

NOT PROTECTIVELY MARKED

Witness Name: Catherine Anne Llewellyn

Dated:

Filed in response to a notice dated 7<sup>th</sup> February 2012

**The Leveson Inquiry into the culture, practices and ethics of the press**

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**Witness Statement of Catherine Anne Llewellyn  
Of South Wales Police**

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**I, Catherine Anne Llewellyn, of South Wales Police, Police Headquarters, Cowbridge Road, Bridgend CF31 3SU will state as follows:**

1. I am the Temporary Assistant Director of Corporate Communications for the South Wales Police ("SWP"), a position which I have held since November 2011. I make this statement in response to the service of a Notice (the "Notice") by Lord Justice Leveson under section 21(2) of the Inquiries Act 2005 and the particular questions raised therein.
2. Save where the contrary appears, I make this witness statement from facts within my own knowledge and belief and which I believe to be true. In addition, the Notice has requested that I provide copies of any policies or procedures in my custody or under my control referred to in the Notice and/or which relate to a matter in question at the Inquiry. These documents have already been collated in response to the Notice served upon Mr Peter Vaughan, Chief Constable of the South Wales Police and are fully indexed and paginated within the bundle marked "PJV1" appended and served with his statement.

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*Question 1: Who you are and a brief summary of your career history*

3. I am the Temporary Assistant Director of Corporate Communications for South Wales Police, a position I have held since November 2011. I started my career at a public relations agency before joining South Wales Police in 1998 as a press officer. I was promoted several times before becoming the Deputy Head of Corporate Communications in September 2011. This remains my substantive role. During my career, I have led the communications response for several high profile incidents including the recent collapse of the trial of former police officers and others, accused of conspiracy to pervert the course of justice in relation to the Lynette White murder investigation. I am a member of Apcomm (Association of Police Communicators) and sit on the ACPO CAG (Communications Advisory Group) and Apcomm Cymru groups.

*Question 2: Please describe the role and remit of the press office within South Wales Police*

4. The Corporate Communications department is responsible for maintaining and enhancing positive relationships between the police, our communities, stakeholders, the media and our staff.
5. The department includes the main South Wales Police press office, based at Police Headquarters which deals with corporate issues and queries that affect the whole Force. There are one senior and two press officers on the press desk. They take and respond to daily media calls and emails from local, national and sometimes international media. They deal daily, both reactively and proactively, with all media issues and major incidents, as well as planning for future events and campaigns and dealing with filming

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and media requests and facilitating interviews etc. They also provide media training for various officer courses.

6. They are supported by five regional press officers based at the four Basic Command Units located at Pontypridd, Cardiff, Swansea and Bridgend/Barry. These press officers liaise with local media proactively and reactively on a daily basis.
7. The team, on rotation, provide an out of hours on call emergency press officer service, providing tactical communications advice for police officers and staff 24 hours a day, seven days a week.

*Question 3: Please describe your roles and responsibilities within the press office. To whom do you report?*

8. My current role within South Wales Police requires me to lead the development, implementation and evaluation of strategic communications, both internally and externally. I support and provide professional communications advice to Chief Officers and others across the organisation. I am the strategic lead for the force on all communications functions including marketing, media services, stakeholder management, e-services, internal communications and media production. I report directly to the Deputy Chief Constable.

*Question 4: Describe the culture of relations between the press office on the one hand and other South Wales police staff/officers on the other. Do you consider that there is a relationship of trust and confidence? What changes, if any, would you wish to make to the working relationship and why?*

9. I would describe the relationship between the press office and police staff/officers to be one of trust and professionalism. Officers

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display confidence in members of the press office by briefing them on sensitive and confidential matters in order for press strategies to be formulated. This level of trust allows my team to use their professional judgement to give tactical advice and prepare for any future media interest in a range of operational matters. For example, a member of the press office meets regularly with the Head of Professional Standards to review ongoing disciplinary matters in order for press strategies to be put into place around each individual case. The information discussed is of a confidential nature. Officers and staff are aware and regularly utilise the expertise of the press office staff. I do not consider any changes to the working relationship are necessary.

*Question 5: Does the press office have a gatekeeper function for controlling the flow of information to the media?*

10. The press office is usually the first point of contact for information and for media seeking to confirm facts or reports from the public. The decision to as to whether to provide confirmatory or additional information would depend on various factors including whether the provision of information is operationally necessary, whether it is information that will enter the public domain via other sources in due course, and whether or not the information should be disclosed in the interests of transparency etc.
11. The vast majority of information released in any given situation would be dictated by our guidelines and the press officer's judgement and would relate to emerging incidents or operations, often given verbally as an update. For example, if a serious road traffic collision had taken place necessitating road closures, press officers would, at their discretion, release basic details and information about casualties, but not the identities of those involved or information that might identify them. If a visible police presence

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was attracting attention press officers may also decide to provide basic information about the nature of the incident to prevent speculation or misinformation.

