

COMMUNICATIONS AND ENGAGEMENT POLICY
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COMMUNICATIONS AND ENGAGEMENT

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Legal Basis

Legislation specific to the subject of this policy document:

- Contempt of Court Act 1981

Other relevant legislation which you must check this document against (required by law)

- Human Rights Act 1998 (in particular A.14 – Prohibition of discrimination)
- Equality Act 2010
- Crime and Disorder Act 1998
- Health and Safety at Work etc. Act 1974 and associated Regulations
- General Data Protection Regulation (GDPR) and Data Protection Act 2018
- Freedom Of Information Act 2000
- The Civil Contingencies Act 2004

Other documentation which you must check this document against:

- College of Policing – Code of Ethics
- Norfolk and Suffolk Constabularies' Standards of Professional Behaviour
- College of Policing – Authorised Professional Practice
- Disclosable Associations Policy
- Uniform, Appearance and Standards Policy and associated procedures.
- ACPO Communications Advisory Group Indemnity Agreement and Guidance Notes
- McNae's Essential Law for Journalists 23rd Edition (refer to Corporate Communications Department for details)

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1. Introduction

- 1.1 Effective communication and engagement by the police is essential for keeping our communities safe while building confidence and trust in our services.
- 1.2 Norfolk and Suffolk Constabularies view communication and engagement as an integral part of the police service offered to local people.
- 1.3 Norfolk and Suffolk Constabularies have an open, positive policy for working with the media, our partners and our public and aim to deal with all media outlets, queries or requests for information in a fair and equal manner.
- 1.4 The Joint Corporate Communications department has a joint digital team and administration team who deliver to both forces. The news teams, and in Norfolk, the Local Communication Officers, and in Suffolk, the Police Connect staff, report directly to senior managers in the separate organisations.
- 1.5 As publicly accountable organisations, we must be open, honest and transparent – and the basic tenet of our policy is “only withhold what you must.”
- 1.6 This stance is important for two reasons:
 - 1) We depend on the support of the public to do our job effectively. The public will be more supportive if they receive useful, accurate and timely information from their local police force, whether that communication is direct to them via social media or via the media. This includes incidents which are “bad news” or where errors have been made by either, or both, organisations.
 - 2) Issuing quality information about incidents or supplying appropriate updates can often result in the police receiving vital information from the public which can help solve crimes or keep people safe from harm.
- 1.7 All reasonable requests from the media, our partners or our public for information, comment and interviews will be dealt with by the appropriate person (in conjunction, where necessary, with the Joint Communications Department) - the officer or member of staff who knows most about the subject or incident. We will endeavour to give an appropriate level of information to the public and our partners; whilst bearing in mind constraints in terms of legal, operational, investigative Data Protection and Human Rights Act considerations.
- 1.8 As such, all officers and staff have a responsibility for positively engaging and communicating with our local communities, either directly, via the media or via social media.
- 1.9 It is accepted that, on occasion, mistakes or inaccuracies with updates or issues with social media will occur. However, where comments and updates are made in good faith and are well-reasoned, officers and staff are assured of the support of Chief Officers. Legally, any social media issues need to be rectified as soon as is practicable.
- 1.10 However, any officer or member of staff who intentionally passes information to the media, a partner or a member of the public which could frustrate an

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investigation, jeopardise the safety of members of the public or undermine the credibility of the organisations may face legal, disciplinary or misconduct action.

- 1.11 This guidance provides the basis on which we will communicate and engage effectively with the media, our partners and our communities and directly with our local communities, to further enhance public confidence and the reputation of our two organisations.
- 1.12 Failure to adhere to the basic principles of the guidance could result in either or both organisations receiving negative publicity, which could damage the relationship with local communities and the media.
- 1.13 The guidance will be monitored by the Corporate Communications Managers in Norfolk and Suffolk, to ensure it remains compliant with guidance issued by the College of Policing Authorised Professional Practice, the National Police Chief's Council (NPCC), Communications Advisory Group (CAG) and relevant legislation

2. Statement of Policy

- 2.1 This policy has been formally agreed via the approved policy development/review process. It will be maintained by joint Corporate Communications Department in conjunction with the Central Policy Unit.
- 2.2 The policy is intended to promote equality, eliminate unlawful discrimination and actively promote good relations regardless of age, disability, gender reassignment, marriage or civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation, economic or family status.
- 2.3 Managers have a responsibility to ensure this policy is applied fairly, and unless otherwise stated, all policies and procedures are non-contractual.

