

NORTHUMBRIA POLICE

EXTERNAL

COMMUNICATION STRATEGY

2021-25



**NORTHUMBRIA
POLICE**



PURPOSE

To support the Force in delivering an outstanding police service by effectively communicating and engaging with the public and our officers, staff and volunteers.

The Force's communication and engagement activity should benefit our communities through engaging, open, honest and transparent content with the main aim of enhancing confidence in Northumbria Police.

OBJECTIVES

- Warn and inform the public and keep people safe from harm including during critical and major incidents.
- Deliver communications and engagement designed to support the Force priorities, maintain community confidence and trust in Northumbria Police.
- Provide effective support for live and on-going investigations including dealing with media enquiries.
- Help to prevent crime through effective advice, behaviour change and campaign promotion.
- Internal-first communications which ensures our workforce is informed, engaged and enabled.
- Challenge errors, misinformation and misconceptions.
- Deliver a targeted approach via appropriate channels to ensure we continue to reach different audiences.
- Innovate and introduce new methods of communication to ensure we remain relevant to our communities.
- Collaborate with our partners and stakeholders including the OPCC (Police and Crime Plan) to better support victims.
- Position the Communications & Engagement department as an 'enabler' of activity, rather than simply as the sole deliverer.

COMMUNICATION PRINCIPLES:

Northumbria Police's communications will adhere to the following principles:

- **Be accurate**
- **Be compliant with legal issues**
- **Be professional**
- **Be open, honest, transparent and proactive**
- **Be clear, accessible and understandable**
- **Tone relevant for platform to maximise engagement opportunities**
- **A focus on meaningful communications**
- **Work with stakeholders and partner agencies**
- **Instigate and maintain a clear and consistent narratives**





PRIORITISATION OF ACTIVITY

Northumbria Police will prioritise workload against the Force's priorities and manage the continued demand for service. Consistency of brand identity, key messages, audience identification and defined outcomes in the delivery of the work carried out by the Communications and Engagement department is essential.

Work aligned to Force priorities will take primacy and will be underpinned by methodology.

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KEY THEMES

Provide transparent, open and accountable information to the public to aid understanding of the work of Northumbria Police.

Showcase the good work of the Force to build trust and confidence.

Build on strong community relationships and thank the public for the part they play.

Showcase the personality of the Force.

Promote the area as a safe region.

Promote opportunities to join the Force.

Promote new, effective and modern means of contacting the police.

Align communications to Force priorities; Protect the vulnerable; Effective justice; Prevent Crime and Disorder; Outstanding organisation; Intelligent Policing; Engaged and trusted communities.

EVALUATION

'What does success look like?' Clear outcomes will be identified before any communications work commences.

The impact of the strategy will be determined through annual perception surveys of our stakeholders. The expectation is that we maintain high levels of satisfaction.

GOVERNANCE

Progress monitored at the Communications & Engagement Department's weekly meetings. Activity will also feed into the Force's daily Pacesetter meetings.

Performance for External Engagement will be reviewed in the Force's External Engagement Group and People Portfolio meetings.