12. If circumstances dictate that the Force is unable to issue a formal statement at the relevant time, press officers would give this information (referred to above) for guidance purposes if the information was going to enter the public domain in due course. The Media expect press officers to be able to give them this sort of information immediately without contact with officers.
13. Where requests for information are received in relation to Major Crime or more serious incidents or when dealing with non-routine requests, press officers act as a bridge between the force and journalists often advising on what information can and should be released and resolving any conflicts where certain information needs to be withheld for sound operational reasons.
14. They would also be the conduit for the release of official statements and information.
15. Conversely, on many occasions, press officers will act at their discretion to resolve queries by declining to release information or resolving them by other means on behalf of the organisation. This prevents officers being deluged by large amounts of irrelevant or unsuitable requests from the media.

*Question 6: Does the press office have a gatekeeper function for controlling access to South Wales Police personnel?*

16. South Wales Police operates a policy which allows any member of staff to speak with the media if they are the best placed person to

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do so. In practical terms, this means that a constable may provide a quote to the local press about parking problems in a particular street, but for an incident such as a serious crime or major incident, it would be appropriate for a senior officer to comment.

17. Any requests for opportunities to speak to senior officers or senior staff are managed through the press office. There is however no mechanism to prevent a member of the media making a direct approach to any officer. If an officer, be it a Police Constable, Senior Investigating Officer or BCU Commander, is approached directly by a member of the media for a comment, press officers regularly act as a bridge, issuing responses as an intermediary or advising and briefing officers before pre-arranged contact if either the officer or press office feel it is necessary.

*Question 7: What is your impression of the culture within South Wales Police in relation to its dealings with the media (the media in all its forms)?*

18. In general, officers and staff take great care in their dealings with the press and follow the guidelines we have in place. As mentioned above, South Wales Police operate a policy which allows any member of staff to speak with the media if they are the best placed person to do so. However in the main, officers and staff refer any approach from the media to their supervising officer or to the press office.

*Question 8: Describe your impression of the culture of dealings between the press office and the media (the media in all its forms)? Do you consider the relationship between the press office and the media to be a successful one? What changes, if any, do you consider should be made to the relationship?*

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19. My impression of the culture of dealings between the press office and the media is that it is an entirely professional one. I am not aware of any incidents of inappropriate dealings with the media or of information released in an improper manner. I consider the relationship between the press office and the media to be a successful one in that it is open and transparent and generally a positive one. Of course, there are occasions where the media perceive the press office to be obstructive or slow in releasing information. However on these occasions there will be sound operational reasons as to why the requested information can not be shared at that time.

*Question 9: Set out your understanding of the type of contact which press office staff have with the local and national media covering nature, extent, frequency and (in general terms) topics / content.*

20. My team have contact with the media on a daily basis, in the main by telephone or email. Contact with the media is split between pro-active and reactive contact. In general terms, pro-active contact occurs where there is an opportunity to publicise a crime prevention or public reassurance campaign; where an opportunity to promote the Force and the work of its officers presents itself or where the Force would wish to fulfil its responsibility to inform the public of matters of interest or concern.
21. Reactive contact, in general terms, occurs when officers and staff respond to questions from the media on a range of issues including but not limited to investigations, reputational issues, and budgetary matters etc. On average, the Corporate Communications department takes 450 calls from the media per month.

*Question 10: Are contacts with the media restricted to certain staff or are all personnel within South Wales Police able to deal with the media?*

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22. As indicated previously, any police officer or member of police staff may speak to the media provided they are the most appropriate person to speak about the issue in question. Instances of serious crime or other significant incidents will often call for a specific and designated person or persons to deal with media enquiries and releases. This will be clarified within the individual policy file for that event or incident by the Senior Investigating Officer or Chief Officer (as appropriate).
23. In practice, all staff must consult with their line manager prior to liaising with the media. In addition, each basic command unit has a local corporate communications advisor. If officers or staff are in doubt as to the nature or content of the liaison required, they are advised to refer the issue to their line manager or, if appropriate, direct the enquiry to the Corporate Communications department or, if out of hours, the Force Incident Manager.
24. Where Chief Officers and senior police staff attend media interviews, the Force Gifts, Hospitality & Media Contact Policy requires them to be accompanied by a member of Corporate Communications. This Policy is referred to within the Witness Statement of Peter James Vaughan, Chief Constable of the South Wales Police and a copy of the policy contained within the bundle appended to his statement marked "PJV1".

