

Communicators Course

Sunday 20th to Friday 25th June 2021

A Course for Police Communicators

APC 1



www.pctd.org.uk

Courses for police communicators
operated in association with



The following measures are in place throughout all our Meeting and Event areas:



SOCIAL DISTANCING - Please observe the current social distancing guidelines



SAFE ROOM LAYOUT & TRAFFIC FLOW - One-way traffic flow where possible. Revised meeting room layouts supporting social distancing



HYBRID MEETINGS & TECHNOLOGY SOLUTIONS - Packages supporting one & two way streaming between meeting rooms in the same hotel, across multi property locations or remote working delegates



OUTDOOR SPACE - An abundance of green space available for breakouts, as an optional meeting space or just a place to relax and unwind*



EXCEPTIONAL CLEANLINESS - You will notice increased cleaning throughout your visit with particular attention to key touch points



HAND SANITATION STATIONS - Stations are available throughout the hotel and all guest areas



TEMPERATURE CHECKS - All staff are being temperature checked at the beginning of each shift and this is available for guests on request



WORKING LUNCH & EVENING MEAL OPTIONS - Our chefs have created delicious food with minimal handling to suit you and your delegates



DISPOSABLE UTENSILS - Single use disposable cutlery is available



PROTECTIVE RECEPTION SCREENS - Perspex screens are present at reception



FREE CAR PARKING & IDEAL LOCATIONS - Large car parks allow delegates to travel alone and stagger arrival and departure times

Our hotel teams are receiving ongoing training and regular updates regarding best practice to ensure your safety as well as that of our staff.

All 'Clean + Safe' measures in place are subject to change, in line with updated guidance.

(*Subject to availability, excludes The Queens)

Information

Venue

Belton Woods is one of the Almarose owned Q Hotels Group and this residential course will be one of the first that the hotel will be hosting since it re-opened on May 17th. It has been operating at full capacity since and will be at full capacity during our course. The hotel will continue to operate its Covid-safe regime and at the time of producing this brochure that meant social distancing in the rooms where we operate and the dining areas and the use of face masks when moving about the hotel. The hotel is doing everything it can to ensure your safety and provide maximum flexibility with the new freedoms. We ask you to play your part in this and to respect these measures and check on the current situation (www.beltonwoods.co.uk/media/8691/clean-and-safe-me-infographic.pdf). **Many of us will have at least started the vaccination process by the time the course starts. If you develop Covid symptoms before the course please contact us and do not travel. There is no requirement for pre-arrival Covid tests but if you develop symptoms during the course please contact JB or TD immediately. The safety and security of hotel guests and our course members will be our highest priority. If you have the slightest query about this please contact:**

**tony.diggins@pctd.org.uk
or call 07879 604001.**

Arrival

Please arrange to arrive at Belton Woods Hotel by about 1600 on Sunday June 20th. This will give you time to settle into your room and meet everyone else for refreshments and the first session at 1715 in the Hawthorne Suite. Hawthorne is on the first floor – either use the lift opposite reception or the staircase just to the left of the main doors as you exit the hotel.

Trains

Grantham is on the main east coast rail line between Kings Cross and Edinburgh. There are regular trains from north and south and

there are no engineering works scheduled for the weekend of 20th June. However at the time of preparing this brochure, many of the high speed trains had been withdrawn for inspection following the discovery of cracks in some suspension units. So do check on the LNER website that a full service has resumed. On Sunday 20th there are trains scheduled from:

| Northbound Kings Cross to Grantham | | Southbound Connecting from Doncaster | |
|---------------------------------------|----------|---|----------|
| Departing | Arriving | Departing | Arriving |
| 1303 | 1413 | 1337 | 1412 |
| 1333 | 1446 | 1437 | 1512 |
| 1403 | 1509 | 1529 | 1605 |
| 1448 | 1548 | | |

We have given up trying to arrange for taxis to meet arrivals from specific trains because the service is simply not reliable. Please take a cab from the rank, ask for a receipt and claim back when you get back to force.

