

# Agenda

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## WEDNESDAY

### REGISTRATION AND CHECK IN

from 1215 **BUFFET LUNCH IN STANTONS BRASSERIE**

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**HOSTED BY: CLAIRE INGRAM, JOINT-CHAIR AND COMMUNICATIONS MANAGER, THAMES VALLEY POLICE**

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### PLEASE TAKE YOUR PLACES IN THE MAJOR OAKS SUITE BY 1315

- 1315**      **Conference Welcome**  
Bill Skelly, Chief Constable of Lincolnshire
- 1330**      **Conference Opening**  
**Ruth Shulver | Claire Ingram**  
Co-Chairs of the Association of Police Communicators  
**Gareth Morgan**  
Chief Constable of Staffordshire and Chair of NPCC CAG
- 1400**      **Breakout – choice of:**  
**Option 1 | CEDAR 1**  
**Strategic Starters**  
*This session is aimed at those in management or at supervisory level who are either new to policing or new to management.*  
*Presented by James Collis, one of the first Direct Entry Superintendents, and Miriam Brown, who has worked in three different police forces, the session aims to help new managers/supervisors by sharing advice and experience about leading within an unfamiliar policing environment. The session will touch on where to find information, influencing stakeholders, the nuances and idiosyncrasies of policing, networking and how communications and operational policing best support each other.*  
**James Collis**, Superintendent, Sussex Police  
**Miriam Brown**, Senior Communications Manager – Violence, Metropolitan Police

### Option 2 | MAJOR OAKS SUITE

#### The Policing Network

*This session is open to all but is specifically of interest to those within their first couple of years in policing.*

*Do you know the NCA from the NPCC? The College of Policing from the Police Federation? A number of different organisations have an influence on the work that we deliver as police communicators, from how we respond locally to national issues through to who has responsibility for communicating on certain matters.*

*Presented by APComm co-chair, Claire Ingram, with input from a range of national agencies, this session will explore the different organisations who support, advise, partner or direct police communications at a local or regional level, and help to broaden your understanding of how you and your teams should interface with them.*

*This session is a must if you're looking to grow your contact list.*

*Each contributor will provide a short overview of their agency, followed by a panel Q&A session.*

**Alastair Campbell**, National Counter Terrorism Policing HQ

**Catherine Feast**, Police Federation

**Allison Potter Drake**, British Transport Police

**Nicola Growcott**, National Police Chiefs' Council

**Jon Southgate**, College of Policing

**Emma Reynolds**, National Crime Agency

**Rachel Anstee**, NABIS (National Ballistics Intelligence Service)

**Neil Coyte**, IOPC

### Option 3 | CEDAR 2

#### **Personal Resilience: The importance of Looking out for Yourself**

*Working in police communications can be stressful - from juggling the day to day demands on senior officers, to managing with the pressure and emotion that comes with dealing with major and critical incidents, and finding a balance between work and home life. This session is all about how you can make sure you are looking after yourself and others in your team, focusing on personal resilience, well-being, and mental health.*

*Donna Veasey from Essex Police will introduce the session, talking about why this topic is so important and what we can do to look after our own well-being, as well as that of others in our team. We will then hear examples from communicators on how their mental health and resilience has been impacted through work – with a talk by Leanne Ehren, formerly of Greater Manchester Fire Service who will talk about her experiences of PTSD following the Manchester terror attacks, and a talk by Carrie Goodwin from South Yorkshire Police who will talk about the challenges she faced in remaining resilient when under personal scrutiny from national media while managing several other contentious issues.*

**Donna Veasey**, Essex Police

**Leanne Ehren**, formerly of Greater Manchester Fire Service

**Carrie Goodwin**, South Yorkshire Police

1520

#### **REFRESHMENTS AND SPONSORS TIME**

1550

#### **Open Forum**

*For this session there is no agenda. The conversation is completely up to you. We recognise that there are always those burning questions you want answered, discussions you wish to have and ideas you want to share that we cannot always cover through specific conference sessions. So here is your chance.*

*All you need to do is choose three areas from the below list that interest you or are related to your area of work. Start at one and you will be asked to rotate through your other choices over the course of the session.*

*Each area will be facilitated by communicators experienced in those fields.*

#### **Topic areas (choose three)**

- **Operational policing**
- **Stakeholder Engagement and Leadership**
- **Partners**
- **Channels**
- **Planning and Strategies**
- **Internal Communications**
- **Media Handling**
- **Critical Incident Handling**

1715

#### **END OF CONFERENCE DAY 1**

*The bar in the Major Oaks Lounge will be open from 1900*

2000

#### **INFORMAL BUFFET AND NETWORKING IN THE MAJOR OAKS SUITE**

**INCLUDING 'VERY SHORT' QUIZ!**

## THURSDAY Major Oaks Suite

0845 CONFERENCE - DAY TWO

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HOSTED BY: DAN MOUNTAIN, APCOMM EXECUTIVE TEAM, DEVON AND CORNWALL AND DORSET POLICE

