

**NORTHERN IRELAND POLICING BOARD**

**MINUTES OF MEETING OF THE PARTNERSHIP COMMITTEE HELD ON  
THURSDAY 21 MARCH 2019 AT 10:00 IN WATERSIDE TOWER**

**PRESENT:**

- Mr John Blair
- Professor Brice Dickson
- Mrs Linda Dillon
- Mrs Dolores Kelly
- Mr Philip McGuigan
- Mr Gary Middleton
- Mrs Wendy Osborne

**OFFICIALS IN  
ATTENDANCE:**

Mr Adrian McNamee, Director of Partnership  
4 Board Officials

**ULSTER UNIVERSITY  
IN ATTENDANCE:** (1) Dr Jonny Byrne

**PSNI IN ATTENDANCE:** (1) ACC Mark Hamilton  
(1) Supt. Alwyn Barton  
(1) Insp. Stephen Murray  
(1) One PSNI Officer  
(1) One PSNI Staff Member

**(1) Item number - 6.1 (10:00-10:30)**

**1. ELECTION OF CHAIR & VICE CHAIR**

It was agreed to elect the Vice Chair at a future meeting when all the Independent Members are in attendance - **NOTED**.

**2. APOLOGIES**

Apologies for the meeting were received from Mr Mervyn Storey and Mr Colm McKenna.

### 3. CONFLICTS OF INTEREST

The Chair asked Members to declare any conflicts of interests arising from the agenda.

No conflicts of interest were declared.

### 6.1 Local Policing Review 2018 - Independent Analysis Report

In order to maximise time with Dr Jonny Byrne and ACC Mark Hamilton, it was agreed that Item number 6.1 would be moved to after conflicts of interest. Dr Jonny Byrne highlighted the changes made to the final report. Following discussion, a Member requested further clarity to be added to paragraph 1.1 of the report and Dr Byrne agreed to make the requested amendment.

It was:-

#### **AGREED:**

- The report is approved, subject to the amendment to para 1.1 **(AP2.1)**;  
and
- Members to seek Board approval for publishing of the report. **(AP2.2)**

ACC Hamilton outlined the major issues that the report raised for PSNI and outlined that the consultation is the largest piece of work PSNI have undertaken in many years. He requested, prior to moving forward with actions, that the Board is involved in the next steps in establishing how the Chief Constable can meet the expectations.

Arising from the report ACC Hamilton outlined 4 areas of concern for PSNI:

- Visibility;
- Responsiveness;
- Understanding of Policing with the Community; and
- Use of 101 calls.

ACC Hamilton wishes to use the report going forward as an evidence-based tool to examine how policing priorities are decided, including cyber-crime, public protection, neighbourhood policing and officer welfare.

In relation to identifying the appropriate model to support policing he drew attention to Patten; additional Brexit funding; volunteer involvement; and the challenge of threat.

The Chair welcomed the comprehensive report and invited Members' comments, which included:

- PSNI Community Engagement;
- Volunteering within policing;
- Visibility;
- Sustainability;
- Targets/measures;
- Impact of local policing teams response; and
- Regular changing of local PSNI personnel.

ACC Hamilton addressed each issue raised and concluded by welcoming continued work with the Board to achieve the best policing model possible.

It was:-

**AGREED:**

- Board officials and PSNI to work on a joint response in relation to the LPC report and bring a draft joint response to the April Committee meeting **(AP2.3)**; and
- ACC Hamilton to attend the April meeting to discuss the joint draft response **(AP2.4)**.

ACC Hamilton provided a short update on the situation in Cookstown to Committee Members.

In line with the Local Policing Consultation, and summarising the discussion, the Chair requested that:

- Officials develop a paper on the involvement of volunteers in policing and that the paper be brought to a future Partnership Committee meeting **(AP2.5)**; and
- Board officials to ensure geographical reports are provided to each of the 11 PCSP Managers **(AP2.6)**.

#### **4. MINUTES OF THE LAST MEETING**

Minutes of the meeting of 21 February were agreed.