*Question 11: Does the press office prioritise some sections of the media over others? For instance, does it prioritise communications and relations with the national media over those with the local media? If so, please give details and explain why.*

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25. The press office deal with Welsh National media and local media on a daily basis. The issues and incidents experienced by the South Wales Police are likely to be of greater interest to them than to UK National media.
26. However, in the case of a serious incident or investigation that has attracted UK wide or international attention; we will generally issue information proactively to all media at the same time via a press release. This ensures that all media whether local, national or international have the same information at the same time to ensure openness and transparency.
27. In the event of a critical incident, whilst we recognise that all sections of the media have the right to the same information, we may sometime accommodate sections of the media on the basis of available resources and media deadlines, but not at the disadvantage of others. We may also prioritise sections of the media for legitimate policing purposes. Examples of this would be to ensure that the general public receive warning as to difficulties in a particular area due to road closures or to reassure a particular community about an issue of concern and relevance to them.
28. On a proactive basis, we do target the local media to highlight initiatives or operations with a local aspect and/or community impact. This will depend on location of the media provider or relevance to the local community.
29. If press officers have regular dealings with particular journalists covering a specific story we may send press statements directly to them as a courtesy, as well as to their general news desks to maintain the local relationships.

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*Question 12: Are there mechanisms in place to ensure that information is disseminated widely to the media rather than to select journalists or titles? If so, please specify. If not, do you consider there should be?*

30. We operate an email template system for all the Welsh local and National media and many of the UK national media when required. Press releases are issued on these templates to named individuals and their news-desks to ensure updates are received simultaneously. Press releases are also made available on our website.
31. We do not generally support or offer 'exclusives'. In the event of an initial call from a specific journalist on a particular matter we would respond to that individual only in the first instance until additional queries are received. If additional queries are received, we would disseminate the information to any journalist that requested it.

*Question 13: What is the media's attitude towards the press office? In particular, are they satisfied by the provision of information and the routing of communications through the press office or do they prefer direct contact with individual personnel within South Wales Police?*

32. In general, relations between South Wales Police press officers and the media are professional and amicable and I believe that the Media is generally satisfied by the service of both the headquarters and divisional press officers. However, it is in the very nature of the work of the media that journalists will on occasion seek additional information that we are not necessarily able to provide. All press officers are aware of their responsibility to be open, honest and transparent and will always try to give as much information as they can. They will never withhold information because it is perceived to be 'negative' or unpalatable. If information cannot be released or queries cannot be confirmed or placed in context, they

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will use their professional judgment to respond accordingly and if necessary seek legal advice. Information could be withheld, for example, to ensure the integrity of investigations, to ensure the privacy and requisite considerations for victims or their families, or where there are concerns about safety of individuals or communities.

33. On the occasions where we are unable to service the needs of the media as fully as they would like this can sometimes lead to a perception that press officers are being unhelpful or obstructive. On these occasions, there will be sound operational reasons as to why the requested information can not be shared at that time. Accordingly, it is inevitable that many journalists will seek to speak to an officer directly about an issue or incident.
34. When possible and appropriate, the press officer will support the journalist in their request for direct interview with the appropriate officer by phone or in person. Direct contact occurs more often in policing areas where journalists have become familiar with local officers (such as Divisional Inspectors) with whom they speak on a more regular basis. In practice, the press office facilitates the fluid release of information, ensuring responses are produced to meet deadlines and encouraging and helping busy police officers with competing demands to expand on issues and comment in a relevant way whilst also managing any impact upon the operational issues at hand.

*Question 14: Describe in general terms and with illustrative examples, the personal contact which you have with the local and national media. The inquiry would like an overall picture of the type, frequency, duration and content of your contact with the media.*

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35. In general terms, I will only have personal contact with the local and national media where there is a significant and/or critical news story to manage. This would not be considered to be the normal day to day business of the department but something which requires my personal attention to resolve often with a team of individuals supporting my strategic decisions and advice to Chief Officers. In terms of the general day to day business, I will often have no contact whatsoever with the media. My team would, however, be in daily contact, by telephone and email in the main, with journalists running day to day stories.
36. If there was a significant news story, for example the recent collapse of the trial into former police officers and others accused of conspiracy to pervert the course of justice in relation to the Lynette White murder investigation, I would lead on the media response and be personally in regular contact with journalists - again by telephone or email.
37. In addition, I may meet with a journalist in person whilst accompanying a chief officer to a media interview or attending a meeting regarding a request to make a documentary about the force. For example we are currently in discussions with the BBC regarding their 24/7 documentary proposal. To date, I have met with the producers on two occasions, both times at police headquarters. They have also been invited to pitch their programme idea to our chief officers at our senior leader's forum. The frequency of face to face meetings with journalists is far less frequent than contacts by telephone or email.

*Question 15: Describe what you are seeking to gain for South Wales Police through your personal contact with the media.*

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38. I must echo the response of Mr Peter Vaughan, the Chief Constable of the South Wales Police in my response to this question. The Force's position is, and has always been, one of openness and transparency in our dealings with journalists. As such the aim for South Wales Police has been to develop a mutually beneficial working relationship based on these simple principles:-

A) That co-operation with the media is vital to good communication with our public and the promotion of a positive image of South Wales and South Wales Police. Importantly, this approach helps to raise public confidence that South Wales is a safe place to live, work and visit.