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	<b>Review of the previous day and preview of today's agenda</b>	<b>1100</b>	<b>Quick Fire Case Studies and Plenary Feedback</b>
<b>0900</b>	<p><b>The Media Issues around the Salisbury Novichok Incidents</b></p> <p><i>On Monday 5 March 2018, a major incident was declared at Wiltshire Police and as the events of that day unfolded, the force found itself at the heart of a completely unprecedented criminal investigation – the attempted murder by poisoning of two members of the public and one police officer, in the city of Salisbury, by a military grade nerve agent, Novichok.</i></p> <p><i>This was followed by a second major incident being declared on Tuesday 3 July when two residents of Amesbury became critically ill – also due to poisoning by Novichok. One of those people sadly never recovered.</i></p> <p><i>The investigation (which is still ongoing and is being led by Counter Terrorism Police closely supported by Wiltshire Police) and the consequence management approach, has involved almost every facet of the UK Policing family, many governmental departments and scores of partner agencies.</i></p> <p><i>Wiltshire Police Chief Constable Kier Pritchard and Head of Corporate Communications and Engagement Clare Mills, will give an insight into how this unprecedented incident unfolded, the vast consequences that followed and how the Force, working with partners, managed the insatiable appetite of the media through what was a truly extraordinary major incident situation with many twists and turns.</i></p> <p><b>Kier Pritchard</b>, Chief Constable, Wiltshire Police</p> <p><b>Clare Mills</b>, Head of Communications, Wiltshire Police</p>		<ul style="list-style-type: none"><li>• <b>How can Communications Help Deter Hostile Reconnaissance?</b></li></ul> <p><i>The Centre for the Protection of National Infrastructure will provide an overview of the concept of Security Minded Communications with support from City of London Police and Thames Valley Police who will use Project Servator and the Royal wedding as examples of successful delivery.</i></p> <p><b>Georgia M</b>, Centre for the Protection of National Infrastructure</p> <p><b>Jo Hall</b>, Head of National Communications (Project Servator), City of London</p> <p><b>Michelle Campbell</b>, Media Manager / Deputy Head of Corporate Communications, Thames Valley Police</p> <ul style="list-style-type: none"><li>• <b>The murder of John Palmer - the Ethics of Working with Organised Crime</b></li></ul> <p><i>In June 2015 notorious gangland figure John 'goldfinger' Palmer was murdered at his Essex home. Three years later, with no significant leads or suspects, Essex Police were faced with an ethical dilemma when Mr Palmer's family, several of which are convicted criminals and awaiting trial for a multi-million pound fraud, approached them to offer a £100k reward. The force was faced with the ethical dilemma of whether to support the reward and the reputation and communications challenges this posed.</i></p> <p><b>Gina Marden</b>, Special Projects Communications Manager, Essex Police</p>
<b>1030</b>	<b>REFRESHMENTS AND SPONSORS TIME</b>		

- **WMNow – Engaging and Keeping Communities Informed through Live Messaging**

*West Midlands Police will explain how 50,000 people subscribe to their information channel and use it to prevent and deter crime and anti-social behaviour.*

**Helen Thompson,**  
Communications Manager, West Midlands Police

- **The Never Ending Story of Police Dog Ivy**

*West Mercia Police will cover the national debate and arising reputational matters in relation to police dogs retiring with their handlers and the twists, turns and challenges to this highly emotive story.*

**Kate Quilley,** Head of Corporate Communications  
Warwickshire Police and West Mercia Police

**1230**

**BUFFET LUNCH AND SPONSOR TIME**

**1330**

**Three Workshops (45 minutes each) - Choice of two (change at 1415)**

**Option 1 | MAJOR OAKS SUITE**

**Wellbeing**

*With the cut and thrust of police communications, we can sometimes forget our own and the wellness of our own teams. Is wellness part of your department planning or simply something ad hoc? Is there wider awareness in your force of the importance of wellness? What wellness resource is there for you and your staff? This session will be led by Dan Mountain and Jan Teague. Jan has been the driving force behind wellness in Devon and Cornwall and has experience of leading on a forcewide wellness and peer support programme.*

**Dan Mountain,** Deputy Head of Corporate Communications and Engagement, Devon and Cornwall and Dorset Police

**Jan Teague,** Portfolio Communications Officer and Wellness Team Lead – Devon & Cornwall Police

**Option 2 | CEDAR 1**

**Social media: How do we know we're doing it right?**

*The NPCC Digital Policing Portfolio Social Media Project is working hard to deliver the vision for social media enabled policing which includes supporting the consistent delivery of social media as a contact channel and a national framework that supports local engagement as part of the wider Digital Public Contact programme.*

*In this workshop David Bailey will share some of the evidence from the wider landscape review and the findings from the followers' survey which has had over 25,000 responses from across 43 forces. All this is to help force communicators use an evidence based approach to objective setting, evaluation and approaches for social media. You will get a chance to find out more about the road map and interventions being developed and find out how you and your force can get involved in shaping and delivering social media enabled policing.*