3. Applicability

- 3.1 Unless otherwise stated, this policy applies to all police officers (including officers of the Special Constabulary) and all members of police staff (including police support volunteers).

4. Procedure and Guidance for Working with the Media

- 4.1 This procedure sets out the mechanisms by which we will deliver our open and honest policy for giving information to the media and directly to the public or our partners via our own channels. It also contains the key principles which will govern our communication and engagement work – and includes reference to the College of Policing Authorised Professional Practice.
- 4.2 The joint Corporate Communications team oversees and drives communication and engagement with the media, our partners and our local communities.
- 4.3 It does this by ensuring both constabularies are supported by the following:
 - Strategic communications and engagement advice for dealing with serious reputational issues and major incidents.

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- A team of communications professionals, to proactively promote the constabularies while dealing reactively with media queries; and
- Resilient and up-to-date digital platforms, allowing the constabularies to communicate and engage directly with local people/communities.

4.4 To provide this support, the joint Corporate Communications team has the following roles and responsibilities.

Day-to-Day Operations

4.5 Corporate Communications provides a 24/7 service to both constabularies.

4.6 The communications teams at Wymondham and Martlesham operate between 09:00 hrs and 17:00 hrs, Monday to Friday.

4.7 Outside these times, there is an on-call service for both constabularies to assist in the management of major or critical incidents and reputational issues.

4.8 On-call communications officers will be:

- Contactable immediately via mobile phone;
- Located in the county wherever possible;
- Able to work remotely from home on most occasions; and
- Available to attend a police station or scene within the county at short notice.

4.9 The on-call communications officer should be contacted if one of the following scenarios occurs out of office hours:

- Major investigations;
- Murders;
- Suspicious deaths;
- Rape or serious sexual assaults;
- Serious assaults;
- Other significant crimes;
- Major public order incidents;
- Community tension (impact on public confidence);
- Terrorist threats;
- PSD issues;
- Evacuations;
- Serious road traffic incidents that have resulted in fatalities or significant disruption;
- Any query that could harm public confidence or the corporate reputation of the constabulary; and
- Any incident which generates significant/multiple media enquiries.

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- 4.10 With events of this nature, the on-call press officer should be contacted at the earliest possible opportunity, to provide them with the best opportunity to co-ordinate effective media liaison, community engagement and communications planning.
- 4.11 The on-call service is not intended to deal with routine media queries, which should be dealt with by the duty inspector or supervisor in the Force Command and Control/Contact Centre – refer to the ‘CCR Inspectors and Supervisors / CCR and Engagement Officer - Media and Social Media guidance’ document, available from Corporate Communications.

Key Communication Principles

- 4.12 The following principles will govern our communication activity:

- We will be open, honest and transparent, withholding only what we must.
- Communications and engagement will be in line with our purpose of protecting people from crime and harm by upholding the law and maintaining order.
- Our role is to warn and inform the community, protecting them from harm.
- It will be focussed and prioritised by current force priorities.
- Communications and engagement is a shared responsibility, with everyone expected to contribute to maintaining good media relations and engaging effectively with our communities.
- As such, Corporate Communications will not only communicate directly but will also actively facilitate communication and engagement, allowing and supporting a wider range of officers and staff to communicate and engage directly with local people.
- All our communications and engagement will be lawful, in the public interest and be proportionate.
- Our internal communications will ensure that our own workforce are informed of important developments relevant to them first, rather than hearing about them from the media or other third parties.
- Police interaction with the media and our communities must be lawful and for a legitimate policing purpose.
- The relationship between the police and the media should be undertaken in a manner which lives up to the highest standards of impartiality and integrity.

Records

- 4.13 All information released by the communications team is stored on the news management system PR Gloo. Similarly, all contact with the media, including those by officers and staff, are recorded on this system and Chief Officer contact will be recorded and published on the constabulary website.