B) That the Force has a responsibility to inform the public of matters of interest or concern, whilst abiding by reasonable standards of privacy and following Human Rights and Data Protection principles.

C) That we will be open, helpful and fair and treat all sections of the media in a consistent way. We do this by endeavouring to release timely, relevant and accurate information as early as possible.

D) The heart of our dealings with the media is the Force vision of being the best at understanding and responding to the needs of our communities. Our positive interaction with the media helps to achieve this.

*Question 16: Describe in general terms and using illustrative examples what you consider the local and national media have been seeking from you in your personal dealings with them?*

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39. In general terms, I will only have personal contact with the local and national media where there is a significant and/or critical news story to manage. This would not be considered to be the normal day to day business of the department but something which requires my personal attention to resolve often with a team of individuals supporting my strategic decisions and advice to Chief Officers.
40. If there was a significant news story, for example the recent arrest of three Cardiff men for terrorism offences, I would lead on the media response. In these cases the media are often are seeking interviews with senior officers or formal responses on behalf of the organisation.

*Question 17: To what extent have you accepted hospitality from the media whilst working in your current position?*

41. I have never accepted hospitality from the media whilst working in my current or substantive position. On no occasion have I met with a member of the media outside of official premises (police or media buildings).

*Question 18: Insofar as you have accepted hospitality from the media what has been the nature of the hospitality that you have accepted? What records have you kept of such hospitality?*

42. I have never been offered hospitality from the media whilst working in my current or substantive position. If the occasion was to arise where hospitality was offered it would be recorded in our gifts and hospitality register together with reasons for acceptance or rejection.

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*Question 19: To what extent have you provided hospitality to the media?*

43. On the occasions where I have hosted a meeting, I have provided coffee and tea for attendees. Outside of that I have never provided any hospitality to the media.

*Question 20: Insofar as you have provided hospitality to the media what has been the nature of the hospitality? What records have you kept of such hospitality?*

44. I have never provided hospitality to the media whilst working in my current or substantive position. If an occasion were to arise where it was deemed appropriate to provide hospitality to members of the media it would be recorded in our media register together with reasons for the provision.

*Question 21: Have you ever accepted gifts from the media? If so, please give full details (including who gave you the gift, what the gift was and why you believe they gave you the gift).*

45. I have never accepted any gifts from the media.

*Question 22: Have you ever discussed the media, or media coverage, with politicians? If so, how important is such communication and why?*

46. Discussions of media coverage with politicians are rare. We occasionally conduct stakeholder briefings to inform partner agencies, the media and politicians about significant events. I may attend one of these briefings with a chief officer and discuss the significant event, although generally these briefings take place over the telephone or by letter, in which case my only involvement would be to draft the briefing.

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*Question 23: What do you know about the level of hospitality accepted by South Wales Police, including by officers of the rank of Assistant Chief Constable and above? Do you consider the level to be appropriate now and to have been appropriate in the past? In addressing this issue please give your reasons and set out what you consider to be an appropriate level of hospitality for police personnel to accept from the media (if any). What records are kept of such hospitality?*

47. All hospitality accepted by South Wales Police, including by officers of the rank of Assistant Chief Constable and above is recorded in our gifts and hospitality register. I am of the view that the level of hospitality considered as suitable and fitting for acceptance at present is appropriate. I am unable to comment on either the nature and/or extent of hospitality accepted in the past as this is not known to me. I consider an appropriate level of hospitality to be that which allows police personnel to develop important relationships with key individuals within our community that supports the force vision but is guided by the principles of honesty, integrity, openness and transparency.

*Question 24: Do you consider that you have been adequately trained and/or given sufficient guidance on the appropriate handling of the media?*

48. I have a degree in English (with journalism modules) and I have attended bespoke training courses on media handling. I have also been fortunate to work with and learn from individuals with a great deal of expertise in appropriate handling of the media and consider that I am accordingly both adequately trained and given sufficient guidance on the appropriate handling of the media from the South Wales Police.

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*Question 25: Do you consider that you have been adequately trained and/or given sufficient guidance to enable you to give sound advice and/or leadership on handling the media to your staff?*

49. I consider that I have been both adequately trained and given sufficient guidance to enable me to give sound advice and lead on media handling. Please see my response to question 24. In addition, I can confirm that I have attended several leadership courses and have 15 years personal experience in media handling and feel that I am well placed to know the challenges of the role of press officer and the daily pressures and difficulties of the job.

