

PFCC Decision Report

Please ensure all sections below are completed

Report reference number: 068-21
Classification (e.g. Not protectively marked/restricted): Not protectively marked
Title of report: Professional Development and Training
Area of county / stakeholders affected: Countywide
Report by: Emma Thomas Date of report: 27 th April 2021 Enquiries to: Emma Thomas

1. Purpose of the report

This report is to seek approval for the Communications and Engagement Manager to undertake the Chartered Institute of Public Relations (CIPR) Post Graduate Diploma in Public Relations.

2. Recommendations

To approve the expenditure of £1,275.00 plus VAT course fees to Cambridge Marketing College and £1,065.00 CIPR Course Registration fee. (The £265 CIPR Annual Membership fee is not included in this decision.) This will cover the cost of the PFCC's Communications and Marketing Manager to undertake this course. The course is online and takes 12-month to complete. It is taught at a post graduate degree standard for experienced PR professionals.

3. Benefits of the proposal

Completion of CIPR Professional PR Diploma will ensure that the Communications and Engagement Manager is fully up to date with the latest PR professional advice, industry training and guidance.

This will support the Commissioner in regularly engage with the public and all local communities across Essex. This course will provide the Team, via the Communications

and Engagement Manager's learning, with the skills and expertise to enhance and improve the continued delivery of that function.

4. Background and proposal

The Communications and Engagement function of the PFCC is delivered well by a small team. The Communications and Engagement Manager is an integral part of that team and providing its professional and technical advice and guidance. Over the next 12 months, the team will be developing a revised Communications and Engagement Plan as well as running the process for the development of a new Police and Crime Plan.

This on-going professional development and learning will ensure the PFCC has the latest guidance and advice on how to engage and communicate effectively with the public and ensure the organisation is communicating in the best way possible and takes into account the latest learning, trends and developments in engagement technology.

The Chartered Institute of Public Relations (CIPR) is internationally recognised as the professional body for communications and engagement specialists. It provides best practice training and accredited learning. The CIPR Professional PR Diploma syllabus is based on professional practice underpinned by core PR principles, models and concepts. It focusses on three key areas:

- PR Strategy and Planning
- PR Content, Communications and Engagement
- PR Management, Measurement and Evaluation

The course is delivered by several approved providers, all a similar cost. The Cambridge Marketing College offer would be the best fit as it is delivered online and has flexible start dates.

Whilst studying, students must be current members of the CIPR. Membership of this body also means PR Professionals have access to peer support, guidance and other training and professional benefits. This membership will be paid for directly by the member of staff while the course costs and CIPR Course Registration costs are covered by this decision.

5. Alternative options considered and rejected

There are no other professional PR courses that cover the depth of learning set out in this course in relation to general communications and engagement activities. It is also the industry standard professional qualification.

The PFCC could decide not to support this decision, however, this would increase the risk that they were unable to utilise the best Communications and Engagement advice reducing their value to the public and the public's ability to talk to, discuss and help share the Commissioner's priorities for policing in Essex.

6. Police and Crime Plan

The skills and techniques learnt on this course will improve the way the PFCC can communicate the priorities in the Police and Crime Plan, helping to engage more fully

with a wide range of stakeholders. Further development of the Communications and Engagement Manager's professional skills will also help deliver a revised Communications and Engagement Strategy for the PFCC.

7. Police operational implications

None

8. Financial implications

Professional PR Diploma – Cambridge Marketing College
£1,275.00 plus VAT + £1,065.00 CIPR registration

Total: £2,340 plus VAT

9. Legal implications

None

10. Staffing implications

This proposal will improve the Communications and Engagement Team's professional knowledge.

11. Equality and Diversity implications

One of the aims of the CIPR Professional Diploma syllabus is to deepen knowledge and understanding of professional PR practice, tactics and strategy for a range of audiences and purpose. Completion of the course will assist in identifying more improved ways of communicating and engaging with harder to reach groups and audiences as set out within the PFCC's Equality, Diversity and Inclusion Strategy.

12. Risks

None

13. Governance Boards

The proposal has been discussed with the Communications and Engagement Manager's line management and Chief Executive and Monitoring Officer.

14. Background papers

https://cipr.co.uk/CIPR/Learn_Develop/Qualifications/Professional_PR_Diploma.aspx
<https://www.marketingcollege.com/course/530/cipr-professional-pr-diploma>

Report Approval

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

Deputy

M.O.

Sign: D. Horsman.....

Print: Darren Horsman - Deputy MO.....

Date: 3.9.2021.....

Chief Finance Officer / Treasurer

Sign: Julia Berry.....

Print: Julia Berry.....

Date: 3 September 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:

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Date redaction carried out:

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:

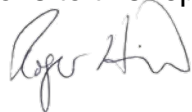
Print:

Chief Executive/Treasurer

Date signed:

Decision and Final Sign Off

I agree the recommendations to this report:

Sign: 

Print: Roger Hirst

PFCC

Date signed: 3 September 2021

I do not agree the recommendations to this report because:

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Sign:

Print:

PFCC/Deputy PFCC

Date signed: