

DEVON AND CORNWALL POLICE AUTHORITY

21 MAY 2004

(FOI – Open)

Report by Chief Constable

NEIGHBOURHOOD POLICING – WEBSITE PROGRESS

INTRODUCTION

1. This report updates the Authority of further progress towards raising the profile of Neighbourhood Beat Managers.

BACKGROUND

2. Activity continues to improve the accessibility and visibility of beat managers. Local communities are being made aware of whom their beat manager is and how to contact them through:

- Force Website
- Local papers and other publications such as parish magazines
- Corporate posters and business cards personalised for each sector and officer

WEBSITE

3. The profile of community policing continues to be raised by the introduction of Neighbourhood Beat Manager pages to the Force web site.

4. These pages will shortly contain details of the Neighbourhood Beat Manager structure including profiles and photographs of Sector Inspectors, and a photograph and beat reference for all Neighbourhood Beat Managers.

5. The content will be supplemented over the coming weeks by the inclusion of maps, details of local NBM surgeries, local police station information and opening hours and relevant contact telephone numbers.

6. Future enhancement will see the ability to link local crime statistics to the NBM pages. This will be possible over the next two months and thus reinforcing the one-stop-shop for as much information as possible.

PLYMOUTH

7. The Plymouth BCU NBM web site is now almost complete with only a couple of photographs missing and has been accessible for the last month. Work is well underway for other BCU's with the intention of having North and East Devon, South and West Devon and Cornwall in early May.

8. “Hits” on the Plymouth BCU web site have increased by over 100% since the introduction of local and NBM information. This has aided Plymouth meeting some of their performance recognition targets.

9. The above details will further strengthen the marketing of neighbourhood policing and address the provision of detail that is now being expected and requested by members of the public. It is hoped that the information sourced for the website can be used for additional marketing and, likewise, traditional marketing supports the website.

10. An example of a typical NBM web page has been circulated to members. All pages will follow a similar template but can be customised by the Sector if required.

11. All BCU’s will have special website addresses to aid publicity -

www.devon-cornwall.police.uk/plymouth

www.devon-cornwall.police.uk/cornwall

www.devon-cornwall.police.uk/swdevon

www.devon-cornwall.police.uk/nedevon

RECOMMENDATION

12. It is recommended the Police Authority note the contents of the report.

Maria Wallis
Chief Constable

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