

## **Background**

Sussex Police Authority promotes continuous improvement in the delivery of policing in Sussex, ensuring that the public of Sussex receive an effective and efficient police service that has been shaped by the needs and expectations of the diverse communities of the County. The Continuous Improvement Plan sets out the duties of Sussex Police Authority under four distinct themes: Setting Strategic Direction, Scrutinising Performance, Ensuring Value for Money and Community Engagement. The plan has highlighted a number of priorities to receive specific attention for 2010, and those relating to community engagement and communications have been specifically included in this strategy.

The purpose of this strategy is to clearly set out the key objectives of Sussex Police Authority for communications and community engagement in order to empower the communities of Sussex to be involved and influence local policing delivery. The Authority will increase awareness of the work of Sussex Police and the Authority to build confidence, trust and ultimately ownership of local policing, thereby discharging its duty to provide accountability to the public.

Sussex Police Authority has to monitor and scrutinise the work of Sussex Police in engaging with their communities. The Force must involve the public in the delivery of local policing, to be open, transparent and therefore accountable to the public they serve.

## **Aims**

- To continue to raise awareness of and confidence that Sussex Police Authority is an effective means for visible and transparent police accountability amongst the public and partners.
- To improve our understanding of communities in Sussex and then ensure that all communities are empowered and able to influence the delivery of policing in Sussex.

A comprehensive tactical plan for communications and community engagement will set out a forward work programme for the next two financial years. This plan will be reviewed on an annual basis for the life of this strategy with a measure of the Authority's performance against the objectives.

## Objectives

Target audience	Objectives	Success Indicators	Lead Officer
Sussex Police Authority: members & officers	A clear understanding of the Authority's role in scrutinising performance, standards, public engagement and value for money in relation to the Force.	Increased knowledge of respective roles and responsibilities within the Force and the Authority. Clearer messages about the role of the Authority being delivered at a senior level.	Katie Coakes
Sussex Police: Senior Management	To ensure that the Neighbourhood Policing Scrutiny Committee discharges its duties in monitoring the confidence and consultation strategies of Sussex Police.	The NPSC uses a robust evidence base about community needs and views to effectively scrutinise confidence and community engagement strategies of Sussex Police	Benita Hibbert
Sussex Police: frontline officers and staff	Build an understanding of how police accountability works and how it affects public confidence and effective local policing delivery.	An increase in levels of awareness amongst frontline staff and officers	Katie Coakes
	Increase the profile of the Authority beyond senior officers to all ranks and all police staff and build an understanding of how the Authority adds value and can help increase public confidence	A standard practice approach to education about the Authority and its work and a greater understanding through the organisation. Consistent approach to Authority visibility in Sussex Police Corporate Communications.	Katie Coakes
	Clarify the lines of when SPA to lead in communications, when to take a joint approach and when the Force should lead. to be included in HQ comms	Development of a clear way of working between Corporate Communications and the Authority that is understood by the Authority, Sussex Police and the media	Katie Coakes

Young people	Improve levels of engagement with young people to understand their needs and use to genuinely influence both the policing they receive and the products used to engage with them.	<ol style="list-style-type: none"> <li>1) To have developed stronger, ongoing relationships and communication with wide and varied groups of young people.</li> <li>2) Evidence of better understanding of how their needs have led to changes in local policing delivery.</li> <li>3) Regular feedback to young people</li> </ol>	Benita Hibbert Katie Coakes
Partners	To obtain a complete picture of consultation and community engagement activity across partner agencies in Sussex.	A successful network established of partners agencies able to access each others consultation data.	Benita Hibbert
	To work efficiently with our partners to share consultation opportunities and best practice.	A comprehensive schedule of opportunities for collaboration, and sharing of guidance, toolkits, skills and equipment.	Benita Hibbert
Public	To obtain data on our communities and identify gaps in our understanding and knowledge and prioritise activity to fill those gaps.	A comprehensive understanding of Sussex communities using MOSAIC, and identified priority groups that are seldom heard.	Benita Hibbert
	To provide appropriate feedback to the communities of Sussex.	Regular feedback to groups that we have engaged with them through a variety of effective methods.	Benita Hibbert
	Raise public awareness of the role of different elements of Protective Services and an understanding of their contribution to mainstream policing.	Increased public awareness.	Katie Coakes
	To raise awareness of the service standards people in Sussex can expect the Police Authority to scrutinise performance, satisfaction and confidence.	Improved results in HMIC inspection on Pledge performance for Sussex Police.	Katie Coakes
	Raise awareness of how the public can influence local policing priorities.	Increased public participation, particularly hard to reach groups.	Katie Coakes Benita Hibbert

Contact: Katie Coakes, Press & PR Officer  
Tel: 01273 436664  
Email: [Katie.coakes@sussexpa.gov.uk](mailto:Katie.coakes@sussexpa.gov.uk)

Contact: Benita Hibbert  
Tel: 01273 482351  
Email: [benita.hibbert@sussexpa.gov.uk](mailto:benita.hibbert@sussexpa.gov.uk)