

Report to: Strategy and Planning Committee

Agenda: 6

Date: 18 September 2014

Subject: Update on the development of an
Integrated Communications and
Engagement plan

Sponsor: Chief Executive

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For: Information and approval

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1. Purpose of paper

- 1.1 This paper presents a brief overview of the intention and benefits of a proposed coordinated communications plan in order to support BTP in the delivery of the 20:20:10 strategic objectives.
- 1.2 It is proposed that BTPA and BTP coordinate stakeholder communications so that we speak with a consistent voice in order to influence our stakeholders that both they, and we, are partners in the delivery of our strategic plan. This coordination is intended to encourage closer working, to support the delivery of our shared aims and supports both organisations to develop strengthened relationships with our partners.

2. Background

- 2.1 BTPA has developed a Stakeholder Engagement and Communications strategy on an annual basis which is designed to support the Authority in its requirements under law to 'make, and review from time to time, arrangements to obtain the opinions about the policing of the railways' from a broad spectrum of stakeholders. The emphasis of the strategy is to put stakeholders at the heart of everything we do to ensure they are fully involved and able to influence the business decisions that affect them. The strategy also sets out the Authority's approach to engaging with the media and other stakeholders and interested parties.

- 2.2 The information gathered via the various Authority engagement activities is fed into the Annual Policing plan which sets priorities for the Force each year and ultimately supports the Authority's strategic objectives outlined in the BTPA 2013-19 Strategic Plan.
- 2.3 Coordinating the communications strategies of the Authority and the Force is intended to strengthen our ability to deliver our shared aim, minimise duplication, increase efficiency, raise stakeholder confidence and encourage our partners to work with us to meet this ambitious target. Coordinating communications between our two organisations to address our shared aim is not intended in any way to dilute either organisation's independence or impede on the separate and distinct functions of the Force or the Authority.
- 2.4 The Strategy Committee therefore commissioned work to develop co-ordinated communications plans for each organisation which would support work to achieve the objectives set out within the 2013-19 Strategic Plan.

3. Progress since last meeting

- 3.1 The Chair, Chief Constable and Chief Executive have worked to develop a mission statement to reflect the shared intent of the respective delivery plans. The following has been jointly prepared and is offered to the Committee for discussion and approval;

'Coordinate our stakeholder communications so that we speak with a consistent voice in order to influence our stakeholders that both they, and we, are partners in the delivery of our strategic plan.'

- 3.2 During this time the Authority has also refreshed the draft strategy discussed to the last Committee meeting and will present this to a future meeting of the Committee once it has had an opportunity to review this alongside the proposals developed by BTP.
- 3.3 At the same time BTP's Stakeholder and Communications Manager has also developed a draft Stakeholder Communications and Engagement Strategy though we understand that this is yet to be formally reviewed by BTP's Chief Officer team.

4. Recommendations

- 4.1 That Members note the work completed since the last meeting of the Committee and review and comment on the mission statement set out at paragraph 3.1 above.

- 4.2 Also that Members commission further work to be done on the respective plans such that they can be presented to the next meeting of the Committee in October.