

City of London Police
High level communications strategy
2016-2017

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.

Principles

As a team Corporate Communications will follow the following principles over the coming 12 months, with a view to driving further efficiencies through the department and reducing costs while ensuring our communications activities have necessary impact, within force and externally for our various audiences, partners and stakeholders.

1. Explore and exploit best engagement tools and emerging technologies to provide value-for-money communications channels.
2. Support operational activity at tactical and strategic level, as necessary, offering communications advice, guidance and input to assistance the force in meeting its priorities.
3. Develop the business partner model within the communications team and directorates, to ensure the force receives appropriate levels of support from Corporate Communications.

Enhanced Support

Corporate Communications will support, as necessary, all force priorities and internal initiatives. There will, however, be enhanced support for three key areas:

- Protecting the City from terrorism and extremism
- Our work in leading the country's response to fraud, and in particular the re-launch of Action Fraud and the anticipated publication of the Crime Survey of England and Wales
- Road safety

Over-arching key messages

We are proud to deliver an exceptional policing service.

We protect the world's leading global financial centre from terrorism and extremists.

We lead the country's response to fraud.

We work with partners to make the City's roads safer for all users.

Notable Projects

The following projects are anticipated in 2016/2017 and will require significant input from the Communications team as well as affecting our delivery abilities.

- *Action Fraud Re-launch*
The re-launch is scheduled for 2017, although communications activity to a range of audiences is already either planned or already underway.
- *Crime Survey of England and Wales*
The survey will be published in July and for the first time will include fraud and cyber crime figures. When the interim survey was published in October, the inclusion of fraud data increased the crime figures by five million and we are therefore anticipating major interest in Action Fraud and CoLP when the data is published. This will be a valuable opportunity to talk about our work in this area, positioning ourselves as integral to the debate on fraud and cyber crime.
- *New strap line*
Work will be required to embed the new strap line; 'Proud to deliver an exceptional policing service' across the force. Engaging with an external agency will be explored.

APPENDIX 1

- *New intranet*
Work is underway to replace 'Citynet' the force intranet as it the current operating system has reached obsolescence and is no longer supported.
- *Leadership Programme*
The third phase of the leadership programme will run during summer 2016, and will therefore require extensive communications support to ensure delegates get the best from their workshops. Ongoing work to embed the leadership programme across the force will continue.

Communications areas

Although the communications team as a whole will support the force priorities and above notable projects, each of the three teams (digital, media relations, internal communications and public affairs) will have specific areas of focus in the coming 12 months.

Digital

The digital team this year will focus on our users, the people who access services and information through our website, intranet and social media channels.

Understanding the user needs is of paramount importance to the City of London Police. We will engage with our audiences to ensure we deliver a service that meets their expectations, builds trust, and offers ease of access and convenience of use.

The Digital Communications team efforts will be focused in three areas:

1. Create a mobile ready website to provide all of our users with improved access to our services.
2. Deliver a modern fit for purpose Intranet to enable Police Officers and Police Support Staff to manage day-to-day tasks efficiently, as well as giving the organisation a platform to engage.
3. Produce a plan for a joined up approach to social media. Bringing together all of our channels to help us deliver timely advice, news, campaigns and other information, while also assessing new social media tools and their fit with our existing channels.

APPENDIX 1

Media

The media teams will focus on engaging with pertinent journalists and writers to develop symbiotic and productive relationships that ultimately result in coverage positioning the force locally, nationally and internationally as an exceptional, relevant and essential police force within the current law enforcement landscape.

The Economic Crime Directorate media engagement work will focus on the following key areas during 2015-16 to support the wider strategic aims of the City of London Police.

1. To support the implementation of a new Action Fraud system in order to assure the media and stakeholders that the national reporting service meets the needs of law enforcement, victims, business and the wider public.
2. To ensure the City of London Police Economic Crime Directorate remains engaged in the media on all matters relating to fraud and cyber crime and to support this with education and prevention communications to ensure the public have the tools and information to protect themselves.
3. To support City of London Police's media engagement on the Joint Fraud Taskforce to show that Government, law enforcement and business can work together to tackle the underlying causes of fraud.
4. To raise the profile of the City of London Police's Economic Crime Directorate as a centre of excellence in tackling fraud and cyber crime.

City Policing Media team will work with the crime and uniform directorate to utilise our City based activity to generate coverage in appropriate outlets.

1. There will be particular focus on our work in counter-terrorism and our various engagement and deterrence tactics (Operations Servator, Griffin and Argus) and our work with Corporation of London to keep the City safe.
2. We will also work closely with the Roads Policing team, TFL and Corporation of London to provide dedicated communications support to their aim to make the City roads safer for all users. This will involve a focus on cycle and pedestrian safety, utilising existing activity, such as Operation Atrium, and

APPENDIX 1

developing new communications plans to sit alongside operational activity planned by the unit.

Internal Communications

Over the next year Internal Communications will continue to focus on building its channel mix with a particular focus in 2016 on the introduction of face to face channels and a move away from the intranet as the dominate delivery channel. In addition, the introduction of a Business Partner model, which will see media officers become the first point of contact regarding internal communications matters, will free up the Internal Communications managers to work in a more forward-looking and strategic manner, supporting key projects, programmes and initiatives such as the accommodation programme, leadership programme and intranet development project.

Public Affairs

Utilising the resources of the Corporation of London, the Communications team will continue to engage with select politicians (national, regional and local) to ensure there is comprehensive understanding of our work, both within economic crime and City policing, with relevant political figures. This will involve showcasing our work to politicians with an interest and influence in our activities, as well as ensuring we participate in fora appropriate to our work and interests.

Summary

Although this strategy focuses on specific force priorities and upcoming projects, it is has been devised in such a way to provide guidance and steer to support all communications activity within the force. Communications plans will be drafted with consideration of the principles and key messages contained within, ensuring consistency of message across all our communications activity, regardless of audience or channel.