

## **POLICE AND CRIME PANEL**

Meeting to be held on 31<sup>st</sup> July 2012

### **PROMOTIONAL ACTIVITY FOR THE POLICE AND CRIME PANEL**

Contact for further information: Mike Neville 01772 533431, Office of the Chief Executive [mike.neville@lancashire.gov.uk](mailto:mike.neville@lancashire.gov.uk)

#### **Executive Summary**

This report suggests ways in which the work of the Police and Crime Panel can be promoted in the future.

#### **Recommendation**

The views of the Panel are requested.

#### **Background and Advice**

Once the Police and Crime Panel for Lancashire is operational it is suggested that consideration should be given as to how the work of the Panel should be promoted in the future.

#### **Access to Information Requirements**

As the Committee is a formal Joint Committee, existing legislation in relation to access to information, the publication and availability of Agenda to the public and press and the attendance at meetings of the public shall apply.

#### **Branding**

In order to give the Panel a distinct identity it is an option that a definite brand, incorporating a specific colour scheme and logo be established which each individual local authority can then use when promoting the Panel. If appropriate a range of logos/colour schemes can be developed for future consideration by the Panel.

#### **Use of media**

Traditionally press releases have been used to publicise the work of local authorities, though this has gradually been overtaken by the use of websites and more recently social media such as Facebook or Twitter. It is proposed that the primary means of promoting the work of the Police and Crime Panel should be done through the establishment of a webpage/website which would be created, to sit on the County Council's Website (as host Authority) to reflect the distinct identity of the Panel and could possibly initially feature the following information.

1. A welcome from the Chairman
2. Background information about the work of the Police and Crime Panel.
3. Details of the Panel membership, including independent co-optees.
4. Information as to when future meetings are to be held and links to where agenda/minutes are published.
5. Publication of news items regarding the work of the Panel.
6. Links from the Panel website to the websites of each of the constituent local authorities.
7. Similar links to the websites of the Community Safety Partnership, the Police and Crime Commissioner, Lancashire Constabulary, Parish/Town Councils and Voluntary groups.

With the approval of the Panel it is proposed, subject to available resources, to create a basic webpage/website to include the suggested content above, the contents of which will be shared with the members of the Panel in due course.

### **Webcasting**

The County Council currently webcasts the majority of its Cabinet/Committee meetings and future meetings of the Panel, which are held at County Hall, could also be webcast if the Panel felt it was appropriate, subject to available resources.

### **Consultations**

#### **Implications:**

This item has the following implications, as indicated:

#### **Risk management**

The provision of an independent Police and Crime Panel for Lancashire is in accordance with the provisions of the Police Reform and Social Responsibility Act 2011.

### **Local Government (Access to Information) Act 1985**

#### **List of Background Papers**

Paper	Date	Contact/Directorate/Tel
N/A		

Reason for inclusion in Part II, if appropriate

N/A