



**AUTHOR: Vicki Heselton, Head of Estates and Support Services and Hilary Allison, Head of Public Affairs**

**SPONSOR: Hilary Allison, Head of Public Affairs**

**DECISION NUMBER: D05-2019**

**SUBMITTED TO: Martin Surl, Police & Crime Commissioner for Gloucestershire**

**SUBJECT: Brand at our buildings – blue lights, flags and flagpoles**

**EXECUTIVE SUMMARY:**

In February, Constabulary Governance Board (CGB) supported plans to present three elements of its refreshed brand at some of our buildings - blue lights, flags and reception areas. Reception area work is underway, with the prototype completed for the opening of Bearland Police Station in November 2018. CGB supported a proportionate approach to flags and blue lights to ensure a visible police presence in our communities and engender pride in our heritage. This report sets out a potential programme of work, along with costs and recommended prioritising.

This work contributes to the Police and Crime Plan's priority of 'Accessibility and Accountability' and the Constabulary's commitment to neighbourhood policing and its 'Standards Matter' work. At the same time, work is underway within Local Policing to establish a clear definition for police stations, police bases and police points so that we can explain this to our communities and apply other appropriate branding and signage at the appropriate time.

**RECOMMENDATION:**

PCC Governance Board (CGB) is asked to:

- 1) Agree the recommended approach so that work can be progressed.
- 2) Agree that the Chief Executive and Chief Finance Officer in the Office of the

Police and Crime Commissioner (OPCC) should identify money for this work from the Estates reserve budget.

- 3) Note that the Chief Superintendent Local Policing will determine responsibility for ensuring flags are used in line with the Constabulary's flag flying protocol. This protocol to be reviewed and updated by its owner, Executive Support, through the Chief of Staff.
- 4) Note that progress reports will be taken to CGB and brought back to PCC Governance Board to update members.

**OUTCOME/APPROVAL BY:**

Signature:



Date:

Police and Crime Commissioner for Gloucestershire

26 March 2019

<p><b>Public Access to Information</b></p> <p><i>Information in this form and associated reports is subject to the Freedom of Information Act 2000 and the Elected Local Policing Bodies (Specified Information) Order 2011. Where it has been indicated that this is a decision of significant public interest, all of this form except Part Two will be made available on the website of the OPCC.</i></p> <p><i>Any information that should not be automatically available on request should not be included in Part One but instead on a separate Part Two form.</i></p>	
<p><b>Is this a decision of significant public interest?</b></p> <p><i>This includes a decision with any impact on the community, expenditure in excess of £50,000, or any decision that would be of obvious interest to the media or the general public</i></p>	<p>Yes, any spending on our buildings is likely to attract media or public interest.</p>
<p><b>Is there a Part Two form?</b>  <i>This section should only include information that, if published:</i></p> <p>a) <i>would, in the view of the chief officer of the police, be against the interests of national security;</i>  b) <i>might, in the view of the chief officer of police, jeopardise the safety of any person;</i>  c) <i>might, in the view of the chief officer of police, prejudice the prevention or detection of crime, the apprehension or prosecution of offenders, or the administration of justice; or</i>  d) <i>is prohibited by any enactment.</i>  e) <i>breaches commercial sensitivity</i></p>	<p>No</p>

<b>ORIGINATOR CHECKLIST (MUST BE COMPLETED)</b>	<b>Comments including who has approved the report if applicable</b>
Has legal advice been sought on this submission if required?	No
Has the Chief Finance Officer been consulted, if required?	Yes
Have equality, diversity and human rights implications been considered, as appropriate?	Yes

How is the recommendation consistent with the objectives of the Police and Crime Plan?	The recommendations support the Police and Crime Plan's priority of Accessibility and Accountability
Has consultation been undertaken with people or agencies likely to be affected by the recommendation?	Yes and will continue for issues such as planning consent
Has communications advice been sought on areas of likely media, community, staff or partner interest and how they might be managed?	Yes
Have all relevant implications and risks been considered?	They will be considered at each part of the programme as flags and blue lights are installed.

## **PART ONE – For publication**

### **1. Purpose of the report**

This paper sets out a proposed programme for us to present the Constabulary's refreshed brand at some of our buildings. It lets PCC Governance Board know about these plans and sets out expectations for their implementation and seeks approval. This work will contribute to the Police and Crime Plan's priority of 'Accessibility and accountability', the Corporate Strategy's pillar of 'Stay connected,' the Constabulary's commitment to neighbourhood policing and its 'Standards Matter' work.

