

NYSP conference workshops – 15th October 2009

Key points / outcomes note

Name of workshop	Public Confidence
Name of note-taker	Lesley Dale
Format of session Please note briefly the outline format used, e.g. quiz/presentation etc.	Group sessions with key questions:- 1) What are the critical drives that positively influence public confidence 2) as a strategic partnership how far have we travelled on our journey to improve public confidence? What are the four key challenges for 2010/11? 3) How should we work together to ensure that all of our staff understand the challenges and drivers for public confidence?
Key points highlighted during speaker presentations (if applicable)	NA
Key points arising during main discussion	<p>1) What are the critical drives that positively influence public confidence?</p> <ul style="list-style-type: none"> • Separate national picture rather than a local picture • Shared ownership needed for effective engagement - engagement strategy • Local contact with local services:- Local knowledge is essential in understanding concerns/issues and the right way to address these. There appears to be disconnection with local priorities and service priorities also • BALANCE – positive images/negative communication • Manage media – positive message rather than negative messages – engage press in partnership working to help influence the positive messages • Visibility: public services/police – 2 many police causes concern/fear – joint agency initiatives create greater confidence and positive message. • Robust communication across north Yorkshire and emphasise that 'safest place to live' • Consider the use of the question 'what makes YOU more confidence? '

	<ul style="list-style-type: none"> • Need to be seen taking action and using tools available. <p>2) As a strategic partnership how far have we travelled on our journey to improve public confidence? What are the four key challenges for 2010/11?</p> <ul style="list-style-type: none"> • Recognised that partner have come a long way and do a lot of good work together, however there is still a long way to go for ‘partners to truly work together’ • Concern in maintaining the confidence level • Separate national picture/local landscapes • Understanding of police/LA • Producing a Myth buster • Is there confidence in Police? Or confidence in partnerships approach to tackling problems and issues? Is this ‘confidence’ or ‘lack of confidence’ built around individuals or organisations? • The sharing and recognition of good practise is not well publicised - due to the geographical size of North Yorkshire and its demographics? <p>3) How should we work together to ensure that all of our staff understand the challenges and drivers for public confidence?</p> <ul style="list-style-type: none"> • Positive media engagement • Media strategies – joint multi agency communication plan • Internal communication to be effective as well as external • ‘One’ point of contact • Local service delivery – ownership of officers on the ground. • Leadership – officers moving on too quickly need to be around long term to address needs and to raise confidence with communities/agencies. • Reporting and understanding of racial incidents – effective dealing of incidents 4 r’s recognising, recording, responding and reporting to public – public knowledge is low. • Organisation ‘intend & impact’ services/workers
<p>Did the group identify any obstacles/barriers</p>	<p>Media - press do not promote good news/positive publicity both nationally and locally. This influences the publics perception of what is happening.</p>

to progress?	
Key outcomes and/or action points identified	<ul style="list-style-type: none"> • Robust Communication – joint multi agency media/communication strategy • Ask public what makes you more confident • Engage media to promote positive news – they should become a partner • Promote/re-enforce ‘NY is the safest place to live’ • Local knowledge & leadership within organisations
Any other observations?	