



Response Date:03/09/2024

2024/827 - Media Strategy

In response to your recent request for information regarding;

Please can you supply a copy of any policy, guidelines, guidance, protocols, strategy and / or procedures you hold relating to the following:

- **media/press releases and/or media engagement**
- **The use of the preferred pronouns, self identified gender or biological sex of suspects, offenders, missing persons and/or victims in media/press releases and/or media engagement**

For clarification where I say self identified gender I mean where a person has a trans or non-binary identity, where I say biological sex I mean the sex of the person as recorded at birth. Where I say media/press releases I mean when police release or provide information directly to the media or via their own social media channels such as facebook or X, for example in relation to crimes, suspects, offenders, victims, missing persons etc. where I say media I mean media outlets, journalists, newspapers or news outlets.

Clarification

there are two elements to the request as below.

- **media/press releases and/or media engagement**
- **The use of the preferred pronouns, self identified gender or biological sex of suspects, offenders, missing persons and/or victims in media/press releases and/or media engagement**

North Wales Police follow College of Policing media guidance:

[Media relations | College of Policing](#)

We also have our own communication plan (attached) but this relates to broad aims.

North Wales Police do not hold any policies, guidelines, guidance, protocols, strategy and / or procedures in relation to the use of preferred pronouns.

THIS INFORMATION HAS BEEN PROVIDED IN RESPONSE TO A REQUEST
UNDER THE FREEDOM OF INFORMATION ACT 2000, AND IS CORRECT AS AT 30/08/2024



**HEDDLU
GOGLEDD CYMRU
NORTH WALES
POLICE**



Corporate Communications Plan 2024-2026



STRATEGY

Yn gwneud Gogledd Cymru'r lle mwyaf diogel i fyw, gweithio ac ymweld yn y DU
Making North Wales the safest place to live, work and visit in the UK

CORPORATE COMMUNICATIONS PLAN 2024-2026

Approved by:	
Date Approved:	
Strategy Owner:	Sue Appleton (Head of Corporate Communications)
Department:	Corporate Communications
Strategy Writer:	Sue Appleton (Head of Corporate Communications)
Version:	V1
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CHANGE HISTORY				
Version No	Date	Author	Changes	Ratification

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1. INTRODUCTION

1.1 Purpose and objectives

This document sets out our long-term approach to communication and engagement to underpin the force's priorities to be visible and engaging in our communities; to fight, prevent and reduce crime; and to provide an excellent service to victims

We are committed to making North Wales the safest place in the UK to live, work and visit and will work with our local communities and partners to deliver appropriate and timely communications.

The Corporate Communications Team supports the force in delivering its priorities using innovative tools, communication and engagement strategies and plans.

The team seeks to maximise support for the force by effectively communicating and engaging with the public, our officers, staff and volunteers, while reinforcing the force's priorities.

Our **Communication Principles** are to be:

- open, honest, transparent and proactive
- accurate
- engaging and relevant
- clear, accessible and understandable
- bilingual
- professional
- part of a continued conversation with our communities, officers and staff
- compliant with legal issues
- responsive through listening

Our service **objectives** are to:

- Deliver a **communication and engagement strategy** designed to support the Chief Constable's vision and priorities and to improve community confidence and trust in the force
- Provide effective **support for live and on-going investigations** through appeals for witnesses and evidence to aid investigations
- Help to **prevent crime** through effective advice, behaviour change and campaign promotion
- **Warn and inform** the public and keep people safe from harm
- **Adopt a targeted approach** to the use of technology and digital channels to ensure we reach our different audiences in their space



- **Engage with our staff** to ensure they are listened to, and kept updated in order to become advocates within the community
- **Nurture** a culture where people feel able to take action to support the right thing
- **Promote** the hard work of officers and staff to ensure the public have an insight and understanding of policing across North Wales, building trust and confidence in policing
- **Collaborate** with our partners and stakeholders on campaigns
- **Challenge** errors, misinformation, and misconceptions

1.2 Vision

To further increase public trust and confidence amongst our communities and partners.

1.3 Aims

To ensure that we produce effective communications that increase engagement and that provide people with the information they need to be safe and feel safe.

Alongside this we will also ensure that officers and staff have the information they need to effectively deliver excellent policing.

2. NATIONAL CONTEXT

To ensure that we produce effective communications that increase engagement and that provide people with the information they need to be safe and feel safe.

