

NOT PROTECTIVELY MARKED



DURHAM CONSTABULARY POLICY

Durham Constabulary Freedom of Information Act Publication Scheme	
Name of Policy	Media and Marketing
Registry Reference No.	
Policy Owner	Head of T&C Command
Date approved at FMG	
Life Span	Three years
Version	1.0
Protective Marking	Not protectively marked
Publication Scheme Y/N	Yes
All Durham Constabulary policies are drafted in accordance with Human Rights and Equality Legislation	

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Version Control

Version	Date	Reason for Change	Produced / Amended by
1.0		Initial document	Review in 3 years

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Media and Marketing

2.0 Purpose and Scope

To enhance the image of Durham Constabulary and raise public confidence through media liaison and marketing which will:

- Promote the work of Durham Constabulary
- Prevent and detect crime
- Engage with local communities

3.0 Motivation or Driving Forces

Durham Constabulary needs to communicate with the communities it serves, using every available means, including the media.

The media expects police forces to provide up-to-date and accurate information about ongoing incidents, investigations and other police-related issues, in a way which is professionally presented.

4.0 The Legal Basis and Legitimate Aims

Although there is no statutory obligation on police forces to liaise with the media or carry out marketing activity, the aim is legitimate according to the guidance produced by the Association of Chief Police Officers Media Advisory Group, and the protocol for the release of information post-conviction which is an agreement between the Attorney General, the Crown Prosecution Service and the Association of Chief Police Officers.

Copies of both of the above are included as appendices in the procedure document which accompanies this policy.

It is the duty of all operational staff to communicate with the media in certain circumstances. This may be to warn and inform the public, minimise speculation which can raise the fear of crime or to provide reassurance that particular issues of concern are being addressed.

Communication may be through statements to the media, face-to-face or via online tools such as the force website and social networking sites.

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5.0 Policy Statement

Durham Constabulary will release information to the public and the media if there is a genuine policing purpose. A policing purpose may be described as:

- To prevent and detect crime
- To provide public reassurance
- To trace offenders
- To inform and advise the public about crime prevention, local initiatives and positive outcomes

6.0 Brief Description of the Attached Appendices

All procedures, tactics and guidance relating to this policy are included on the Procedures, Tactics and Guidance document which accompanies this policy and is protectively marked as RESTRICTED.

7.0 Monitoring and Review

- The policy will be reviewed annually to take account of any new legislation, and developments in media liaison and marketing techniques

8.0 How to Complain

Any complaints about this policy should be made to the Chief Constable of Durham Constabulary at the following address:

The Chief Constable
Police Headquarters
Aykley Heads
Durham
DH1 5TT