

Raising awareness and understanding of
**POLICE AND CRIME
COMMISSIONERS**

**A handbook for
police communicators**



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1. Introduction

On 15 November 2012, for the first time ever, the public across England and Wales, excluding London, will elect a Police and Crime Commissioner (PCC) who will be accountable for how crime is tackled in their police force area. PCCs will aim to cut crime and deliver an effective and efficient police service within their force area. They will be at the vanguard of the government's crime and policing reforms and are part of a programme of work to decentralise control and to put the public in the driving seat.

To provide stronger and more transparent accountability of the police, PCCs will be elected by the public to hold chief constables and the force to account; effectively making the police answerable to the communities they serve. They will also work in partnership across a range of agencies at local and national level to ensure there is a unified approach to preventing and reducing crime. They will represent communities, understand regional crime and anti-social behaviour priorities and hold the force chief constable to account for achieving them.

Chief constables will be responsible for the day to day operations of their police force but accountable to the public via PCCs, not Whitehall. Together PCCs and forces will lead the fight against crime and anti-social behaviour, make the police more accountable, accessible and transparent to the public and ensure resources are deployed in the most effective and efficient way.

Further information about PCCs, their role and responsibilities including further explanation of their legal duties can be found at www.homeoffice.gov.uk/pcc

2. Purpose of this handbook and who it is for

In the main, this handbook is intended to support and advise communicators in police forces and police authorities, however, partners who work in a communications role in the community safety or criminal justice sector may also find this handbook useful.

At a national level the Home Office have developed and are delivering against a **national communications framework**. The purpose of the framework is to make the public aware of PCCs and improve their understanding of the PCCs role. The framework also sets out how we are working to ensure that a broad range of police and crime partners are informed and engaged in the transition to the establishment of PCCs.

The advice in this handbook therefore focuses predominantly on communication plans and activities to raise awareness and understanding of the role of the PCC. However, to put this activity in a wider PCC communications context it does provide information on the work being carried out by the Electoral Commission and others to raise awareness of PCC elections.

The purpose of this handbook is also to ensure that everyone is brought up to date with national communication plans and advice as it currently stands. Over the coming weeks and months further updates and advice will be issued and this handbook highlights where that is the case.

3. The role for communications

The stand alone PCC election on 15 November 2012 is the first of its kind. This landmark change to bring democratic accountability to local policing is a challenge for communications. It is paramount that the public are well informed about PCCs and their role so that through PCCs they can hold their local police to account and contribute to the biggest change to policing in over 50 years.

