

## PFCC Decision Report

Please ensure all sections below are completed

<b>Report reference number:</b> 026-21
<b>Classification:</b> Not protectively marked
<b>Title of report:</b> Granicus Electronic Newsletter Service
<b>Area of county / stakeholders affected:</b> Countywide
<b>Report by:</b> Darren Horsman
<b>Date of report:</b> 26 February 2021
<b>Enquiries to:</b> Darren.horsman@essex.police.uk

**1. Purpose of the report**

To approve the allocation of [REDACTED] from the PFCC's communications budget for the annual subscription for Granicus Electronic Newsletter Service (EGOV Bulletins).

**2. Recommendations**

Approve the allocation of [REDACTED] from the PFCC's communication budget to continue with this service.

**3. Benefits of the proposal**

The Granicus platform supports the delivery of the PFCC's weekly newsletter, regular bulletins and useful news to subscribers across Essex. It supports the PFCC in engaging with the public.

The reach of the service has grown significantly since it was introduced in 2019 and it is anticipated that this growth will continue for the foreseeable future. The system currently has 7,518 subscribers – a growth of 92 per cent over the past 12 months. In the past year 63 bulletins have been issued. Each bulletin has an average engagement rate of 75 per cent.

Providing this regular information has help build awareness of the role of the PFCC, build confidence in the police and fire and rescue services and enables residents and businesses to access clear and easy to understand information about the work of the PFCC, Essex Police, Essex County Fire and Rescue Services

**4. Background and proposal**

The Granicus EGOV system is the most popular public sector direct electronic mail delivery service both in the UK and worldwide. It provides a quick and efficient way to reach large sections of the community. One of the benefits for subscribers is the ability to tailor which content they would like to see and be introduced to similar topics which they may find of interest.

Because so many public sector organisations use the service in Essex, as well as other government organisations across the UK, we receive a significant number of new subscribers from people who have already registered with these other organisations. In this way we can build an audience base that is outside of our normal channels.

The service is also fully compliant with our obligations under GDPR and benefits from continuous development.

**5. Alternative options considered and rejected**

We could stop our subscription to this service, but we would then reach less people across Essex. This would limit their ability to understand the work the PFCC does, leading to a probable reduction in their confidence in the services we have responsibility for.

**6. Police and Crime Plan**

This service helps sections of our community engage with the police and crime plan and the work of the commissioner.

**7. Police operational implications**

No direct operational implications.

**8. Financial implications**

The cost of the service for a year is [REDACTED]

**9. Legal implications**

There are no legal implications and the relevant checks of the service for GDPR compliance have been undertaken.

**10. Staffing implications**

There are no staffing implications.

**11. Equality and Diversity implications**

The Commissioner has a duty to develop clear and accessible information and help groups with protected characteristics understand and engage with the Service and the work that the PFCC does. This service is part of a wider range of activity that supports this.

**12. Risks**

There is no specific risk associated with this project.

**13. Governance Boards**

This decision has not been discussed at any governance boards.

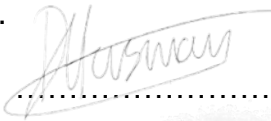
**14. Background Papers**

The quote for this service is attached.

**Report Approval**

The report will be signed off by the OPFCC Chief Executive and Treasurer prior to review and sign off by the PFCC / DPFCC.


Deputy M.O.

Sign:  .....

Print: Darren Horsman

Date: 1 March 2021

Chief Finance Officer / Treasurer

Sign:  .....

Print: Julia Berry .....

Date: 3 March 2021 .....

**Publication**

Is the report for publication?

YES   
NO

If 'NO', please give reasons for non-publication (Where relevant, cite the security classification of the document(s). State 'None' if applicable)

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If the report is not for publication, the Chief Executive will decide if and how the public can be informed of the decision.

**Redaction**

If the report is for publication, is redaction required:

1. Of Decision Sheet? YES  NO  2. Of Appendix? YES  NO

If 'YES', please provide details of required redaction:

Cost of the service to be redacted.

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Date redaction carried out: 10 March 2021

**Treasurer / Chief Executive Sign Off – for Redactions only**

If redaction is required, the Treasurer or Chief Executive is to sign off that redaction has been completed.

**Sign:**  .....

**Print:** Julia Berry .....

**Chief Executive/Treasurer**

**Decision and Final Sign Off**

I agree the recommendations to this report:



**Sign:** .....

**Print:** Roger Hirst

**PFCC**

**Date signed:** 10 March 2021

I do not agree the recommendations to this report because:

.....  
.....  
.....

**Sign:** .....

**Print:** .....

**PFCC/Deputy PFCC**

**Date signed:** .....