We will provide pre-paid taxis to the station at the end of the course and will get you back to Grantham rail station on Friday 25th June in time to connect with the 1318 south bound or the 1321 north bound services.

Any difficulties contact TD or JB on the mobile numbers on page 2.

By Road

There is ample car parking at Belton Woods and a map of road approaches is included at the back of this brochure or can be downloaded.

The postal and sat-nav' address of Belton Woods is: Belton, Grantham, Lincolnshire NG32 2LN

or visit the website at www.beltonwoods.co.uk/

Please note that when coming from the south use the 4th exit from the A1 for Grantham at Gonerby Moor (that's the first one when you're heading south). If you stick resolutely to your sat nav directions you might find it will take you through Grantham town centre - which could be tedious on a Sunday!

Dress Code

The dress code throughout the course is 'smart casual'.

Accommodation

You will be accommodated singly in en-suite double rooms. It is rated as 5* and there are hot drink making facilities and a hair dryer in each room. Recreation facilities include a swimming pool, sauna, gymnasium, solarium and squash courts. It is set in extensive grounds in a countryside setting – ideal for walking and jogging and playing golf on any of the three courses. But, as you'll see from the programme there will be very limited leisure time during what will be an intensive week of instruction and participation.

Contacts

This course will operate in the delightful surroundings of Belton Woods Hotel near Grantham. **Please see the Covid-specific details on the Information page and visit the hotel website for full details of the location, facilities and current Covid arrangements** (www.beltonwoods.co.uk/media/8691/clean-and-safe-me-infographic.pdf):

Belton Woods

Telephone: **01476 593 200**

Email: **lduff@beltonwoods.co.uk**

Website: **www.beltonwoods.co.uk**

PCTD

Mobile: **07879 604001** (Tony Diggins)
07831 483238 (John Bates)

Email: **tony.diggins@pctd.org.uk**
info@pctd.org.uk

Website **www.pctd.org.uk**

Departure

You can charge incidentals to your room, including expenditure at the bar. Please settle your account before coming to the session on Friday morning. All food and accommodation is included in the course fee. When you check out you will be billed for telephone calls and charges made at the bar and any other extras.



If you would like to combine your course with some leisure, Belton Woods offer course participants a nightly rate of **£95 B&B** or **£125 DB&B** for the Saturday prior to the course or the Friday and Saturday after the course.

Contact Lindsay Duff:

01576 514351 | lduff@beltonwoods.co.uk

Introduction

At last!

- You're reading this so it is hopefully not misplaced optimism that this course will finally, 'actually' and not 'virtually', take place at Belton Woods in June. It doesn't need us to say that we've all just lived through the pandemic and this course begins as the final part of the Government's road map is due to be completed. Without doubt, there is a pent-up desire to engage with people face to face and we are eagerly waiting to welcome you to this course *in person!*

We operated the last similar course in March last year, just as I retired from Lincolnshire Police and as we left Belton Woods on the Friday, the country shut down and, in the context of operating residential courses, has been that way ever since.

As you probably know, we have made several attempts to re-schedule this course and finally opted for this week. It is also the first time we will have run a course in the summer so if the weather is good you should be able to take full advantage of the delightful surroundings and the long light evenings.

When I retired, Lincolnshire Police chose not to continue to be associated with this long-established national course programme and having originally formulated and developed the courses in the eighties, despite my age, I was disinclined to allow them just to wither away and so this will be the first series to be provided by PCTD (PolComm Training & Development) which I set up with my longstanding associate, John Bates. Failure to have done so would have left a huge gap in the potential learning

Tony Diggins

John Bates

and networking opportunities for police communicators. We are pleased to be running them in association with your national organisation, APComm.

I firmly believe that the longevity of this course is because we do act on the all-important feedback from participants on previous courses. We always take note of written and spontaneous constructive comment about the course and invariably make adjustments to reflect those contributions. **We will be asking you to make your contribution in this area throughout the course and you won't be allowed to leave until we have your completed feedback form!**

We have asked the presenters to allow time for discussion and questions and strongly suggest you make the most of these opportunities. We are sure also that mixing with a group of your peers involved in the same specialism will be invaluable. In essence we will be presenting a series of opportunities for you to take advantage of.