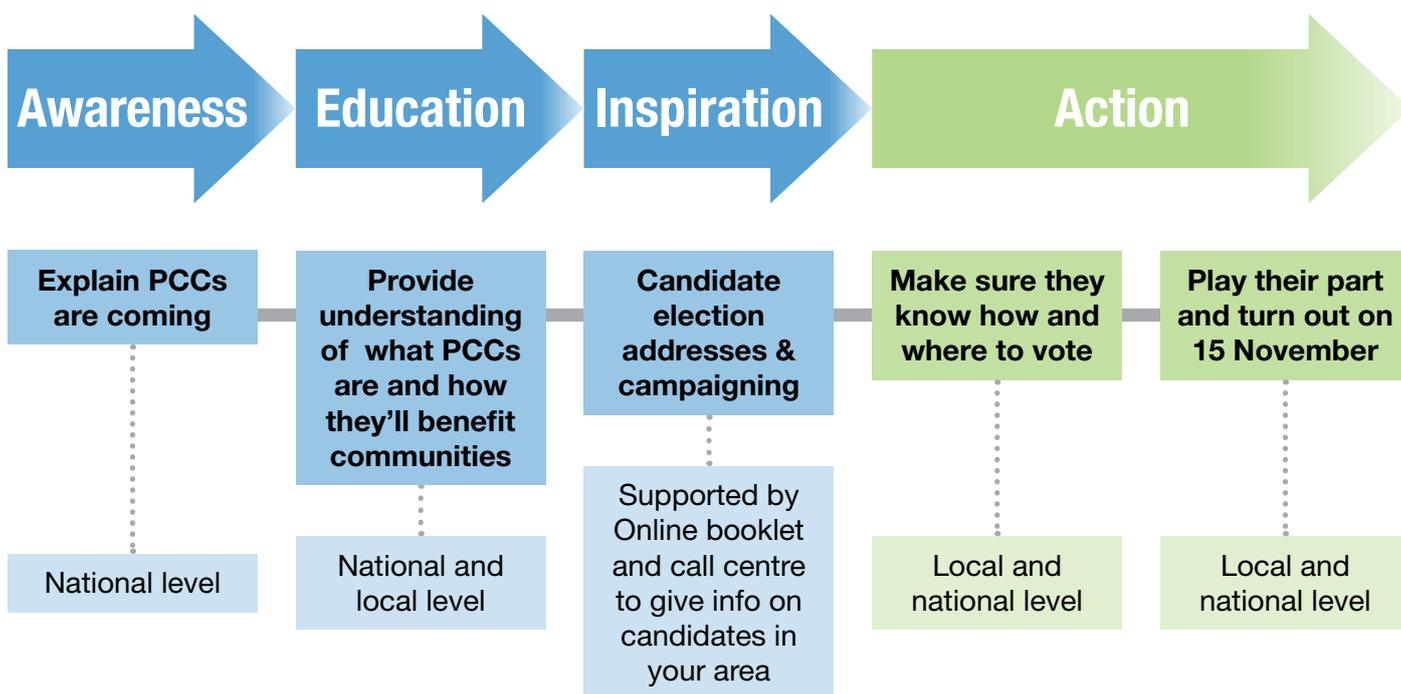
a. Public communication objectives

It is the government's duty to ensure that the public are well informed about PCCs. Therefore public awareness raising objectives for the Home Office at a national level are:

- To raise awareness and understanding of PCCs in the context of public service reform. This includes;
 - Increasing public understanding of PCCs and their role; and
 - Increasing public interest and participation in holding police forces and PCCs to account.

Communication activity to meet these objectives will be complemented by the Electoral Commission's plans to raise awareness of the PCC elections and explain the mechanics of the election. See [section 7](#) for further details.

The diagram below sets out the role that communications can play in order to ensure the public are fully informed about PCCs and encourage engagement in the elections.



b. Internal and partner communication objectives

As the introduction of PCCs will also impact on police authority staff; police officers; police force staff; and other community safety and criminal justice partners, it is vital that they too are fully informed about PCCs and are kept updated on the latest information and detail of the transition to PCCs. In addition officers and staff in a public facing role should also have access to information about the role of the PCC in order to be able to respond to questions from the communities that they work with.

At a national level the Home Office has set partner communication objectives which could be used by communicators locally for their internal and partner communications work:

- To raise awareness and understanding of PCCs in the context of public service reform. This includes:
 - Ensuring partners, officers and staff are informed and included in the transition to PCCs;
 - Ensuring that partners, officers and staff understand the role and responsibilities of the PCC; and
 - Ensuring those who need it are equipped with the information to help them maximise public awareness of PCCs.

An easy reference table of organisations, roles and responsibilities and messages can be found at [annex A](#) of this handbook.

4. Communication roles and responsibilities

As set out above, communications has a vital role to play in the lead up to the PCC elections. There are a number of organisations who are responsible for delivering public awareness raising activity, including the Home Office, police forces, police authorities, and the Electoral Commission. Each organisation's respective role in this communication process is described below.

Home Office

- Produce a coherent communication framework (see [section 7](#)) and supporting materials that will:
 - Help raise awareness of the PCC, their role and their benefit to the community; and
 - Keep partners informed and involved from now until after the PCC elections.
- Procure and host the candidate website.
- Provide information on national policies and issues to all those who are considering standing for election.

Police forces and police authorities

- Inform the workforce and the public that police accountability is changing; reassure them that there will be a smooth transition to PCCs.
- Ensure all prospective candidates are given the same consistent information on policy issues. See Association of Chief Police Officers (ACPO) guidance referred to in the [further guidance section below](#).
- Engage and inform local partners about the role of the PCC and resulting changes to the local policing landscape.
- Focus on factual information throughout and ensure you're familiar with guidelines on publicity and engaging with candidates – see [further guidance](#) below.

Electoral Commission

- Responsible for raising public awareness of the election.
- Responsible for making sure people understand how to cast their vote under the supplementary vote system.
- Responsible for making sure people understand the need to register to vote and the deadline for doing so. This activity will be carried out locally - the Electoral Commission will supply Electoral Registration Officers (EROs) and local Returning Officers (ROs) with templates to help with this.

- Publish guidance for candidates on party and election finance to help candidates and agents comply with the rules on campaign spending and donations.
- Publish guidance on standing for election and campaigning.
- Set standards for electoral registration and running elections, and monitor the performance of Police Area Returning Officers (PAROs), EROs, and ROs against these.
- Publish guidance for PAROs and local ROs on planning for and delivering the elections.
- Support PAROs in their local communication and awareness raising activity.

Police Area Returning Officers (PAROs)/local Returning Officers (ROs)

- Responsible for the overall conduct of the election of the PCC for their police force area and for liaising with and co-ordinating the work of local ROs in the police force area.
- Responsible for the count and announcing the result.
- Provide briefings and guidance to candidates and agents on arrangements in their force area.
- Ensuring compliance with the rules on content of election addresses and upload onto the online candidate website.
- Raise awareness of the election locally utilising the Electoral Commission's national campaign support material.