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5. Guidelines for Working with the Media

- 5.1 Norfolk and Suffolk Constabularies have an open and honest policy for communicating and engaging with the public and responding to queries from the media.
- 5.2 Both counties have strong media networks, and, in broad terms, they are supportive of the police's efforts to keep the local community safe. The relationship between the police and the media is important as both rely on each other to discharge their duties to the local people they serve. This relationship is important to the police on two levels: firstly, at the level of chief/senior officers, so that police can communicate their strategic aims; secondly, at an operational level, so that the police can engage with local people, either directly or via the media, to ask for their help in solving crime and keep them informed of initiatives to keep them safe. For the media, the relationship is important as it enables them to keep their readers informed while holding the police to account.
- 5.3 It is essential that prior to any contact with or disclosure to the media, consideration is given to the law, including the following:
- Sub judice - information which may prejudice an on-going investigation or prosecution must not be given to the media. Information must be sought from the SIO and, if applicable, the CPS.
 - Data Protection - personal data must not be disclosed unless there is a legal pathway to do so. As a guiding principle, disclosure of personal data must be necessary for, and proportionate to, a policing purpose.
 - Human Rights - disclosure of data may result in the interference with the rights and freedoms of a third party. Any disclosure must therefore be lawful, follow a legitimate aim and be both necessary and proportionate to that aim.
 - Common law duty of confidence - data that is provided to the police for a policing purpose must not be used for another purpose without the consent of the provider or where the public interest in disclosure outweighs the rights of the individual.
- 5.4 Where there is any doubt as to what data can be provided to the media, advice can be sought from the Joint Communications Department, the Data Protection Officer and/or Legal Services.

Meeting the Media

- 5.5 Any officer or member of police staff can talk to the media, if at all possible face to face on business premises, if the issue being discussed is an area for which they are responsible or are the most appropriate person within the organisation. Ideally, a member of the Corporate Communications team should be present, particularly if the matter refers to a sensitive or policy issue. If this is not possible, the officer or member of police staff giving the interview should speak to Corporate Communications for advice and guidance.

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- 5.6 Any officer or member of police staff who is approached by the media should ensure that the Corporate Communications Department is made aware of a query and any information released. This allows the Corporate Communications Department to co-ordinate the release of information and ensure all sections of the media receive consistent information.
- 5.7 All officers and staff should seek guidance from Corporate Communications staff on any media policy matters. They should follow the constabularies' communications and engagement guidelines when giving information about crime or other operational matters to ensure consistency and compliance with legislation.
- 5.8 Officers and staff representing staff associations or UNISON will have their own guidelines and there will be occasions when their views as representatives of these groups will be sought by the media. On these occasions, where deemed appropriate by the staff association or trade union representative, contact will be made with the Corporate Communications team to inform them of the request and share any statement issued. The forces will, in return, and where appropriate, inform the staff association or trade union of such media enquiries made to them.
- 5.9 Officers and staff will need to ensure that the relevant contact in the Office for the Police and Crime Commissioner is aware of their contact with their communities, partners or the media if this is likely to impact on them.
- 5.10 Officers and staff issuing information and well-reasoned comments, as well as any messaging via force owned social media accounts in good faith, have the support of senior and chief officers. Miscommunications should be amended in a timely fashion.
- 5.11 Our relationship with our communities, our partners and the media must always be transparent and professional and should be undertaken in a manner which lives up to the highest standards of impartiality and integrity.

Integrity

- 5.12 The following guidelines should be followed by all officers and staff and are in accordance with College of Policing Authorised Professional Practice guidance:
- Where a police officer or member of staff has a family or personal relationship with a member of the media outside of their professional policing role, it should be disclosed and recorded under the force Disclosable Associations policy and reported to the joint Professional Standards Department, where it will be recorded.
 - Any gift or hospitality must be recorded in accordance with force policy.
 - Officers/staff should inform the Corporate News Team of any interview requests they receive from the local media – or requests for meetings with media representatives. Corporate Communications will keep a log of all such meetings on the PRGloo news management system. The log will include the date, time, place and purpose.
 - It is not a requirement for officers who represent the Police Federation, or police staff in UNISON roles, views to inform the Corporate Communications

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Department of all the meetings / interviews and / or requests for such meetings and interviews and for a log to be kept.

- Each Chief Constable's interaction with the media will be kept on a separate log and published on the respective websites of each constabulary on a quarterly basis.
- After the meeting, the log should be updated with information about what was discussed – whether on or off the record – and any decisions. Any hospitality received should also be recorded on the log. It is the responsibility of the officer/staff member meeting with the media representative to ensure that this information is sent to Corporate Communications.
- Everyone in our organisation has a duty to report corrupt, dishonest or unethical behaviour by officers or staff to Professional Standards. Anyone with information about officers/staff failing to heed these guidelines can report it directly to the joint Professional Standards Department or anonymously via the on-line and telephone confidential reporting section available via the forces' Intranets.
- **There are no circumstances under which unauthorised information should be disclosed. It is a disciplinary and, potentially, criminal offence.**

