

NORTHERN IRELAND POLICING BOARD

PRESS AND PUBLIC RELATIONS COMMITTEE

**MINUTES OF THE 5TH MEETING HELD ON WEDNESDAY,
16 JUNE 2004 AT 2.00PM IN WATERSIDE TOWER, BELFAST**

PRESENT:

MEMBERS:

- Mr Suneil Sharma (Vice-Chairman)
- Mr Joe Byrne
- Mr Brian Dougherty
- (1) Mr Ian Paisley Jnr
- (2) Professor Desmond Rea (Chairman of the Board)
- (2) Mr Denis Bradley (Vice-Chairman of the Board)

OFFICIALS IN ATTENDANCE:

Communications Manager
One Official, Secretariat

**POLICE SERVICE OF
NORTHERN IRELAND (PSNI)
IN ATTENDANCE**

- (3) A/Director of Media and Public Relations
- (3) C/Inspector, Media and Public Relations Department

- (1) Part of item number 2 onwards
- (2) Item numbers 1- 3
- (3) Item numbers 1 & 2

1. APOLOGIES

Apologies for non-attendance were received from Mr Tom Kelly (Chairman).

2. PRESENTATION BY THE POLICE SERVICE OF NORTHERN IRELAND (PSNI) ON THE MANAGEMENT OF CHANGE IN RELATION TO COMMUNICATIONS, MARKETING AND IMAGE

The Chairman welcomed the A/Director of the PSNI's Media and Public Relations Department and her colleague to the meeting and invited the A/Director to address the Committee on developments regarding the management of change in relation to communications, marketing and image.

The A/Director gave a presentation during which she covered the following issues:-

- The role and responsibilities of the Director and Assistant Directors of the PSNI Media and Public Relations Department.
- The PSNI Media and Public Relations Department's Communication Strategy.
- The restructuring which had taken place within the Media and Public Relations Department.
- The major projects which the Media Department had recently been involved in.
- The work which had been carried out by the Media Department's Public Affairs Officer.
- The achievements of the Media Department.
- The issues which the Media Department would be taking forward.

During a subsequent discussion the following issues were covered:-

- The Chairman of the Board asked that the PSNI should consider launching their Annual Report in mid-June 2005 in order that the Board could issue its Annual Report at the end of June 2005.
- A reception which would be hosted by PSNI Media and Public Relations Department on the following evening for journalists and District Commanders.
- The budget which was allocated to PSNI Media Department.

- The future staffing of the Media Department which it was expected would include a small number of Police Officers
- The Police College Media Strategy.
- The Policing with the Community Awards 2004.
- The Chairman of the Board emphasised the importance of the PSNI Media Department and the Board's Media and Public Relations Department keeping good working relationships and sharing information between Departments.
- The follow-up by the PSNI regarding victims of crime.

At this point, the Chairman thanked the A/Director of Media and Public Relations for the presentation. The representatives from PSNI then left the meeting.

3. CONVENTIONS IN THE UNITED STATES OF AMERICA

The Communications Manager referred to a decision which had been made by the Board at its meeting on 3 June 2004 that representatives of the Board should attend the Democratic and Republican Conferences in USA in July/August 2004 in order to inform delegates and other opinion formers about the role and work of the Board. She outlined details of the estimated cost of Members and Officials attending these conferences.

The Committee discussed the attendance of representatives of the Board at these conferences and agreed that the matter should be brought to the Board for consideration at its meeting on 7 July 2004.

4. MINUTES OF THE 4th PRESS AND PUBLIC RELATIONS COMMITTEE MEETING HELD ON 12 FEBRUARY 2004

The minutes of the Press and Public Relations Committee meeting held on 12 February 2004 were agreed and signed.

5. MATTERS ARISING FROM THE MINUTES

5.1 Press and Public Relations Resources – Business Development Services Review (Item 3.1 of Minutes Refers)

The Committee noted that:-

- Mr Peter Holt had been appointed Director of Communications and it was expected that he would take up his new post on 2 August 2004.
- The positions of Press Officers in the Press and Public Relations Department had been re-advertised in the Press in January 2004. An applicant had been offered an appointment of Press Officer but had not accepted the post. In view of the difficulty in recruiting Press Officers it had been decided to wait until the new Director of Communications took up post and he could then consider the staffing levels of the Department.

5.2 Review of Policing Board Meetings in Public (Item 3.2 of Minutes Refers)

The Committee noted the contents of a paper which outlined details of the cost of holding the Public meeting in Omagh on 5 February 2004 compared to holding the meeting in Belfast.

The Committee noted that a Public meeting of the Board would be held in Armagh in November 2004. Members suggested that members of the community should be invited to a lunchtime event before this meeting in order to inform them about the role and work of the Board.

5.3 Police College Media Strategy (Item 3.3 of Minutes Refers)

The Communications Manager referred to the media strategy for the new Police College.

5.4 Matters to be raised with the Chief Constable (Item 3.4 of Minutes Refers)

The Committee noted the contents of a letter dated 29 March 2004 from the PSNI which outlined suggested themes for presentations by PSNI at future Policing Board Public Meetings.

5.5 2004 Media Relations and Events Schedule (Item 5 of Minutes Refers)

The Committee considered that when a topic was of interest to a particular group of people from the community then representatives from those Organisations should be invited to attend the Public meetings.

6. CHAIRMAN'S BUSINESS

The Vice-Chairman had no business to report to the Committee.

7. MEDIA RELATIONS AND EVENTS SCHEDULE

The Committee noted details of a schedule which outlined details of forthcoming events for the period June to September 2004 together with information on media activity during April and May 2004.

8. ADVERTISING, DESIGN AND PRINT AND PUBLIC RELATIONS CONTRACTS

The Committee noted:-

- Details of the Advertising Company who had been awarded the contract to provide an advertising service for the Board.

- That ten tenders had been received for the Board's design and print contract and arrangements were being made for the tenders to be evaluated.
- The requirement for the Board's public relations contract would be reviewed by the Communications Director and a recommendation brought to the Committee for consideration.

9. NORTHERN IRELAND POLICING BOARD ANNUAL REPORT

The Communications Manager reminded Members of the previous format of the Board's Annual Report and indicated that some Members of the Corporate Policy Committee had indicated that it would be useful to have a report in the usual format, together with a summary document which would be inserted in local papers.

The Committee noted details of the estimated cost of publishing a summary document and report in the usual format.

The Committee agreed that in addition to the summary document 1,000 copies of the report should be printed in its usual format at an estimated cost of £4,000.

10. INFORMATION PAPERS

10.1 Appointment of Director of Media and Public Relations for PSNI

The Committee noted information regarding the appointment of a new Director of Media and Public Relations for the PSNI.

11. MATTERS TO BE RAISED WITH THE CHIEF CONSTABLE AT THE NEXT BOARD MEETING

The Committee agreed there were no matters to be raised with the Chief Constable at the next Board meeting.

12. PRESS ISSUES

The Committee agreed that there were no matters arising from the meeting which should be released to the Press.

13. ANY OTHER BUSINESS

No other business was conducted.

14. DATE OF NEXT MEETING

The next meeting had been arranged for 9 September at 2.00pm.

(Meeting closed at 3.15pm)

SECRETARIAT

June 2004

CHAIRMAN