The golden rule is to ensure that any communication activity is focused on factual information. PAROs will be able to support and advise you further if you are unsure. PAROs may also be setting up their own local communications network and therefore engagement early on in the development of your communication plans is recommended. You can contact your PARO by calling the relevant local council. A list of PAROs by local council can be found at: www.apccs.police.uk/page/returning-officers

See [annex A](#) for an easy reference table of organisations, roles, objectives and messages.

Pre-election period (Purdah)

The period immediately before elections, known as Purdah, is the period when government, public bodies and public servants are restricted in what they can say. For example, guidance issued by the Cabinet Office for the local and mayoral elections earlier this year stated that civil and public servants were required to be particularly mindful of their communications for the three weeks preceding the elections. You can read the 2012 local and mayoral elections guidance on the Cabinet Office website: www.cabinetoffice.gov.uk/sites/default/files/resources/2012-election-guidance.pdf

During this period, it was expected that:

- Public resources are not used for party political purposes;
- No communications activity will take place which could call into question political impartiality;
- Special care should be taken in respect of paid for publicity campaigns and to ensure that publicity is not open to the criticism that it is being undertaken for party political purposes;
- Deferment of new announcements should be considered particularly if they have a 'local' element; and
- Any new website content should be scrutinised prior to publication and in the main only factual information added or inaccuracies corrected.

The general convention for the pre-election period is that particular care should be taken in the three weeks preceding the election. The Cabinet Office will confirm the exact dates of the pre-election period for the PCC elections and also issue PCC elections conduct guidance for civil and public servants nearer the time. You will be able to find this guidance and more information at www.cabinetoffice.gov.uk/

The Home Office will ensure you are made aware as soon this information is available.

Further guidance

Guidance for those running a PCC election can be found here:

<http://www.electoralcommission.org.uk/guidance/resources-for-electoral-administrators/police-and-crime-commissioner-elections>

Guidance for candidates and agents can be found here:

<http://www.electoralcommission.org.uk/guidance/resources-for-those-we-regulate/candidates-and-agents/police-and-crime-commissioner-elections>

Information on party and electoral finance can be found here:

<http://www.electoralcommission.org.uk/party-finance>

ACPO will also provide further guidance regarding officers and forces engagement with candidates as well as the media in the run up to the elections. As soon as this guidance is available you will be notified.

Further useful information can also be found on the [Association of Police and Crime Commissioners website](#).

5. Audiences

There are four key audience groups that need to be targeted in order to ensure objectives around raising awareness of the PCC are met.

- **The public:** we need to reach all **40 million** adults in England and Wales (excluding London).
- **Police authorities and staff:** As well as being responsible for ensuring a smooth transition from Authority to PCC, police authority staff's roles will change under the establishment of the PCC.
- **Police forces (officers and staff):** It is vital, that all officers and staff are prepared for the transition to PCCs and understand the PCC's role. There will also be a number of officers and staff in public facing roles who will need to be equipped with information in order to raise public awareness of the role of the PCC.
- **Community safety and criminal justice partners:** PCCs will need to work with a broad range of local partners and therefore it is important that partners have information about the changes they can expect, advice on preparation for PCCs as well as how to work with PCCs in the future.
- **Candidates:** National communication activity from the Home Office is limited to providing all candidates with information on national policy and issues.

6. Key messages

This section provides advice and suggestions regarding messaging to support your plans to raise awareness of PCCs amongst the public and within your organisations. The easy reference table at [annex A](#) sets out suggested messaging against organisations and their respective roles.

a. Public messaging

Messages should focus on explaining the role of PCCs and the benefits they will bring to local communities in a factual yet motivational way. As well as clearly explaining the PCC's role, messages will also need to respond to concerns that we know the public have about the introduction of PCCs, in particular the difference they will notice once PCCs are in post and the impact these and other police reform changes will have on local policing.

Research suggests that people are more likely to respond to a positive framing of messaging around the role of the PCC in enabling the police to do a better job. Research also highlights that the public hold some concerns and knowledge gaps about PCCs:

- What powers will PCCs have?
- Will PCCs just be ex-police or politicians, will they be independent?
- How will the policing of my local area be affected? Will they prioritise the crime that I'm worried about in my area?

A set of suggested message themes have been developed based on these insights. These could be used as ways to bring to life the role of the PCC and the benefit they will bring to local policing in a way that everyone understands and relates to.

[Section 7](#) provides further detail on the Home Office national marketing campaign to raise awareness of the role of the PCC. As the details of the campaign become clearer and we have feedback from the campaign testing and research that is currently being conducted these suggested public messages are likely to develop further. We will ensure that you are kept updated with news and developments related to the campaign via regular email and newsletter updates.

