD)
5. Draft Digital Strategy

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