*Question 26: Do you provide training or guidance to your staff on (i) conducting and maintaining appropriate relationships with the media; (ii) accepting/offering hospitality; (iii) bribery and (iv) requests for ' off-the-record ' comments? If so, please specify. Does that training/guidance reflect/follow the ACPO guidance?*

50. Both training and guidance is provided to staff to support them in their roles. The training and guidance relates to the guidelines provided by ACPO and is supported by the guidance set out in the guidance entitled "A - Z of media guidelines". This document is also contained within the bundle of documents marked "PJV1" appended to the witness statement of Peter Vaughan, Chief Constable of the South Wales Police at pages 389 -471.
51. In addition, advice and guidance is provided to all staff regarding the offering and acceptance of hospitality as set out in our Gifts, Hospitality and Media Contact Policy ("PJV1" pages 159-165).
52. We also provide training around 'values and standards' which is more about the ethical conduct and interaction with other partners and agencies. It is not specifically focused on our interaction with

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the media although they could be classed as 'other agencies' and references to the media are included in that training. This training is given to a broader audience including initial recruits, PCSOs, Special Constables and appears within Police Staff induction courses. We also provide, as a force, Leadership Master Classes, coaching and mentoring which includes all aspects of values and standards. The Leadership Master Classes are designed to promote all aspects of the Force Leadership Charter

53. Press officers are expert and competent at dealing with the media and my expectation is that they would use their professional judgment when dealing with 'off the record' requests and ask for guidance if in doubt.

*Question 27: Do you consider that press office staff feel confident that they understand what is, and what is not, appropriate contact with the media? When answering this question, please explain what you consider to be "appropriate contact" with the media.*

54. I understand "appropriate contact" to be that professional contact which is entirely within the policy of the Force. That is, appropriate contact which relates to the business of South Wales Police, its mission of keeping South Wales safe and adheres to the guidelines contained within our media policy.
55. Contact with the media is recorded on our Solcara Spotlight system, a data management system, used nationally by many other forces. I am confident that the members of my team understand what appropriate contact with the media is.

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*Question 28: Do you consider that press office staff generally feel comfortable briefing the media and responding to media requests for information?*

56. Yes. Our senior staff, in particular, are very experienced in dealing with the media and are practiced in maintaining a professional attitude to the release of information and interaction with journalists. Sometimes journalists can be aggressive and critical when they feel they have not received the answers or information they are seeking but press officers are generally comfortable with maintaining their position on behalf of the Force and officers and understand that they can seek the necessary support of their position and actions from senior managers within the Corporate Communications team and the force generally.
57. If briefings are required on sensitive issues staff would, themselves, be briefed on the parameters and objectives of the media brief before-hand and the content approved. Staff are experienced in handling requests, considering the context within which the information might be used and ensuring the response addresses this context where appropriate. If in doubt, they would speak to a more senior press officer, senior police officer or ACPO officer before responding and would clear the release of sensitive information or details before issuing the response. Often our press staff support officers to provide more information and context than they might first wish by pre-empting questions and concerns to ensure reputational issues are addressed and transparency is achieved.

*Question 29: Do incidents that attract national media interest present particular challenges? If so, what are those challenges and do you consider that the press office is adequately equipped to respond effectively and appropriately to such media interest?*

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58. Dealings with UK national media tend to occur when there has been a serious incident or investigation that has attracted widespread attention. Such incidents are likely to generate a great deal of interest among stakeholders and increase local community impact. Specific dealings with national media differ little from Welsh and local media except that this results in an increase in the demands made accompanied by often enhanced deadlines which impacts on the sheer volume of requests received from a 24/7 media.
59. Often national media will be looking for a wider political or social angle that impacts on the South Wales Police area at a wider level. This was seen following the Gleision Colliery incident where national media attended at the scene of the rescue attempt and made repeated approaches to the families of the miners both during and after the incident. This behaviour can create a perception that the national media do not feel the responsibility to obtain information in as sensitive manner as is the case with local TV and newspapers whose primary audiences and readers are based in the area.

*Question 30: What improvements, if any, do you think could or should be made to the systems, policies and/or training in your office to ensure that press office staff conduct and maintain appropriate relationships with the media?*

60. Following the publication of the Filkin report and the HMIC report, the ACPO CAG (Communications Advisory Group), which is vice-chaired by South Wales Police DCC Colette Paul, are currently producing revised guidelines for the police service on media relationships. South Wales Police has had considerable input into the drafting of these guidelines. Once approved by ACPO CAG they will be supported and implemented by South Wales Police.

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61. In relation to training, I do feel that there is a need for more bespoke training for press officers at a national level. Currently there is a national course which is run twice a year and spaces are limited. This often results in press officers operating for a significant period of time with no formal national training albeit they receive 'on the job' training from more senior members of staff and are mentored accordingly.