These are broad messaging theme suggestions that you can build on and tailor for your own local communication purposes.

Messaging theme one

Public concern: What powers will they have?

Message suggestions: Focus on the tangible things that you know are the everyday concerns for the public in terms of crime in your local area. Emphasise that finding out more about the PCC is the best way to influence what the police will prioritise.

Messaging theme two

Public concern: Will PCCs be ex-police or politicians, will they be independent?

Message suggestions: It's your role to make sure PCCs act in your interest.

Messaging theme three

Public concern: Concern about how policing of their local area / community may be affected by the introduction of PCCs. Will police officer numbers on the street reduce? Will PCCs ensure the crime that is of most concern to the community be prioritised?

Message suggestions: Focus on the role of the PCC and their responsibility to listen to communities and respond to their needs. PCCs are empowered to make and influence key decisions that will impact on how your local area looks and feels. Engage the public as those who should want to influence how PCCs prioritise the crime that concerns them the most.

Additional messaging themes that you may also want to consider adding:

- Reassuring the community that police authorities will continue as usual up until 15 November and work is being undertaken to ensure a smooth transition to the PCC.
- Reassuring the community that operational policing will continue as normal and that safety and protection of the community remains paramount.

To inform the development of your messaging you can find further information about PCCs on the Home Office PCC website – <http://www.homeoffice.gov.uk/pcc>

b. Internal and partner messaging - police forces, police authorities, staff and partners

It is important that police officers, police force staff and authorities are equipped to be able to talk knowledgeably about the role of the PCC to the public. In addition they will need to understand how the introduction of the PCC will affect them, their force or authorities by being kept up to date with latest news and developments at a national and local level about the transition process.

Message suggestions regarding the role of the PCC for internal and partner communications include;

- The Police and Social Responsibility Act 2011 abolishes police authorities in England and Wales and introduces directly-elected Police and Crime Commissioners (PCCs).
- On 15 November 2012, for the first time ever, the public across England and Wales (excluding London) will elect a PCC who will be accountable for how crime is tackled in their police force areas.

- To provide stronger and more transparent accountability of the police, PCCs will be elected by the public to hold chief constables and their forces to account, effectively making the police answerable to the communities they serve.
- PCCs will be responsible for setting the police force's strategic priorities, cutting crime, appointing and, if necessary, dismissing the chief constable, and ensuring that policing is efficient and effective.
- PCCs will have responsibility for:
 - Appointing the chief constable and holding them to account for the running of their force;
 - Setting out a 5 year Police and Crime Plan based on local priorities (developed in consultation with the chief constable, communities and others);
 - Setting the annual local precept and annual force budget; and
 - Making grants to organisations aside from the police (including but not limited to Community Safety Partnerships).
- Chief constables will remain responsible for the day to day operations of their police force but will be accountable to the public via PCCs, not Whitehall. Together PCCs and forces will lead the fight against crime and anti-social behaviour, make the police more accountable, accessible and transparent to the public and ensure resources are deployed in the most effective and efficient way.

You may also want to add in bespoke messaging to how the introduction of PCCs will directly impact on current structures within your force and authority and specifically how officers and police and authority staff may be individually affected. This will be very much based on the plans in place in your force and authority. Top line national messages are:

- The government is working closely with key policing partners to ensure that the transition phase from police authorities to PCCs is as seamless as possible for all concerned.
- The Police and Social Responsibility Act 2011 will automatically transfer staff employed by police authorities to the employment of PCCs, on the day that PCCs take office, providing important continuity in their early days.
- Staff currently working for police forces will remain under the direction and control of the chief constable, although employed by the PCC. Transfer schemes will be made at a later date to transfer these staff to the chief constable's employment as appropriate.
- It will be for the PCC to restructure and reform their team as they see fit and be held to account by the electorate for doing so.

7. National communication channels and tactics

A national communication framework to support raising public awareness and understanding of the role of PCCs has been developed by the Home Office. The framework identifies five strands of communication activity that will be utilised to meet national objectives to raise awareness of the role of the PCC:

- a. Digital
- b. Media and ministerial engagement
- c. Candidate online information booklet
- d. Partner engagement and communication
- e. National marketing campaign / paid for advertising

Full details of the communication framework and further details of Home Office communication activities (a to d above) can be found on the [Home Office PCC website](#). For information on how to keep updated on communication activities see [section 8](#).

Timings for all national communication activities are set out in [section 9](#).

Home Office national advertising campaign to raise awareness of the role of the PCC

The Home Office will run a national advertising campaign to raise public awareness of the role and benefits of PCCs.

It is envisaged that the campaign will maximise public awareness through mass reaching broadcast channels, including TV, radio and press. We will also look to develop campaign support materials for use at a local level for example campaign posters and material that could be used by police officers.