Issuing Information

- 5.13 In the absence of a genuine operational reason for not, or the legal limitation on releasing information, details of an incident or investigation update should be released in agreement with the officer in the case at the first available opportunity, in order to maximise the response to appeals, to locate witnesses, to see information and to exercise the constabularies' duty of care to the public, e.g. to warn them of dangerous offenders/situations. If the OIC is not available, the new officer may make a judgement, based on standard practice and the College of Policing Media APP, on whether to issue the drafted content. Alternatively, they may seek guidance from a supervisor or manager in Corporate Comms or it may be referred to the OIC's supervisor.
- 5.14 In situations where a decision is taken not to publicise an incident, against advice from Corporate Communications, the matter should be referred to the duty superintendent or, if necessary, to a Chief Officer.
- 5.15 Please note the following for post charge information disclosure to communities or the media:
- Once someone has been charged, then nothing should be reported that could potentially prejudice legal proceedings. No statements to the media or communications should be published on social media after a charge (other than basic charge and court details) unless there is specific operational requirement and it has been discussed and agreed with a corporate news officer and, where it may impact on any active proceedings, in consultation with the CPS.
 - Consult CPS, both operationally and between media offices, if you intend to release any evidential material or anything else that could impact on active proceedings. This also applies to any appeals issued post charge.

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- This does not apply to routine administrative updates such as court dates, hearing locations and if additional arrests or charges are made. Do not issue information about charges being dropped or downgraded without CPS agreement. This information may be seen as prejudicial.

Fairness

- 5.16 All organisations looking for information should be treated in a fair and equal manner. If a crime or incident occurs which needs publicity, it will be sent to the public via social media and all media outlets at the same time. Once information released by the police is in the public domain, it should be available to all.
- 5.17 However, where a media organisation contacts either constabulary with an “exclusive” enquiry, it will be treated as such and any response sent to the requesting media organisation only.
- 5.18 There will be occasions where the constabularies will want to work with a particular media organisation on an issue. Any decision to do this should be impact assessed against the following criteria:
- No early disclosure of information should put a person or police operation at risk.
 - Did the particular media organisation(s) make a significant contribution to the case which led to an operational development, (e.g. arrest) beyond the mere one time reporting of the facts? If there is a contribution it may be appropriate to consider ensuring they are not disadvantaged by the timing of any general press release.
 - Does the particular media organisation(s) have a specific or advantageous reporting profile for the particular geographic area where the incident has taken place? It is obvious that this type of relationship will be shaped by those media outlets involved and those that express a desire to also assist. In large urban areas this is complicated by the number of potential media organisations available but in more remote or rural areas it may assist in helping decide who to approach to maximise the potential of the story.
 - Is the media outlet providing a process or service that supports a policing campaign? A lot of operational policing campaigns gain support of one/some/all of the media. Staff can consider the benefit of working specifically with those organisations that support them. (e.g. a local newspaper running a name and shame drink drive article supporting a drink drive campaign).
 - Would the decision to favour a particular media outlet benefit or hinder the sharing of the story with the media in general? Where for example there was a long running case which had been reported by all media it would be inappropriate to release developments to one single media outlet early. Where only one organisation has maintained an interest, it may be appropriate to consider ensuring they are not disadvantaged by the timing of any general press release and this will be considered on a case by case basis. Staff should bear in mind other media outlets not provided with the information fairly could complain.

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- Would attempting to favour a particular media outlet cause un-necessary cost in staff overtime? (e.g. releasing a story in the evening to benefit print journalism but requiring the office to stay open later to field calls) The Corporate Communications team does not carry a budget profile for delivering complex media updates outside of normal office hours. Any staff member considering a release should reflect on the potential media interest and look to ensure that it is timed appropriately.

Interviews with Medias

- 5.19 Interviews with journalists should be “on the record.” This means that a journalist can report all information given in the interview and quote and name the officer/member of staff giving the interview.
- 5.20 However, it may be necessary to provide journalists with guidance in order to, for example, guard against inaccurate reporting or help set a story in its proper context to prevent it being blown out of proportion.
- 5.21 This guidance may be given on the understanding that it can be reported without being attributed to a source/named individual.
- 5.22 Alternatively, guidance may be given “not for publication” which means it won’t be used for publication but gives the journalist an understanding of issues which may be affected by the way in which a story is reported, such as the impact on a sensitive or on-going investigation.
- 5.23 How ever the interview is conducted, it is essential to be absolutely clear from the outset as to what information is being offered on the record and what is being given not for publication.
- 5.24 As detailed above, interviews should be conducted on an “on the record” basis unless there is a strong reason to give guidance or not for publication guidance.
- 5.25 In all cases, a full record of the interview should be passed to Corporate Communications, as detailed above.