#### **5. UPDATE ON ACTION LOG**

The Director of Partnership provided an update on the Action Log. He advised that Actions 2, 5, 6 and 8 have been completed and closed and noted the following updates on the open Actions:

- AP1 - the Report has been received by the Board and will be tabled at the April Committee meeting;
- AP3 and 4 - will be raised with the Joint Committee at its next meeting in May; and
- AP7- to deliver this action it would require a change to the Board's Standing Orders. Subsequently it was agreed that the Action be amended to develop a paper to clarify the issue.

#### **6. ITEMS FOR COMMITTEE BUSINESS**

##### **6.1 Local Policing Review 2018 - Independent Analysis Report**

Taken earlier in the Agenda (as above)

## 6.2 Policing with the Community - Background Paper

Due to difficulties accessing the paper the Committee agreed to defer it to the next meeting.

It was:-

**AGREED:**

- ACC Tim Mairs will be invited to attend to provide an update on PwC **(AP2.7)**.

## 6.3 PCSP Reconstitution 2019 - Independent Member Recruitment Update

The Communications Manager provided a presentation (**ANNEX 1**) and update to Members on the communications activity to support recruitment of PCSP Independent Members. Discussions focused on the range of advertising and outreach work being undertaken by the Board and through the network of PCSPs to engage with under-represented groupings including young people, ethnic communities and other marginalised groups. Questions were also raised on plans to assess the effectiveness of the campaign.

It was:-

**AGREED:**

- All Board Members to encourage PCSP applications within their constituencies and networks **(AP2.8)**.

## 6.4 PCSP Current Independent Member Vacancies

The Partnership Manager outlined the current vacant Independent Member positions within PCSPs and also outlined the options for filling the vacancies. These were discussed by the Committee.

It was:-

**AGREED:**

- To proceed with option 2 convening an appointment panel to appoint from the current reserve list and that officials will develop the process and time frame for implementing this option and proceed accordingly **(AP2.9)**.

**6.5 Research Report - Experiences of the new PSNI Local Policing Model & Research Report - The Effectiveness of Policing Committees (UU)**

**6.6** It was agreed by Members to take Agenda items 6.5 and 6.6 together. The Director of Partnership introduced the reports noting the historical context, summarised their findings and highlighted the recommendations. In the Effectiveness of Policing Committees report, a Member stated that in relation to recommendation 3 that this should be considered by the Committee before any discussion with DoJ on the issue. In relation to recommendation 11 the Member stated that local councils and community planning should be removed from the final box in relation to reporting. Members requested that officials compile the recommendations from items 6.1, 6.5 and 6.6 and the HMIC 2017/18 Neighbourhood Policing Inspection into one paper to track all the recommendations.

It was:-

**AGREED:**

- A draft recommendations paper will be tabled at the April Committee meeting **(AP2.10)**; and
- To recommend to the Board that both reports are approved for publication **(AP2.11)**.

**6.7 Committee Programme of Work**

The Director of Partnership outlined the draft Programme of Work for 2019/20 captured from the morning of 21 February 2019 and noted that this will help

guide future agendas. Members noted and agreed the Programme of Work -  
**NOTED.**

#### **6.8 PCSP Good Practice Examples**

The Director of Partnership informed Members of PCSP good practice examples relating to the 2017/18 financial year - Members noted.

#### **7. QUESTIONS FOR THE CHIEF CONSTABLE**

Following discussion Members requested that a series of questions be posed to the Chief Constable, as follows:

- The recent report from Ulster University on “The Results and Analysis of the Local Policing Review 2018” has identified community frustrations in relation to the constant movement of community facing officers away from communities within in which they have developed and built relations and trust. Can the Chief Constable outline:
  - What considerations have been given to this issue within the PSNI in relation to developing career paths for Neighbourhood focused officers?
  - How this aligns with the current Policing with the Community strategy?
  
- A further issue arising from the Local Policing Review 2018 was community frustrations in relation to the call handling service and 101 in particular. Can the Chief Constable provide:
  - An assessment of the current issues with the call handling service;
  - An update on the latest review of the call handling service; and
  - Any likely actions or changes that will result from the latest review.
  
- The PSNI's Draft Corporate Plan identifies Digital Policing as a core outcome. Can the Chief Constable provide an update on:

Agenda Ref No:

- The status of on-line reporting of crime;
- The current process for managing on-line reports and response times to these reports;
- An assessment of the current effectiveness of on-line reporting.