*Question 31: Are you and/or your staff members of the Association of Police Communicators? From your perspective, what are the benefits of membership of this Association? Could the Association assist or assist further in ensuring that relations between police personnel and the media are appropriate. If so, how?*

62. My staff are members of the Association of Police Communicators. The benefits of membership of this association includes the sharing best practice and building relationships with other police communicators across the country. In particular, the learning event held yearly is of significant value in the absence of bespoke press officer training (see paragraph 61 above). The Association could further assist by ensuring the necessary training is more readily available.

*Question 32: Insofar as you are able to say, to what extent are leaks from South Wales Police to the media and/or private detectives a problem for South Wales Police?*

63. There have been three investigations into matters concerning leaks to the media within the last 5 years. All have been initiated after information was received to suggest that following the arrest of a serving or a former officer's arrest, certain information was leaked to the media. Two of the matters were unsubstantiated after

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investigation, whilst the third is currently under investigation. In terms of the matter currently under investigation, the delay in the progress of this investigation is attributed to a subjudice ruling in respect of an ongoing criminal investigation and I am unable to provide any further information in this regard.

64. In relation to private detectives, I am aware of an incident in 2008 where a retired senior detective set up a private investigation firm. Allegations were made that he was being supplied with information from a police staff member. South Wales Police launched a criminal investigation (Operation Boost) carried out by our anti-corruption unit. Both men were convicted of offences of misconduct in a public office and inciting misconduct in a public office and received prison sentences.

*Question 33: Insofar as you are able to say, to what extent are leaks from the press office specifically to the media and/or private detectives a problem for South Wales Police?*

65. I am not aware of any evidence of leaks to the media and/or private detectives from the Press Office. To that end, I do not consider it a problem for South Wales Police.

*Question 34: What systems and procedures do you have in place in the press office, if any, to identify, respond to and detect the source of leaks? Do you consider that they are effective? What changes, if any, do you consider should be made?*

66. Staff have a duty to record contact with the media on our Solcara Spotlight system. Concerns would be raised if this was not the case and Solcara is an effective auditing tool to look at the nature and extent of an individual staff members contact with the media should any allegation or evidence of a leak occur.

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67. Senior managers within the department are visible and involved in the day to day running of the press desk and are able to actively monitor relationships with the media.
68. Should allegations or evidence of a leak come to light, I would hand over the investigation of the allegation to our Anti Corruption Unit who are based within the professional standards department. South Wales Police have a well resourced and dedicated Anti Corruption Unit who have high levels of capability and capacity to investigate issues of this nature. This capability is supported by the use of robust auditing software which allows:
- Auditing of all activity upon South Wales Police computer systems,
  - Auditing of handheld portable devices e.g. Blackberry's
  - Auditing of internal and external e-mails,
  - Auditing of telephone calls made into and out of the Force estate
  - Recording and auditing of texts and e-mails sent from hand held Blackberry's.
69. The Anti Corruption Unit in appropriate circumstances will also use other forms of covert tactics to support investigations where the unauthorised disclosure of information is suspected. These tactics will include lawful business monitoring of telephone calls from landlines and other covert monitoring surveillance methods.
70. The Anti Corruption Unit are proactive and conduct speculative auditing of our Force systems. This auditing can be directed at areas of vulnerability e.g. the auditing of which staff have accessed the computer details of a police incident which is likely to attract media attention e.g. the arrest of a local celebrity. It should be noted that the Anti Corruption Unit within South Wales Police have

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an excellent working relationship with the Independent Police Complaints Commission ("IPCC") and maintain structured communication with them at all stages of relevant investigations.

*Question 35: In the last 5 years, how many investigations have been conducted into actual or suspected leaks from the press office and how many have led to the successful identification of the source of the leak? What was the outcome of the other investigations?*

71. There have been no investigations conducted into actual or suspected leaks from the press office in the last 5 years.

*Question 36: In the last 5 years has disciplinary action been taken against any member of press office staff for leaking information to the media and/or private detectives? If so, please identify the number of cases and their outcome. There is no need to identify the person or persons the subject of the disciplinary process.*

72. There have been no disciplinary proceedings against any member of the press office as a result of actual or suspected leaks in the last 5 years.

*Question 37: Insofar as applicable, what do you consider are the driving forces behind, or the main causes of, leaks from (i) police press offices and (ii) the police service in general?*

73. As stated above, there have been no investigations into suspected leaks from press office staff to the media within South Wales Police and accordingly I do not feel that I am in a strong position to provide comment on this specific issue.

74. In relation to the issue of leaks from the police service in general whether it is to the media, private detectives, or other parties, I am

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aware of one investigation conducted by the forces Anti Corruption Unit where information was leaked to a private investigation company, by a police staff investigator. I have provided detail of this issue at paragraph 64 above. I understand that the motivation in this case was financial.

75. I am aware via my meetings with the professional standards department that in general cases of information leakage to members of the public, the motivation is often misguided loyalty in assisting a friend or family member. On occasions this leakage is more sinister and supports criminal activity. South Wales Police, in line with the experiences of other police forces, have seen an increase in the threat of information being leaked through irresponsible discussions on Social Networking sites which we know are targeted and researched by members of the media.