Please be prepared for an intensive week of listening (including some highly emotive presentations) and participation. This is a packed course with the reputation of being two weeks crammed into one and consequently there is very little down time and as you'll see from the programme, the course will not be completed until lunchtime on Friday.

We hope when you return to force you will be reflecting on a top value-for-money course, have made 24 new friends as well as a range of contacts in the form of the speakers you'll have met during the week – and of course had a thoroughly rewarding and enjoyable face-to-face week of learning in luxurious surroundings!

COVID SAFETY: The hotel is doing everything it can to ensure your safety and provide maximum flexibility with the new freedoms - at the time of producing this brochure that meant **social distancing in the rooms where we operate and the dining areas and the use of face masks when moving about the hotel.** We ask you to play your part in this and to respect these measures and check on the current situation in the context of [Covid at the hotel \(www.beltonwoods.co.uk/media/8691/clean-and-safe-me-infographic.pdf\)](http://www.beltonwoods.co.uk/media/8691/clean-and-safe-me-infographic.pdf) If you have the slightest query about this please contact tony.diggins@pctd.org.uk or call 07879 604001.

Sunday 20th June

Arrival at hotel by 1600

From 1645 – Refreshments – Hawthorne Suite
(1st floor by lift or stairs to the left of the main hotel exit doors)

1715 - 1745 **Opening Comments**

John Bates | Tony Diggins

1750 - 1900 **Suffolk Murders**

Simon Stevens

The objective of this session is to hear about the strategies adopted by the press office team in dealing with what became a major international story. It will also cover the pre and post-trial media issues.

1915 EVENING MEAL IN STANTONS RESTAURANT



Monday 21st June

Lora Blackett from Lincolnshire Police comms office will be joining the course for today

Refreshments will be available throughout the day in the Hawthorne Suite

0845 - 0945 Proactive and Reactive Digital Communications Scott Fulton

This interactive session looks at the range of approaches to digital communications and explores some of the common pitfalls, using real-world examples. The session includes proactive and reactive operational scenarios.

CASE STUDY

1000 - 1100 On-Call ... and Dealing with a Major Incident Martin Wallwork

The presentation will focus on a number of themes including handling a major incident while on call; family liaison issues; live news briefings; dealing with other agencies; media 'bidding wars' and how to protect organisational reputation while under pressure.

1105 - 1215 Negotiating and Influencing. Also, information-sharing protocols with international agencies Nick Cloke

Nick will facilitate an interactive session focused on negotiating and influencing in your role as a police communicator and will also discuss the issues when dealing with international agencies and media in the context of two high-profile cases.

SERVED BUFFET LUNCH IN STANTONS RESTAURANT

1300 - 1445 Media Law Amanda Ball

Amanda will explore a range of issues relating to media law and answer any burning questions you might have. She will also give an overview of Leveson and discuss the offence of bribery and provide details of the CPS/police protocol on release of information.

If there are any specific aspects of media-related law you would like Amanda to cover in this session, please email her direct on amandajball17@gmail.com

1450 - 1600 Are you making the most of Social Media? Gareth Renowden

Gareth will provide a perspective from the private sector of exploiting social media in the contexts of reputation and the marketing of your organisation

1605 - 1700 Social Media and Policing the Future David Bailey

Social media is now a core part of any effective communications approach, but it's no longer just a PR or comms tool. The public's expectations of the police use of social media continue to evolve at a dramatic pace; they expect to find the information they need instantly and around the clock but it's also how many citizens want to report crime and 'transact' with the police. Social media allows the police to be the 'primary source' for credible and trusted updates on key issues that many social media users expect, but how does policing deliver outcomes rather than outputs using social media as part of the engagement mix? David Bailey has been a leader in the police social media space for 15 years and leads the NPCC Social Media Project, which brings together the police use of social media under a force-wide framework and ensures a truly citizen-focused approach.

