

Dumfries and Galloway Constabulary



COMMUNICATIONS STRATEGY

Introduction

Good communication is essential if we are to ensure that the work carried out by Dumfries and Galloway Constabulary is broadcast to all potential audiences across the region and the rest of the country.

This can only be achieved if we have simple and effective channels to allow the distribution of information and feedback from internal and external audiences, e.g. staff members, partnership organisations and members of the public.

Good communication enables us to:

- Broadcast appropriate information to the public and partnership organisations
- Create an understanding of Dumfries and Galloway Constabulary
- Develop public support for our work in the community

Aim of this strategy

This strategy aims to develop support for and an understanding of Dumfries and Galloway Constabulary by explaining and promoting plans, activities and achievements.

In doing so we aim to:

- Strengthen public confidence and trust
- Improve public perception and satisfaction with the work of Dumfries and Galloway Constabulary
- Encourage a positive attitude towards our officers
- Improve staff morale and performance by keeping them informed

In order to achieve these aims we must establish and maintain two way communications with:

- All levels within Dumfries and Galloway Constabulary
- Local communities
- Partnership organisations
- The media, both local and national

This approach will encourage positive relationships with local people, staff, partnership organisations and the media.

Objectives

It is imperative that communication activities do not exist in isolation but are carefully planned and aim to project the force's key commitments, as detailed in the community promise, in a co-ordinated and sustained manner.

Policing is at its most effective when the fears, concerns and aspirations of the community are properly understood. This can only be achieved through good communication.

This strategy's objectives are to ensure that:

- Local people are aware of how their police force is detecting and preventing crime while working to improve quality of life
- Police staff are kept informed of developments in the force
- Dumfries and Galloway is seen as a safe place to live, learn, work and grow
- Everyone employed by the force is aware of their responsibility for communication and how this impacts on service delivery and improvement
- Partnership organisations and members of the public have a greater understanding of the challenges faced by Dumfries and Galloway Constabulary

In order to do this to the best of our ability we must:

- Put communication at the heart of everything we do
- Make communication everyone's responsibility
- Keep messages simple by using plain English and good quality pictures
- Encourage open and honest two way dialogue to engage with internal and external customers
- Ensure all information is broadcast in a professional , accurate and timely manner to both external and internal customers
- Ensure information is broadcast appropriately with special effort to reach groups with special needs
- Maintain a culture of good communication across the whole organisation
- Ensure the force promotes a consistent corporate image

Delivery

Dumfries and Galloway Constabulary has a number of options for delivering information

- Media and marketing
- Information technology e.g. the web and Intranet
- Internal and external correspondence
- Consultation

Information to be delivered should be meaningful and relevant as follows:

- Force strategy, performance management, policy and standard operating procedures
- Force and divisional proposals, plans and priorities
- Legislation, procedural and organisational changes
- Crime trends and criminal intelligence
- Issues and events likely to impact on the force and community
- Best practice
- Job opportunities

Target audiences can be reached using the following outlets:

- Bulletins – force, divisional, traffic and criminal intelligence
- Force website, Intranet and www.dgcommunity.net
- External and internal email
- Plans and reports
- Executive and Divisional Commanders briefings and meetings
- Training courses
- Policy committee
- Police Federation
- Working parties
- Diversity development group
- Community councils
- Partnership organisation / local councillor meetings
- Tenants associations
- Community wardens
- Mailshots such as the one used by community police asking for information on drug dealing in their local area
- Force publications – DiGest, Observer, Quadrant, Signpost, Annual Report, Three Year Plan

Timing

Timing is an essential element in communication and careful planning ensures that nothing is missed and ample preparation time is allowed for campaigns and operations e.g. Safer Scotland and Operation Juggernaut.

The future

This document is under review and will be developed to meet the requirements of the Disability Equality Scheme.