*Question 38: To what extent do you believe bribery of police personnel by the media to be a current problem for South Wales Police (if at all)?*

76. I have no evidence or information to suggest that this is a current problem for South Wales Police. Our Chief Constable ensures that we, as a force, remain vigilant to this threat and its raised significance during this period of financial austerity.

*Question 39: Do you or, to your knowledge, staff working for the press office ever, give "off-the-record" briefings or have "off-the-record" conversations with the media (both local and national)? If so, please give full details and illustrative examples. Please also explain why they take place and what you consider to be the benefits of such communications.*

77. Press officers, using their professional judgement, do give 'off the record' information from time to time for a variety of reasons. This could be to protect the integrity of an ongoing investigation or to

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contextualise an issue with information which should not be printed. For example, a journalist may be provided with important background detail to help them report an issue accurately. Please see my response to question 42 at paragraph 83 below as to my interpretation of the phrase "off-the-record".

78. Earlier this year a press release regarding a missing person was issued in accordance with standard procedures. There was some sensitive information which was withheld from the media for investigative reasons and for the welfare of the individual person. Almost immediately after the release of our appeal, a local crime reporter contacted the divisional press officer to obtain further specific information.
79. The press officer used his professional judgement to offer 'off the record' advice to the reporter in order to contextualise the information in the press release on the strict understanding that this was not for publication. This decision was taken in order to prevent any speculation in the media which could jeopardise the investigation and/or put the subject at additional risk.
80. The newspaper concerned honoured the spirit in which the information was offered and did not publish it.

*Question 40: Do you or, to your knowledge, staff working for the press office, ever confirm information for the media (i.e. information which the media have obtained from other sources) on an "off-the-record" basis? If so, please give details and explain why this is done.*

81. From time to time and depending on the circumstances, press officers, using their professional judgement, would confirm information which the media would have obtained from other sources on an off the record basis. An example of this may occur in

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the event of a sudden death where a journalist had obtained information from another source that the incident was being treated by Police as a suicide. We may confirm this 'off the record' in order to avoid any speculation about the death being of a suspicious nature until such time as we were ready to issue a press statement as to the nature of the death.

*Question 41: Insofar as applicable, what records are kept of the information shared on an "off- the-record" basis? Are records kept of all "off-the-record" briefings and the information provided at them?*

82. All contact with the media is recorded using the Solcara Spotlight system. Any off the record briefings and the rationale for providing any "off the record" information is contained in this system.

*Question 42: What do you understand "off-the-record" to mean in this context? Do you believe that members of the media always interpret it this way? Is there scope for the media misunderstanding the intentions of the police officer/police staff member when s/he provides information on an "off-the-record" basis?*

83. 'Off the record' is advice given to contextualise an issue with information which should not be printed. For example, to provide a journalist with important background detail to help them report an issue accurately. The majority of journalists that we deal with on a day to day basis understand this and will not publish off the record guidance. There is always the risk of the media misunderstanding the intentions of 'off the record' information which is why press officers will always use their professional judgement before offering such information.

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*Question 43: What is your view of the practice of police officers and police staff having " off-the-record" communications with the media?*

84. Increasingly we deal less and less with specialist or crime correspondents and often background information is necessary to allow or ensure accurate reporting. I do not expect my press officers or police officers/staff to provide non-attributable information to a journalist for them to publish.

*Question 44: In your experience, insofar as applicable, where information is provided on an "off-the-record" basis, do the media tend to honour the wishes of the person providing the information? Please give illustrative examples.*

85. In my experience the media do tend to honour the wishes of the person providing 'off the record' guidance. Please see illustrative example in my response to question 39 at paragraphs 77 to 80.

*Question 45: In your experience, when police officers/staff ask the media to delay publishing particular information because of the risk of prejudice to a criminal investigation or future criminal trial, to what extent and in what circumstances do the media comply with the request? Please give illustrative examples.*

86. In my experience media outlets do tend to honour a request to delay publishing information because of the risk of prejudice to a criminal investigation or future criminal trial. During a murder investigation in 2010, a journalist contacted the press office claiming to have information that a suspect was abroad in a named country and requesting a statement confirming this was being investigated by South Wales Police. A member of the press office advised the reporter that there was operational activity on-going in relation to the location of the suspect. The reporter was also

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informed that the investigation would be jeopardised by publicity regarding the suspect possibly being in this country. The reporter complied with the press officer's request to delay publishing this story until the force was in a position to proactively release this information as part of a wider press appeal.