Interview Requests

- 5.26 It is the policy of both constabularies that whoever is responsible for dealing with an incident, crime or issue, should front any television or radio interviews where requested and where appropriate. A communications officer will only front an interview in extremely exceptional circumstances.
- 5.27 There are two types of situation where we may get requests for an interview:
- 1) **Proactive:** where we are putting an officer or member of staff up to speak about a campaign, initiative or crime where we want the public to take action or assist us with enquiries.
 - 2) **Reactive:** where we put up an officer or member of staff to address an issue which has arisen and attracted media attention, such as a national development in policing.

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- 5.28 When dealing with interview requests, it is important to consider the following questions before agreeing to them:
- Is this an issue on which we should be commenting?
 - Do we have a useful comment to offer?
 - What is the benefit to the constabularies?
 - Does a Chief Officer/OPCC need to be made aware?
 - Does it offer an opportunity to deter or detect crime or offer public reassurance?
 - Is it in line with the forces' priorities?
 - Is there a national stance, have you checked with the NPCC?
 - What are the legal issues (including whether the interview would involve disclosing personal or sensitive data)?
- 5.29 Wherever possible, a communications officer should be present during any TV/radio interview to give advice – and always at interviews on policy/procedure or controversial/sensitive matters.
- 5.30 Ideally, there should be time beforehand for the communications officer to brief the interviewee, to help them identify key messages and prepare for a range of questions.
- 5.31 It should always be checked whether an interview is to be broadcast live or pre-recorded and whether other interviewees will be involved. For television interviews, it is important to ensure there are no inappropriate backdrops.

Dress/Appearance

- 5.32 For television interviews and photographs, officers and staff should be mindful of their appearance and the image they project. Correct uniform should be worn. Tattoos should be covered, and dark sunglasses removed. Further information on professional appearance can be found in the Uniform, Appearance and Standards Policy and associated procedures.

Taking the Media on Police Operations

- 5.33 Any media requests to see the police 'in action' by attending operations such as drugs raids must be authorised through Corporate Communications in advance of agreeing to so allow. It is recommended that the OIC/SIO for the operation consults with an Operational Security Advisor prior to approving media attendance to ensure that all security risks are considered and mitigated. Names of media personnel should be identified in advance to ensure that checks can be completed against any known associates.
- 5.34 Facilitating such requests often results in very positive publicity. It also allows the media greater insight into the workings of, and problems encountered by, the police. However, media attendance on operations needs to be carefully planned, as it should be recognised that the presence of the media can create practical

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difficulties for officers and may risk the disclosure of confidential, personal and sensitive data.

5.35 Issues for consideration should include:

- Risk of injury to the media representative, officers/staff or any third party?
- Will the media representatives have access (either directly, indirectly or inadvertently) to personal data or confidential/sensitive police data whilst attending? Any access to personal data must have a lawful basis and be agreed by Data Protection in advance of any permission to attend being given.
- Will the operation include attendance on private property? Where this occurs, the media representative will be responsible for seeking the consent of the occupier to enter the property prior to so doing.
- Will it promote positive police work, in line with priorities, and address matters which are in the public interest?
- Will it help prevent or detect crime?
- Will it inform and/or reassure the public?
- Will the journalist have access to data that is sub judice?

5.36 There are also risks which should be considered, including:

- Will it interfere with an individual's right to a fair trial or privacy?
- Will it cause distress or harassment to those being investigated, or to innocent members of the public?
- Will it jeopardise police operations/investigations?

5.37 If it is felt appropriate to allow media attendance, the reasons why should be recorded (PRGloo system).

5.38 It is also important to agree a set of parameters between the media and the constabulary involved prior to the operation, e.g. what can and cannot be filmed, such as briefings. Officers on the ground will also need to be informed that the media will be in attendance, to establish if there are any operational reasons why certain personnel cannot appear on camera.

5.39 If the media facility involves filming/briefing in a police station, officers and staff who may be filmed should be reminded that all sensitive information should be removed from desks and not displayed on computer screens. Sensitive information should also be removed from walls or covered over.