**8. COMMUNICATIONS ISSUES/OPPORTUNITIES**

None


**9. DATE OF THE NEXT MEETING**

It was agreed that the next meeting will take place on Thursday 18 April 2019.

**(Meeting closed at 13:00)**

**PARTNERSHIP DIRECTORATE**

**Date: March 2019**

  
\_\_\_\_\_  
Chair



**ANNEX 1**



Northern Ireland  
**PolicingBoard**

**PCSP Independent  
Member Recruitment**  
A Communications Overview

The Policing Board should develop a **communications strategy...**

...to ensure widespread awareness-raising and advertising of the upcoming appointment of independent membership of PCSPs and DPCSPs and should consider using all appropriate opportunities, including social media, to attract as wide an audience as possible.

Appointment of Independent Members to Policing and Community Safety Partnerships and District Policing and Community Safety Partnerships: Code of Practice

## Campaign Phases

Activity for the PCSP Independent Member recruitment was focused around four key phases:

Pre-launch & Warm-up Activity

Campaign Launch

Post Launch Information

Appointments & Reconstitution

## Key Messages

Messaging for the campaign was based around a call to action to step forward to become a PCSP Independent Member:

Would you like to make a difference to your community?

What does your PCSP do to help your community?

Want to become a PCSP Independent Member?

#makingadifference  
#deliveringadifference  
#bepartofit

## Pre-launch & Warm-up

Running from September-March 2019, activities included:

- Distributing information on the upcoming recruitment at public, stakeholder and Board events, including 87 local consultations
- Promotion of the upcoming appointment process at all Board and PCSP engagements
- Publication of a recruitment flyer and banner stand
- Featuring PCSP recruitment in Inpartnership
- A "register your interest" social media campaign

This pre-launch campaign resulted in 185 registrations of interest from members of the public.



**Printed Assets**

Disseminated throughout PCSPs and handed out/ displayed at all engagement events.



**Landing Page**

A dedicated landing page holding a host of assets to support the recruitment campaign and encourage applications has seen a 726% increase in visitors since the campaign launched vs the previous week.



**Newspaper Adverts**

Recruitment is being advertised across 43 local dailies and weeklies:



**Inpartnership**

Our PCSP-focused online magazine, accessed by over 1000 readers across the last 3 issues.



## Social Media

Designed to showcase the work of the PCSPs alongside quotes from existing Independent Members. These have been boosted with an expected reach of roughly 6000 people per day.

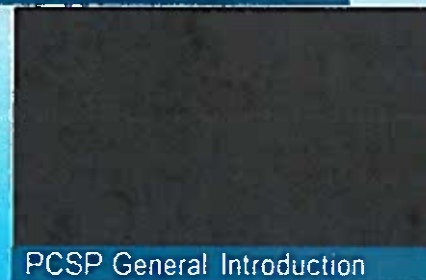


## Short Films

5 short films showcasing PCSP Independent Members were created, as well as two longer videos explaining the recruitment timeline and general work of the PCSPs.



PCSP Recruitment Timeline



PCSP General Introduction



## Campaign Launch

The recruitment campaign went live on 12<sup>th</sup> March 2019. To support the launch:

- Adverts placed in NI newspapers and online channels like HR Connect
- Briefing packs produced for PCSP Managers
- Video clip of Board Chair to support launch activity
- Promotional photos with Board members
- Letters/email notifications sent to designated partners, interested and section 75 groups
- Social media campaign to support promotion shared through PSNI and partner agencies
- Email sent to 185 registered interests



## Evaluation

In the week since the launch:

- Over 250 views of promotional videos on YouTube
- 10k impressions on Twitter across 17 posts – promoted by organisations like Strictly Boardroom, Start360, North West Ireland 2020, MAP
- 8k impressions on Facebook across 17 posts– promoted by organisations like La Dolce Vita and regional Neighbourhood Renewal Partnerships
- 1281 views to landing page (726% increase on previous week)
- 25 requested paper applications
- 98 online applications



**How can  
you help?**



- Share information with interested groups
- Activate your followers! Retweet and share posts from both PCSP and Policing Board social media accounts
- Promote the recruitment directly when meeting with constituents, and make use of flyers & literature
- Always keep an eye out and let Board officials know about opportunities for engagements





