

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 priorities of police accountability set out the duties of Sussex Police Authority under four distinct values: visible accountability, challenge, enable and value for money. The values have highlighted a number of areas to receive specific attention for 2011, 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 help to 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 must 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 ensure that all communities are empowered and able to influence the delivery of policing in Sussex.
- To challenge Sussex Police's engagement for validity and to ensure that it is representative and robust.

A comprehensive tactical plan for communications and community engagement will set out a forward work programme for the next twelve months. 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
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.
Sussex Police: Senior Management	To ensure that the Neighbourhood Policing Scrutiny Committee discharges its duties in monitoring the public engagement of Sussex Police.	The NPSC uses a robust evidence base about community needs and views to effectively scrutinise community engagement of Sussex Police
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
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.
	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.
Public	To 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.
	To ensure Sussex Police and the Authority provide appropriate feedback to the communities of Sussex.	Regular feedback to groups that we have engaged with them through a variety of effective methods.
	Raise public awareness of the role of different elements of Protective Services and an understanding of their contribution to mainstream policing.	Increased public awareness.