### **2. Background**

- a) A clear, strong, recognisable and visible brand is an important part of presenting our services and their availability in a consistent way as we keep people safe from harm and ensure a 'civic presence' in our communities.
- b) The Chief Constable and Police and Crime Commissioner (PCC) are keen that our brand ensures we are visible, identifiable and accessible in our local communities through our estate. This includes installing blue lights at our main police stations and flagpoles with flags at our main buildings. As well as being an iconic image of British policing, the lamps will help people identify our stations more easily and be a clear message that we value the tradition of being at the heart of our communities.
- c) In October 2018, following the launch of the Constabulary's refreshed brand - 'Our approach to brand in Gloucestershire' - Constabulary Governance Board (CGB) noted plans for these elements of our brand, as well as at our reception areas.
- d) Work in our reception areas is underway, with the prototype completed in time for the opening of Bearland Police Station in November 2018.
- e) In supporting the idea in principle of flags, flagpoles and blue lights, CGB asked for more work to be done to establish the cost, timescale, planning and ground work implications. A report setting this out was considered by CGB last month and a proportionate approach was supported.
- f) The OPCC CMT also considered and agreed that we should do this in the most cost effective way possible and ensure that public facing buildings only would be included.
- g) More work has been done on this and you can see a proposed programme at Appendix A. At the same time, work is underway within Local Policing to establish a clear definition for police stations, police bases and police points so that we can explain this to our communities and apply other appropriate branding and signage at the appropriate time.

- h) The G-TEC building on the HQWW campus has three flagpoles. Gloucestershire Fire and Rescue Service uses one and the other two could be used by the Constabulary/OPCC.
- i) The opportunity for a flag to be considered at Berkeley should be considered once the site has been acquired and work begins.
- j) The Communications and Engagement team will work with the Head of Estates and Support Services and Chief Superintendent Local Policing once a clear definition for police stations, police bases, police points etc has been agreed so that we can explain this to our communities and apply appropriate branding if and where necessary.
- k) Estates and Support Services will work with local councils and Highways so that sign posting in key areas of towns will let people know where they can find our stations. The Communications and Engagement Team will advise on the style of signs required to comply with the corporate branding.
- l) As part of our wider public contact work, we will be aiming to put together useful public contact information for local communities, such as proximity of their local station, police point, visits by NEV and CEV, use of the internet and social media etc.

### **3. Recommendation(s)**

PCC Governance Board (CGB) is asked to:

- i) Agree the recommended approach so that work can be progressed.
- ii) Agree that the Chief Executive and Chief Finance Officer in the Office of the Police and Crime Commissioner (OPCC) should identify money for this work from the Estates reserve budget
- iii) Note that the Chief Superintendent Local Policing and Head of Estates and Support Services will determine responsibility for ensuring flags are used in line with the Constabulary's flag flying protocol. This protocol will be reviewed and updated by its owner, Executive Support, through the Chief of Staff
- iv) Note that progress reports will be brought back to CGB and PCC Governance Board to update members.

### **4. Financial and resource implications**

- a) The Head of Estates and Support Services has looked into the cost, likely planning consent and ground or other works needed to install blue lights and flagpoles at our main stations and buildings.

- b) Estimated costs for flagpoles and blue lights are included within the proposed programme at Appendix A. If we do just our main stations (as advertised on the Constabulary website), plus Holland House, HQWW, G-TEC and Berkeley, the cost would be an estimated £28,400. If we increase this to all stations, plus Holland House, HQWW, G-TEC and Berkeley, the cost would amount to just under £43,000. There are some variables, particularly where we are putting flag poles into the ground due to unknown ground conditions and planning consents may cost more, or where we are installing blue lights and the electrical installations may prove difficult, but we only will know this once we come to complete the works.
- c) Costs are based on our recently completed work at Tewkesbury Borough Council's offices. They include:
- An estimate of the purchase of two flags for each site (the Union flag for occasions such as Royal Birthdays or dates of national significance and the Constabulary flag). The flag of St George, LGBT flag and Gloucestershire county flag will also be available for HQWW.
  - An estimate of planning fees, based on advert consent only being required
  - The cost of a blue light based on our existing supplier
  - A recommended first phase of works (in red) at Appendix A.

## **5. Risk assessment**

This will be considered at each part of the programme as flags and blue lights are installed.

## **6. Equality & Diversity impact assessment**

This will be considered at each part of the programme as flags and blue lights are installed.

## **7. Environmental impact assessment**

This will be considered at each part of the programme as flags and blue lights are installed and will be done in support of the Police and Crime Plan's commitment to A green and pleasant county.

## **8. Consultation**

The Head of Estates and Support Services and Head of Public Affairs have worked with Local Policing to propose the main police stations where the blue lights should be installed and where flagpoles should be sited. Constabulary Governance Board has considered this proposal.

**9. Discussed with Communications & Engagement**

Yes, so that any queries or questions can be answered.

**10. Conclusion**

As part of next steps, the Constabulary's flag flying protocol will be reviewed by the Chief of Staff and the Chief Superintendent Local Policing will determine responsibility for ensuring flags are used in line with the updated protocol and let the Chief of Staff know details of this.

Progress reports will be taken to CGB and brought back to PCC Governance Board to update members.

**SPONSORING BOARD MEMBER APPROVAL**

**Name:** Hilary Allison

**Job title:** Head of Public Affairs

**Signature:** Hilary Allison

**Date:** 25/03/19

**CHIEF EXECUTIVE APPROVAL**

I am satisfied that relevant advice has been taken into account in the preparation of the report and that this is an appropriate request to be submitted to the PCC.

**Signature:**



**Date:** 25 March 2019