Full and confirmed campaign details are due in August and we will share these with you including media buying schedules, creative plans and campaign messaging.

Raising awareness of PCC elections

The Electoral Commission's public awareness campaign for the PCC elections will launch on 22 October and run until polling day on 15 November. Activity will focus on:

- What the PCC elections are for and what powers the PCC will have;
- How to cast your ballot under the supplementary vote;
- When the elections are taking place; and
- How to access further information, including information about candidates.

Activity will include:

- A booklet sent to all households in the 41 areas in England and Wales where the elections are taking place;
- A TV campaign to raise awareness of the elections, alert people to the booklet that they will be receiving and provide details of the website and helpline where people can go to get further information on the elections and the candidate website/print on demand service;
- Local radio and press activity as per the TV campaign above;
- Regionalised messages within the advertising wherever possible in order to be as relevant as possible to voters; and
- Bilingual versions of the advertising for activity in Wales.

The delivery of the booklets will be timed to arrive with voters before the first postal votes are sent out. The candidate website – containing information on candidates – will also be live at the point that voters receive their booklets.

Publication of revised register following annual canvass	16 October
Voter information campaign live	22 October
Booklet delivery begins	22 October
Postal vote application deadline	31 October
Proxy vote application deadline	7 November
Polling day	15 November 7am-10pm
Voter information campaigns ends	15 November 9pm

The campaign will direct people to further information on the elections, including information about candidates, at www.aboutmyvote.co.uk, or via the Commission's public information telephone helpline.

Templates for local authorities will also be made available to PAROs and LROs to run their own election awareness raising activity at a local level. The templates will be issued in stages with the first set of these resources now available from www.dopolitics.org.uk

The Electoral Commission has also issued communications guidance to PAROs regarding public awareness, media handling and a specific section on electoral fraud. This can also found on www.dopolitics.org.uk

PAROs will be responsible for informing the media of the result of the election and the timing of this. The elected PCC will not take post until the 22nd November, although they will have to take an Oath of Office at some point in between. We recommend speaking to the PAROs if you need to coordinate these communications.

8. How we will support partners and what partners can do to keep up to date

To ensure that you are kept up to date with latest news and developments on PCCs and national public awareness raising activity, make sure you are signed up to or follow the Home Office's main communication channels.

- **Home Office PCC website:** www.homeoffice.gov.uk/pcc where you will find all the latest news, national briefing, advice and publications.
- **Home Office PCC Bulletin:** www.homeoffice.gov.uk/publications/police/police-crime-comms-bulletin/
- **Home Office Crime and Policing News Update:** www.homeoffice.gov.uk/publications/police/crime-police-news-2012/
- **Home Office Twitter account:** [@UKhomeoffice](https://twitter.com/UKhomeoffice) using the hashtag [#PCCs](https://twitter.com/hashtag/PCCs)
- **Home Office PCC You Tube site:** www.youtube.com/playlist?list=PL0E5BEB17B96C59A2&feature=plcp
- **Email addresses for enquiries**
 - PCCFactChecker@homeoffice.gsi.gov.uk where you can submit enquiries to ensure that local messages and detail are in line with overarching national messaging and policy.
 - PCCPartnersEnquiries@homeoffice.gsi.gov.uk where you can sign up for the PCC bulletin or send your general enquiries.