3. BUSINESS CONTEXT

Communication is a strategic function that requires forward planning and commitment and which every single one of us can impact through the way we engage with our communities, colleagues, partners and stakeholders.

We all have a responsibility to seek out the information that we need to do our job and to provide others with the information they need to do theirs.

It is the responsibility of the Corporate Communications teams to lead on this activity, engaging with key audiences appropriately and working with colleagues to define and promote key messages that support the work of the force.

But everyone at NWP has a responsibility to consider how communications and engagement enables us to reach our communities and increase trust and confidence.

Corporate Communications will:

- Provide a professional and high-quality communications service to help NWP deliver its vision. This includes media and reputation management, digital communications, social media, internal communications and marketing
- Inform and engage the people of North Wales, lead and drive campaigns, handle media enquiries, and support officers, staff and volunteers.



4. WHAT WE WILL DELIVER

OBJECTIVE	SUPPORTING SOLUTIONS	OUTCOMES
To build trust and confidence through communication and engagement	Internal communications initiatives Media initiatives	Increased trust and confidence in NWP Improved staff and officer morale
Have a strategic approach to staff, public and partner engagement	Staff consultation	Improved engagement with officers and staff leading to improved morale
Positively influence internal and external perception, culture and behaviour	Media initiatives	Increased trust and confidence in NWP Improved staff and officer morale
Provide communication and engagement activity that supports Force objectives and values	Media initiatives NWP presence at events	Increased trust and confidence in NWP
To increase the NWP profile both regionally and nationally	Media initiatives	Increased trust and confidence in NWP NWP seen as a good employer
Continue to develop a digital-first approach to engagement and communication	Increasing use of digital platforms	Increased trust and confidence in NWP
Measure and evaluate communication and engagement activities	Digital analytics Staff consultation	Smarter use of digital platforms to increase engagement Improved internal communications
Create an enabled workforce to feel empowered through effective leadership and a supportive culture.	Internal communications, face to face and on Forcebook	Increased motivation, pride and retention. NWP seen as an inclusive organisation and an attractive employer

5. HOW WE WILL DELIVER

5.1 Approach

We will work to position the Corporate Communications team as an ‘enabler’ of activity, rather than simply as the sole deliverer.

The Corporate Communications team will focus its work on supporting the following areas under the Force vision:

- **Proactively** promote the good work of the force through features, videos, news articles, media access, and court results.
- **Responding to crime and supporting appeals** for information/witnesses and evidence – including dealing with media enquiries, reputation management and supporting critical and major incidents
- **Developing campaigns building a strong brand for NWP** aligned to our over-arching purpose, vision and priorities
- Maximising our digital communications channel development to ensure they are innovative, up to date, engaging and with clear governance
- Maximising opportunities **to improve visibility and engage with residents** using targeted activity across traditional and digital channels
- Developing consistent and effective staff engagement activity to support **cultural and organisational change**
- Offering **training** across all levels of the force for dealing with the media, using social media, maximising community engagement and the awareness of media law.



Cyfraith Clare
Clare's Law

Clare's Law

Their past doesn't have to ruin your future.



We Don't Buy Crime

Helping prevent crime and keep communities safe in North Wales.



Operation Unite

Operation Unite is our response to tackling VAWG

5.2 Accessibility

Our communications will be accessible to and can be used and understood by all in our communities and by all employees and volunteers.

Our communications will comply with the requirements of the Welsh Language Act

We will work with EDI colleagues and other partners to develop an understanding of how our hard to reach communities consume their information and how we can target our communications through these channels

5.3 Monitoring and Evaluation

We will:

- Monitor engagement on social media channels
- Monitor engagement on Forcebook
- Monitor print and broadcast media coverage

We will measure success by:

- Increasing the percentage of public who think the police are doing a good job in their area (public survey) and increasing the percentage of staff who feel proud to work for NWP (cultural survey)
- Increasing engagement on social media corporate accounts
- Increasing the amount of positive coverage of NWP in the print and broadcast media
- Increasing the number of online and face to face engagement internally and externally

This document is supported by a Priorities Activity Plan which shows communication activity in support of the priority areas.

This is then communicated to the appropriate plan owner and to any regular boards or tasking meetings, to help inform decisions in relation to necessary future activity.

This document will be reviewed and updated annually.



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