*Question 46: In your experience, when police officers/staff ask the media not to publish particular information at all because of the risk of harm to the public interest, to what extent and in what circumstances do the media comply with the request? Please give illustrative examples.*

87. In my experience local media outlets tend to honour requests not to publish particular information at all because of the risk of harm to the public interest. During a murder investigation in 2010, a local journalist contacted the press office claiming to have received a restricted internal document which included key messages for police staff to communicate with the public regarding the murder. A member of the press office advised the reporter that printing this document or any part of it would cause untold damage to the investigation and upset the family. The journalist consulted with her news desk and decision was made not to run the story for the reasons outlined by the press office.

*Question 47: Have there been occasions where, to your knowledge, the media have obtained information (from whatever source) and voluntarily not published the information because of the harm it might do the public interest or the interests of justice? Please give examples of the circumstances in which this has occurred.*

88. Following the Gleision Colliery incident in the Swansea Valley in September 2011, a man was arrested on suspicion of gross negligence manslaughter. In February 2012, while the man

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remained on police bail while the criminal investigation continued, a reporter from a national newspaper obtained information from a source about alleged working practices at the mine. The reporter asked specifically whether the information she had was relevant to the investigation and whether publishing would harm the ongoing enquiry. A member of the press office informed her that the information was relevant and therefore should not be published in the interests of justice and to date the information has not been used.

*Question 48: What limitations, if any, do you consider there should be on police officers and police staff leaving the police service to work for the media and vice versa?*

89. There are no limitations upon staff from South Wales Police leaving to work for the media and vice versa. Protection is afforded in relation to official and sensitive information by the Official Secrets Act and the Data Protection Act amongst other legislative protections.
90. There is no requirement for staff to tell us where or for whom they go on to work once they leave us. Whilst the Force may have some information from reference requests it is likely to be incomplete since we would have no way of knowing if they were successful in securing the role to which the reference refers. Moreover, staff may then move on beyond the subsequent employer. A record of each staff member's previous employment is held within their personnel file. Within the Corporate Communications Department, previous experience in the media can be extremely valuable. Three current members of staff within the Corporate Communications Department previously worked for the local media.

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*Question 49: In relation to dealing with the media in general, do you consider that there is a basis for applying different standards and rules to police staff from those that apply to police officers (the latter having the powers of the office of constable). If so, (i) do you consider that different standards and rules should apply and (ii) please specify what you consider the differences should be.*

91. I do not consider there is any substantive basis for applying different standards of rules to police staff and police officers. The same standards of integrity should apply regardless of the individual's position in the force.

*Question 50: What is your view of the recommendations contained in the HMIC's recent report "Without Fear or Favour" insofar as they concern relations between the media and the police? (If you have not seen it, the report is available online).*

92. My view is that the HMIC is correct to identify the importance of the police not just being fair, but being seen to be fair and the impact this has on public confidence. I support the HMIC view that strong leadership is essential in setting standards. There is an emphasis on national standards within the recommendations which is clearly essential in the interest of openness and integrity.
93. In my view, clear and consistent messages should be communicated to staff, in relation to guidelines that identify areas of vulnerability regarding relationships with the media.
94. South Wales Police is currently revising it's guidelines in light of the recommendations contained in the report and we await the recommendations from Chief Constable Cunningham as national lead on professional standards and from Chief Constable Andy Trotter as the lead on media relations. We are well sighted on

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these issues through the work of our DCC, as deputy to Chief Constable Andy Trotter as previously viewed

*Question 51: What is your view of the recommendations contained in Elizabeth Filkin's report "The Ethical Issues Arising from the Relationship Between Police and Media"? (If you have not seen it, the report is available online).*

95. In my view, Elizabeth Filkin is correct to encourage more communication between the police and the media rather than less. Allowing the media to hold the police service to account is an important part of maintaining public confidence. An appropriate, two way flow of information between the force and the media allows for a mutually beneficial, open and transparent relationship.
96. As stated earlier, ACPO CAG are developing new guidelines as a result of the recommendations in this report. South Wales Police DCC Colette Paul has been instrumental in developing these guidelines. They will, in due course, be adopted and implemented by South Wales Police.

*Question 52: Do you consider that there are different or further steps which could and/or should be taken to ensure that relationships between police personnel and the media are and remain appropriate?*

97. I have nothing to add that has not already been detailed in this statement.

*Policies and Procedures*

98. In addition to the questions set out above, I have been asked to collate together current policies and written guidance along with any previous versions of the guidance for the last 5 years. I can

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confirm that the relevant South Wales Police documents touching upon the Force's interaction with the media both as a force and specific to the Corporate Communications department are included within the bundle of documents appended to the statement of Peter Vaughan, Chief Constable of the South Wales Police and marked "PJV1". To the limited extent to which I refer to documents and page numbers, my references are to the documents contained within that bundle and the relevant page numbers.

Statement of Truth

I believe that the facts stated in this witness statement are true

Dated the *12<sup>th</sup>* day of March 2012

Signed:



CATHERINE ANNE LLEWELLYN

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