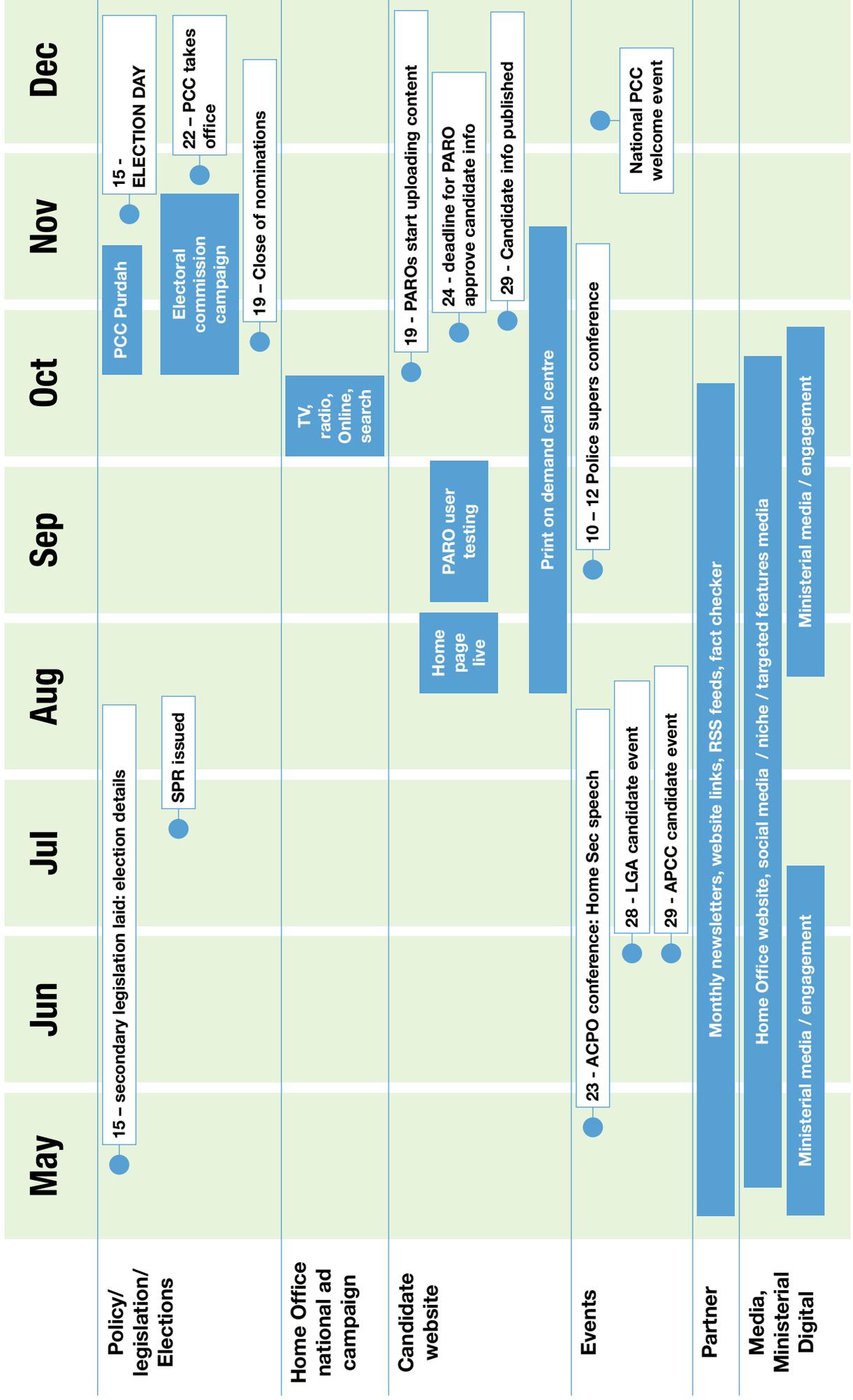
Where appropriate we are keen to support you and the work you are doing in your area and with your local communication networks to raise local communities' awareness and understanding of PCCs. Please get in touch and tell us about your activities and where appropriate the Home Office can:

- Promote local campaigns through the Home Office website media centre;
- Include details of your plans and links to further information on the Home Office PCC website;
- Promote your campaign dates and events on our online events calendar on our website;
- Re-tweet local campaign tweets from [@ukhomeofficeuk](https://twitter.com/ukhomeofficeuk);
- Link to videos from the Home Office You Tube site;
- Refer regional journalists to local information, campaigns and websites via Home Office press office following your agreement;
- Promote campaigns in relevant national newsletters such as the PCC e-bulletin and Crime and Policing News;
- Reference appropriate activity in ministerial speeches; and
- Provide national briefing or publications e.g 'Have you got what it takes' leaflet)

Our ask of you is to:

- When necessary explain the role and responsibilities of the PCC, via your own channels (website, Local Authorities, newsletters, press);
- Continue to engage with your local partners to ensure they are preparing for PCCs;
- Inform your workforce and the public of these changes and reassure them that you are managing a smooth transition to PCCs;
- Focus on factual information and engage your local PARO early in your planning; and
- Be aware of the propriety restrictions (set out in [section four](#) above)

9. Timeline



10. Evaluation and monitoring

We are aware that a number of police authorities and other partners are running or plan to run campaigns and therefore you will have developed supporting evaluation plans. If possible, it would be helpful if you were able to share the results of any evaluation you do with us to inform the evaluation of national communication activity.

Social media monitoring

Social media monitoring can be a useful way to check the temperature and identify what is being said online about your campaign. You can pay for an agency to set up sophisticated monitoring, but there are also some free web tools that enable you to listen in to what's being said online. You can set up a Google Alert at www.google.com/alerts so that whenever one or more of your key words are mentioned, Google will send you an email with a link to the source.