**1915 EVENING MEAL IN STANTONS RESTAURANT
(table d'hote menu choices will be collected at lunch time)**

Tuesday 22nd June

Refreshments will be available throughout the day in the Hawthorne Suite

PARTICIPATIVE SESSION

0845 - 0945 **Strategic Communications Risks** **Alec Wood**

The objective of this session is to hear from and debate with a very recently retired Chief Constable about communications at a strategic level.

1000 - 1100 **The Tactical Issues around the Novichok Incident** **Siobhan Stayt**

An insight into how this unprecedented incident unfolded, the vast consequences that followed and how the force, working with partners, managed the insatiable appetite of the media through what was a truly extraordinary major incident situation with many twists and turns. This session will focus on the tactical issues.

1100 - 1200 **Operation Hydrant** **Jacqui Hanson**

Following revelations about the behaviour of Jimmy Saville, the police service experienced a surge in adults coming forward to report having been the victim of child sexual abuse. Many of these related to offences which were ten, twenty, thirty, or more years ago. Often victims, and offenders, had public profiles.

In August 2014, Operation Hydrant was established to coordinate the service-wide response to allegations of non-recent child sexual abuse involving persons of public prominence, or which had occurred within an institutionalised setting. Jacqui Hanson, Strategic Communications Coordinator for Operation Hydrant will highlight the service response to this most emotive and widely debated area of investigation.

1200 - 1210 **APComm** **Jacqui Hanson**

What it is and how you can become involved.

1215 - 1300 **The Role of the Family Liaison Officer (FLO)** **Rick Naulls**

There is a significant amount more to this role than sympathy and empathy with the victims.

LUNCH IN STANTONS RESTAURANT

1345 - 1745 SYNDICATE SESSIONS

Television and Radio Interview Skills in Practice (Cedar 1)

Richard Wells | John Thorne

The objective of these participative sessions is to provide you with the experience of a television/radio interview with constructive comment from professionals. Whilst it is not designed to turn you into a honed interviewee, it should provide you with a series of pointers to consider before putting your own senior officers up for interview.

Press Office Skills in Practice (Hawthorne 1)

Pete Bray | Rick Naulls

The objective of this participative session is to develop a media strategy in the context of an operational incident.

Planning a Media Campaign (Hawthorne Suite)

John Bates

The objective of this participative session is to consider a strategy for running a planned media campaign. It contrasts appropriately with the other session on operational incident strategies.

A Phased Approach to Dealing with the Media during Major Incidents (Hawthorne Suite)

Chris Webb

The objective of this participative session is to examine the various stages and phases of a major incident.

| | |
|--------------------------------------|---|
| SYNDICATE A (Cedar 1) | <i>Television and Radio Interview Skills in Practice</i> |
| SYNDICATE B (Hawthorne 1) | <i>Press Office Skills in Practice</i> |
| SYNDICATE C (Hawthorne Suite) | <i>Part 1: Planning a Media Campaign Part 2: A Phased Approach to Dealing with the Media during Major Incidents</i> |

1915 EVENING MEAL IN STANTONS RESTAURANT

Wednesday 23rd June

0845 - 1245 SYNDICATE SESSIONS

| | |
|--------------------------------------|---|
| SYNDICATE A (Hawthorne 1) | <i>Press Office Skills in Practice</i> |
| SYNDICATE B (Hawthorne Suite) | <i>Part 1: Planning a Media Campaign Part 2: A Phased Approach to Dealing with the Media during Major Incidents</i> |
| SYNDICATE C (Cedar 1) | <i>Television and Radio Interview Skills in Practice</i> |

SERVED BUFFET LUNCH IN STANTONS RESTAURANT

1330 - 1730 SYNDICATE SESSIONS

| | |
|--------------------------------------|---|
| SYNDICATE A (Hawthorne Suite) | <i>Part 1: Planning a Media Campaign Part 2: A Phased Approach to Dealing with the Media during Major Incidents</i> |
| SYNDICATE B (Cedar 1) | <i>Television and Radio Interview Skills in Practice</i> |
| SYNDICATE C (Hawthorne 1) | <i>Press Office Skills in Practice</i> |

1915 EVENING MEAL IN STANTONS RESTAURANT

Thursday 24th June

Refreshments will be available throughout the day in the Hawthorne Suite

0845 - 1000 [Dunblane](#) **Louis Munn**

The tragedy of Dunblane was twenty-two years ago but the strategies adopted by the officer appointed to deal with the media still have relevance today – and the implications of a similar incident in a world of social media.

