

Community engagement strategies

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Introduction.

The Police require the public to function most efficiently and therefore community outreach to encourage public support is a fundamental pillar of policing.

As said by Robert peel “The Police are the public and the public are the Police”

This presentation will go over 6 different strategies used by the police to help encourage cooperation and good will.

Home Office (2012)

Neighbourhood Policing

It is important that Police are seen within neighbourhoods and are able to reach out to officers without citizens being afraid to approach.

If people within a given neighbourhood are able to recognise a certain officer and build rapport with the community.

South Wales
Police no date)-1

Social Media outreach

By offering every day people an opportunity to speak to officers without being face to face. It gives the public the confidence to bring up flaws for the police to work on.

Social Media outreach also makes Police Officers look more approachable and transparent. Officers can humanise themselves and reduces the “Us vs Them” ideology that some members of the public have.

Police Foundation
(2017)

Ride Along Programs

Ride alongs allow for anybody over the age of 18 with some restrictions on Criminal records.

This allows for members of the public to see how police perform on their day to day routes and calls. This could allow for some members of public's opinion on the police to be altered and further support police efforts.

Metropolitan
Police Service (no
date)

Problem oriented Policing efforts

This strategy directs Police Officers to ask members of public directly or through community meetings. The Police then directly confront and fix these issues or contact the relevant service to have problematic issues sorted.

This strategy shows members of the public that Police are capable of fixing problems even if they are small community oriented issues. This builds trust within these small communities and is crucial to community outreach

Public Safety Fairs

This allows for members of the public to both learn about Police and other emergency services. Also the members of the public may ask questions about anything concerning them at the moment and receive advice.

This again improves public relations towards Police and allows for communities to connect to their local officers. Members of the public may also have a improved attitude toward Police after meeting them in a non emergency situation.

South Wales Police, (no
date)-2

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