Other helpful sites include:

- <http://tweetbeep.com> – Twitter version of Google Alerts
- <http://tweetreach.com> – Analytic tool for Twitter
- www.whostalkin.com – Good for searching social networks
- <http://socialmention.com> – Searches lots of different social spaces
- <http://technorati.com> – Good for blog monitoring
- www.trackur.com – Has a free trial; searches lots of spaces
- <http://boardreader.com> – Good for forums – can track a whole conversation thread.
- <http://www.watchthatpage.com/> – Monitors web pages and extract new information from them. Changes are sent in a daily email.
- <http://www.topsy.com> – Search engine for Twitter and Google Plus

Evaluating your work won't just be about monitoring what's being discussed online as there are a number of other data sources that will provide you with rich information about how well you are delivering against your communication objectives. Here are just a few;

- If you have a website, or other digital tools, as part of your campaign you could collate information about, number of visits to your website or You Tube material or the number of "Likes" and "fans" on your Facebook page.
- Are you holding any events – think beforehand about producing a short evaluation form for attendees to complete? Also record how many people attend your event and who they are so you can tell if you have reached the people intended.

- Do you have access to any staff surveys or citizen surveys in which you could include some questions to test if your messages are reaching your key audience and to test their knowledge and understanding before and after your communication activity?

11. PCC awareness raising campaign case study: Lancashire Police Authority's "Be part of it!" campaign

The following campaign case study from Lancashire Police Authority is a live example of how far you could go with a PCC campaign if you have the budget and buy-in from your transition board and partners. It is important to highlight that Lancashire Police Authority engaged very early with their PARO to discuss the breadth of messaging used in their campaign.

Overview

Lancashire Police Authority have developed a public information campaign entitled "Be part of it!" designed to prepare the people of Lancashire, interested parties and the media for the PCC election. "Be part of it!" is a highly-informative campaign with a number of strands aimed at demystifying the election of the PCC and the role itself.

"Be part of It!" is the overarching message and other messages will be developed to sit under the following themes:

- Everyone in Lancashire can vote.
- What will the PCC do...role and functions.
- The Lancashire Police Authority is running as usual (reassurance) ...smooth transition.
- Operational policing will continue as normal.
- The Lancashire Hot Pots are part of it... are you?

Launch plans

Lancashire Police Authority's approach is pretty unique. They secured the services of a band – The Lancashire Hotpots - a very well know local comedy folk band that have a great public following.

The official launch of the "Be part of It!" campaign was on 15 June.

The aim was to launch the campaign Lancashire-wide and then drip-feed information, re-enforcing key messages up until the November elections.

Lancashire Police Authority used traditional and digital methods of communication to inform people of the launch, such as, press releases and photo/interview opportunities while utilising social media, mainly Twitter and Facebook, to keep people informed.

The Hotpots

The Hotpots are key to the campaign as they provide a Lancashire focus to the information and as such, they will feature across a range of communication products inclusive of videos,

MP3 downloads, posters, postcards etc. The Hotpots are involved in the campaign because Lancashire wanted:

- A quirky, unique approach that would get people talking;
- A catchy and entertaining way of letting people know what's happening;
- To encourage the people of Lancashire to get involved with this important election;
- A fun and easy way of talking about the PCC and what he/she will be responsible for.

The Hotpots have written a song and music video which will be heavily featured throughout the campaign – <http://www.youtube.com/watch?v=1OvofYwF2FU>

The Hotpots also feature in the campaigns creative material.



Partner support Framework: The “Be part of it!” campaign

Lancashire has engaged with a number of key local partners to ensure their buy-in and have received an enthusiastic reaction to their proposals.

Lancashire have also designed a ‘toolkit’ for all partners, containing suggested copy, web banners, a dedicated video and a host of other useful tools in the interest of making things simpler and reducing any pressure on their resources.

12. Templates

The following templates include basic information and messages about PCCs and are designed to be tailored for your own local communication purposes. Don't forget that if you want to ensure that your messaging is in line with national policy and messaging you can submit them to the fact checker email address.

Press notice

POLICE AND CRIME COMMISSIONERS WILL ENSURE YOUR COMMUNITIES NEEDS ARE MET

On 15 November 2012 the public, across England and Wales in each of the 41 police force areas outside London, will take to the ballot box to elect their own Police and Crime commissioner.

[Suggestion: add in details of preparations for the arrival of PCCs in your area here]

The job of PCCs will be to:

- cut crime and deliver an effective and efficient police service within their police force area;
- consult with the public to set policing priorities;
- ensure local and national priorities are suitably funded by setting a budget and the local precept;
- hold to account the local chief constable for the performance of the police force; and
- ensure community needs are met as effectively as possible and deliver a real, tangible difference to the lives of the electorate they represent.

[Suggestion: Add in supportive quote here]

NOTES TO EDITORS

1. On 15 November 2012 the public will take to the polls to elect 41 Police and Crime Commissioners across England and Wales.
2. For further information contact.....