1010 - 1110 [The role of the Police Press Officer and the SIO](#) **Roger Bannister**

The objective of this session is to receive an overview from an SIO and what he will expect from the press officer.

1115 - 1200 [Liaison with the National Crime Agency](#) **Adam Edwards**

The objective of this session is to learn about the national organisation and opportunities for mutual assistance.

SERVED BUFFET LUNCH IN STANTONS RESTAURANT

1245 - 1345 [Victims and the Police Press Officer](#) **Tony Diggins**

Jayne and Paul Walmsley

Luke Walmsley was stabbed to death at his school in Lincolnshire in November 2003. Tony Diggins will lead a discussion with Luke's parents, Jayne and Paul about their ordeal.

1350 - 1450 [The Shoreham Air Crash](#) **Andy Freeman**

The objective of this session is to learn about the strategies developed for dealing with the communication issues with the major disaster of the Shoreham Air Show crash.

1510 - 1610 [The Canal Pusher – Why let the facts get in the way of a good story?](#) **Hannah Ball**

This is a cautionary tale of how Greater Manchester Police found itself at the centre of a national serial-killer media storm. The story - about a lone killer being responsible for dozens of unexplained deaths in Manchester's canals - was based on nothing more than an old urban myth, a confusing Freedom of Information request and false panic created by certain sections of the media. The experience reminded GMP's press officers that people will often want to believe the myth over the facts.

1615 - 1715 [April Jones Murder](#) **Rhian Moore**

Five-year-old April Jones disappeared from outside her home in Machynlleth on October 1st 2012. Her murderer has subsequently been convicted. Rhian will talk through the media inundation in such a remote area and how she dealt with it.

1915 **EVENING MEAL IN STANTONS RESTAURANT**

Friday 25th June

CLEAR YOUR ROOM AND SETTLE YOUR ACCOUNT BEFORE:

Refreshments will be available throughout the morning in the Hawthorne Suite

| | | |
|-------------|--|------------------------------|
| 0845 - 0945 | Dealing with the Manchester Victims | Lyndsey Dudley |
| | <i>Lyndsey was on the October 2016 course and will relate her experiences as a Communications Officer dealing with the victims of the terrorist attacks in Manchester.</i> | |
| 0945 - 1030 | Dealing with Social Media during the Manchester Attack | Ben Ashworth |
| 1040 - 1200 | Terrorism on your Patch | Chris Webb Roger Bannister |
| | <i>Chris and Roger will provide an informed update of the current situation, procedures when terrorism happens on your patch and conclude with a round-table exercise.</i> | |
| 1200 - 1215 | Final comments and course verbal debrief | John Bates Tony Diggins |

BUFFET LUNCH OR PACK-UPS IN THE HAWTHORNE SUITE AND DEPARTURE
Taxis for rail station depart front entrance at 1230

PCTD Team

Tony Diggins BA (Hons)

Tony (Digs) retired from Lincolnshire Police after almost 40 years' service just as the first Covid lockdown was imposed. This scuppered and continues to scupper plans to spend most of his time in Oz so he took up gardening instead. However the fact that Lincolnshire Police had no inclination to continue hosting the courses inspired he and JB to set up PCTD and in association with APComm, will run future residential courses which he originated in the eighties and developed through to 2020. He was formerly with the Directorate of Public Affairs at the Metropolitan Police and prior to that a police and press officer for the Bermuda Police. He has worked extensively abroad providing media-related communications training including contracts in Abu Dhabi, Croatia, Estonia and for the UN in Switzerland and has returned to Bermuda on numerous occasions to provide training for the police and government. He also provided pseudo media on exercises for HM Government in Cyprus, Malaysia, Grand Cayman and for the Olympics preparations in Athens and London. He was quietly retired and asks that if you find an abandoned walking frame on your travels round the hotel it'll be his and to please return it ...