**David Bailey,** Social Media Project Lead, Digital Public Contact

**Option 3 | CEDAR 2**

**Internal Communication During a Major or Business Continuity Incident**

*This session will be an opportunity to explore the internal communication considerations that are needed during a major incident and also to consider internal communication and business continuity. What sort of messaging is needed, what do you do if your normal channels aren't available to you or your staff, and are you ready for a cyber-attack?*

**Joanna Irving,** Metropolitan Police Service

**Raju Miah,** Metropolitan Police Service

**Ruth Shulver,** Joint Chair and Directorate of Media and Communication, Metropolitan Police

**1500**

**Plenary de-brief**

**1515**

**REFRESHMENTS AND SPONSOR TIME**

**1600**

**APComm AGM**

*Presentation and questions*

**Ruth Shulver | Claire Ingram**

Joint Chairs of the Association of Police Communicators

**1610**

**Fake News and Conspiracy Theories**

*Dr Daniel Jolley will lead an interactive presentation on how conspiracy theories and fake news influence the general public, with a particular focus on responses to police news, and advice on how we can tackle it in a positive way.*

**Dr Daniel Jolley,**

Senior Lecturer in Psychology, Staffordshire University

**1715**

**Review of the Day**

**from 1930  
2000**

**DRINKS RECEPTION IN THE MAJOR OAKS LOUNGE  
DINNER IN THE MAJOR OAKS SUITE**

## FRIDAY Major Oaks Suite

0845 CONFERENCE - DAY THREE

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HOSTED BY: RUTH SHULVER, JOINT CHAIR AND DIRECTORATE OF MEDIA AND COMMUNICATION, METROPOLITAN POLICE

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**Review of the previous day and preview of today's agenda**

0900 **Recognising the Impact of Communications on Vulnerability**

0900 – 0930 **See Past the Obvious - Recognising the Signs, Mitigating the Risks**

An introductory session looking at the role of the police service in recognising the signs of all vulnerabilities, but particularly those in suspects. The input will also focus on mitigating the risks around vulnerable people, covering perceptions of this issue and the police service response.

**Karen Manners**, former Deputy Chief Constable of Warwickshire Police and National Child Safeguarding Review Panel Member

0930 – 1015 **Unconscious Bias**

*This session explores how our unconscious biases, and the stereotypes we may think others hold about the groups to which we belong, affect our behaviour. The input will use case studies to explore how we may view events through the lens of implicit bias, then moves on to address stereotype threat; how might the decisions and behaviour of both victims, suspects, and investigators be affected by prevailing stereotypes? It concludes with research-led advice on mitigating Unconscious Bias and Stereotype Threat in investigations.*

**Professor Peter Jones**, Chartered Psychologist and Scientist

1015 – 1030 **Samaritans – Communicating about Suicide**

*Police regularly respond and communicate about suicides and have to consider the risk of suicide when dealing with vulnerable victims, suspects and our own staff. Learn about the impact our communications can have on those at risk of suicide from the significant research, experience and guidance of the Samaritans. How do we identify risk and how can we help mitigate and manage it.*

**Lorna Fraser**, Samaritans Media Advisory Service Lead

1030 – 1045 **Vulnerability – A Victim's Perspective**

*NAPAC, the National Association for People Abused in Childhood, had over 94,000 call attempts to their support line in 2017 – up from 83,000 in 2016. The free, confidential line offers support to adult victims and survivors of childhood abuse, and the demand for its services reflects the escalating numbers of vulnerable people reaching out for help and support as a result of the trauma of childhood abuse.*

*NAPAC sees a close correlation between media coverage of incidents or issues around child sexual abuse and peaks in calls to the support line. For many victims and survivors, trauma is triggered by events in the public narrative, making informed communications around incidents and issues important in mitigating and managing vulnerability. For those victims who choose to go on to report to police, it is important that officers understand how prolonged trauma in childhood affects people as adults in order to engage effectively. NAPAC offers a range of training courses to policing and partners in relation to this.*

*This session, by NAPAC CEO Gabrielle Shaw, provides a victim's perspective on vulnerability.*

**Gabrielle Shaw**, Chief Executive Officer, NAPAC

**1045 REFRESHMENTS AND SPONSORS TIME**

**1100 A table top exercise based on a critical incident involving the criminal investigation of a senior officer and how this develops into an even more challenging scenario.**

*You'll work as a group to respond to the incident as it develops. The scenario will enable you to put into practice your learning from the earlier sessions on vulnerability. You'll be challenged to consider how you would handle the complex internal and external fall out from the incident.*

**Professor Peter Jones**, Chartered Psychologist and Scientist

**Gabrielle Shaw**, Chief Executive Officer , NAPAC

**Alec Wood**, Recently Retired Chief Constable,  
Cambridgeshire Constabulary

**1230 CONFERENCE CLOSE AND BUFFET LUNCH**