Web story and newsletter article

On 15 November 2012, for the first time ever, the public across England and Wales (excluding London) will elect a police and crime commissioner who will be accountable for how crime is tackled in their police force areas.

The role of the Police and Crime Commissioner

Police and Crime Commissioners (PCCs) will aim to cut crime and deliver an effective and efficient police service within their force area.

To provide stronger and more transparent accountability of the police, PCCs will be elected by the public to hold chief constables and the police force to account; effectively making the police answerable to the communities they serve.

PCCs will ensure community needs are met as effectively as possible, and will improve local relationships through building confidence and restoring trust. They will also work in partnership across a range of agencies at local and national level to ensure there is a unified approach to preventing and reducing crime.

PCCs will not be expected to run the police. The role of the PCC is to be the voice of the people and hold the police to account.

You can find out more about PCCs and keep up with latest news at [add in force or authority website / Home Office PCC website address / twitter details etc etc].

Annex A

Raising awareness and understanding of PCCs – an overview by organisation

Organisation/ Individual	Role and communication objectives	Audience	Message
Home Office	<ul style="list-style-type: none"> • Produce a communication framework to raise awareness of the PCC, their role and their benefit to the community. • Keep partners informed and involved. • Procure and host the online candidate website. • Provide information on national policies and issues to all those who are considering standing for election. 	<ul style="list-style-type: none"> • The public: 40 million adults in England and Wales (excluding London). • Police authorities and staff. • Police forces (officers and staff). • Community safety and criminal justice partners. • Candidates. 	<ul style="list-style-type: none"> • Public: Information on understanding the role of the PCC – what the PCC is and what they will do. • Police authorities / staff / police forces: Information on the role of the PCC and kept informed and updated on latest transition news and developments. • Community safety and criminal justice partners: Information and latest transition news and development. • Candidates: Provision of information on national policy and issues.

Organisation/ Individual	Role and communication objectives	Audience	Message
Police forces and police authorities	<ul style="list-style-type: none"> • Inform the workforce and the public – police accountability is changing. • Providing all prospective candidates with the same consistent information. • Engage and inform local partners about the role of the PCC and how this is changing the local policing landscape. 	<ul style="list-style-type: none"> • Local communities/public. • Staff (internal communication). • Local community safety and criminal justice partners. • Candidates. 	<ul style="list-style-type: none"> • Information on understanding the role of the PCC. • Reassurance that there will be a smooth transition to PCCs. • Candidates: Provision of information on local policy and issues.
Electoral Commission	<ul style="list-style-type: none"> • Responsible for raising public awareness of the election. • Responsible for making sure people understand how to cast their vote under the supplementary vote system. • Support EROs and local ROs to make sure people understand the need to register to vote and the deadline for doing so. • Guidance for candidate on party and election finance to help candidates and agents comply with the rules on campaign spending and donations. • Guidance on standing for election and campaigning. • Support Police Area Returning Officers in their local communication and awareness raising activity. 	<ul style="list-style-type: none"> • The public (as the voter). • Local ROs / EROs, PAROs. • Candidates. 	<ul style="list-style-type: none"> • Information on understanding the rules of the election. • Elections are happening on 15 November 2012. • Explanation of supplementary voting. • Look out for your booklet on the elections. • Sign posting to Aboutmyvote.co.uk and the Commissions helpline (and the candidate website via the booklet).

Organisation/ Individual	Role and communication objectives	Audience	Message
Police Area Returning Officers / local Returning Officers	<ul style="list-style-type: none"> Responsible for the overall conduct of the election of the PCC for their police area and for liaising with and co-ordinating the work of local ROs in the police area. Provide briefings and guidance to candidates and agents on arrangements in their force area. Ensuring compliance with the rules on content of election addresses and uploading onto the online candidate website. Coordinating the count and announcing the results. 	<ul style="list-style-type: none"> The public (as the voter). Candidates. 	<ul style="list-style-type: none"> Information on understanding the rules of the election. Elections are happening on 15 November. Explanation of supplementary voting. Look out for your booklet on the elections. Sign posting to Aboutmyvote.co.uk and the Commissions helpline (and the candidate website via the booklet). Information on the candidate website.
Candidates	<ul style="list-style-type: none"> Motivating people to vote for them. 	<ul style="list-style-type: none"> The public. 	<ul style="list-style-type: none"> Bespoke to candidates addresses.
Community safety and criminal justice partners	<ul style="list-style-type: none"> Support national communications activity to raise awareness of the PCC, their role and their benefit to the community at a local level. Keep partners informed and involved in the transition to PCCs. 	<ul style="list-style-type: none"> The public. Their partners at a local level. 	<ul style="list-style-type: none"> Information on understanding the role of the PCC. Information and latest transition news and developments. Reassurance that there will be a smooth transition to PCCs.