5.40 Where the media are to be permitted to attend briefings, ride-alongs or given access to police officers/staff or premises, it is essential that prior to them being allowed to film/attend, an agreement is entered into between the media and the Force to ensure that there are clear guidelines about what can be accessed and what protection needs to be in place to avoid prejudice to on-going investigations or breach of the Data Protection Act and/or the Human Rights Act. A legal agreement must be signed by the media before the operation begins. A template Indemnity Agreement, and associated Guidance Notes, have been drawn up by

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National Police Chiefs Council Communications Advisory Group and the College of Policing; however this will need to be amended according to the nature and extent of the request received. Advice on media agreements can be sought, where necessary, from the Corporate Communications Department and/or from Legal Services.

Media Attendance at Incident Scenes

- 5.41 It is part of the media's role to report from the scenes of incidents.
- 5.42 It is important to remember that the media's rights are the same as the public's. In other words, they cannot cross a police cordon. But, outside the cordon, they are free to take pictures and conduct their enquiries with members of the public as they see fit.
- 5.43 There are no powers prohibiting the taking of photographs, film or digital images in a public place except where locations are protected or under Terrorism legislation. Therefore, members of the public and press should not be prevented from doing so.
- 5.44 This applies even if the police are asked by a distressed or bereaved person to intervene to prevent members of the media encroaching on their grief. The police may pass on such a request but have no power to prevent or restrict media activity.
- 5.45 When a cordon is put in place, it is best practice to provide the media with a good vantage point.
- 5.46 Communications officers will only attend the scenes of incidents if there is a specific media liaison role for them to fulfil. The attendance of media at the scene, carrying out their work outside a police cordon, does not necessitate the attendance of a communications officer. A communications officer can work more effectively from an office that contains the infrastructure necessary to disseminate information widely.
- 5.47 The decision to send a communications officer to a scene should be made by the Corporate Communications Manager, if it becomes apparent that there is a clearly identified role for them to fulfil, such as facilitating interviews, issuing information or taking the media into secure areas.
- 5.48 Officers experiencing problems with media at the scene should seek guidance and assistance from Corporate Communications to resolve issues. An on-call news officer can be contacted out-of-hours regarding matters which reach the thresholds as previously agreed by senior officers. This may be through appealing to the journalist's better nature or by arranging an alternative viewing point at the scene. It is common that once members of the media have attained their required material they then tend to leave the scene.

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6. Requests by the Media for Police Owned Data (eg BWV etc) at the Conclusion of a Trial

- 6.1 Following the conclusion of a trial, disclosure of exhibits used in the trial may be disclosed per the NPCC/CPS Disclosure Guidance. This should be agreed between the SIO and the CPS
- 6.2 Any other requests for police owned data or data seized from third parties must be forwarded to the SIO and the Communications Dept for consideration.
- 6.3 BWV footage is covered by existing protocols on releasing footage, any decisions to release BWV footage should be considered in line with guidance developed by the NPCC, featured in the College of Policing Approved Professional Practice and in conjunction with the Data Protection Officer.

7. Request for Historic Police Data

- 7.1 It is not unusual for the media to ask for permission to interview, film and seek police owned data to support a TV programme, article or other broadcast. Where such a request is made, the journalist should be directed to the Joint Communications Department.

8. Roles and Responsibilities

Role Title	Responsibilities
Corporate Communications Manager	• Leading the development and delivery of the communications and engagement strategy for Norfolk and/or Suffolk Constabularies. • Overseeing all issues on public confidence and reputation management. • Ensuring effective news, public relations, external stakeholder and internal communications service.
Digital Communications Manager	• Leading the development and delivery of digital platforms across both Norfolk and Suffolk to support communities across both counties, as well as internal audiences.
Senior News Officer	• Implementing the strategy by overseeing and managing the teams delivering a news service to local media outlets and communities across Norfolk and Suffolk as well as internal audiences.
Corporate News Officers	• Issuing information about police activities and initiatives, generating positive media coverage, and responding to media enquiries relating to major crime, incidents and reputational issues as well as producing items for internal communications.

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Digital Communications Officers	• Overseeing the content and development of Norfolk and Suffolk's digital platforms, to support direct communication with communities across both counties as well as internal audiences.
Marketing and Campaigns Officer	• The development of joint campaign material for Norfolk and Suffolk police
Marketing and Campaigns Assistant	• The development of Suffolk Constabularies campaigns
Local Communication Officers	• Sourcing, generating, creating, and publishing tailored content on the constabularies' digital platforms, updating communities about crimes, incidents and local policing activity.
Police Connect	• Researching and publishing to a database of contacts volume crime appeals, engagement events and campaigns/initiatives, court outcomes.