John Bates MCIPR

As a communications practitioner, JB is experienced in issues and crisis management and has acted as a trusted advisor to senior public and private sector managers in strategy, proactive and reactive communications.

Often working on high profile topics and sensitive subjects, JB has worked closely with international, national, regional and local press and broadcast media in relation to 'hard news' stories, leading to interviews (in person) with flagship programmes including Radio 4's "Today" the PM drivetime news, BBC TV's Panorama with Jeremy Vine, Channel 4 News, Newsnight, BBC's Inside Out, The Real Story with Fiona Bruce and has been regularly quoted in print media from the FT to the red tops.

JB has worked alongside departments of the UK Government – including the Home Office, Ministry of Justice, Defra, the MoD and the Foreign & Commonwealth Office and managed a communications department in two FTSE 100's.

As a qualified trainer and member of the chartered institute of public relations JB delivers training and mentoring, at boardroom level as well as to operational staff.

For more than twenty years, JB has had the privilege to work alongside Digs and help deliver national courses for police communicators and in 2020 they took the formal step to form PolComm Training & Development. Digs and he have trained police officers and others in many countries and worked on major projects including the preparations for the Olympic Games in Athens and London.



Sandra Mason

Branding, graphics and admin'



Lutti Bates

Finance, IT and admin'

Sunday

Suffolk Murders

Simon Stevens

Simon is a former newspaper reporter who spent ten years with Eastern Counties Newspapers (now Archant). During this time, he worked for a variety of the company's titles, including the Eastern Daily Press. He joined Suffolk Constabulary as a press officer in 1999. In the winter of 2006, Suffolk Constabulary was thrust into the media spotlight following the murder of five young women in Ipswich. As the force's media services manager, Simon oversaw the media liaison effort during the high-profile investigation which followed. Simon has now moved to NHS Corporate Communications. He is a former participant of the PP course.



Monday

Proactive and Reactive Digital Communications

Scott Fulton

Scott has over 20 years' of experience leading digital channels for Avon and Somerset Police. His team's innovative work on citizen-facing channels (web/social), as well as employee-facing services (intranet), have won numerous international awards. It has also resulted in the force retaining the top performer position in the country for demand management on 101, with HMIC recognition and significant channel shift to digital and citizen satisfaction running at an exceptional 94%.

He has been asked to speak at events as far away as Australia, Copenhagen, and Russia and is a regular contributor to the police communicators courses. He has also helped colleagues in police Corporate Comms and HR teams by equipping them with new skills to thrive, prioritise and win in the fast-paced digital age.

He has just left the force and set up his own company with some of his previous team members who developed Avon and Somerset's current website and Intranet. Their services include: Digital service design and development, Team and individual training and coaching, consulting and speaking.

You can find him online and contact him if you'd like him to help here: <https://linktr.ee/scottfulton>



On-Call ... and Dealing with a Major Incident

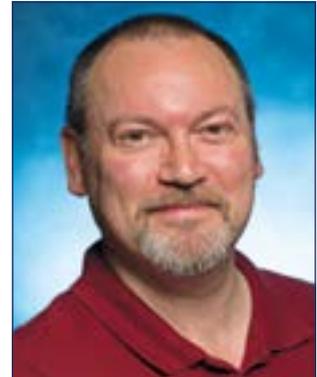
Martin Wallwork

After graduating with a Communication Studies degree, Martin worked in local radio and local government before joining Durham Constabulary in June 1991. He had only been in the job a fortnight when the force found itself in the national spotlight after the fatal shooting of a council official, filmed and photographed by numerous media outlets who had gone to cover a long-running planning dispute.

His 26 years with the force saw him lead on the media strategy for more than 100 homicides, the visit to County Durham in 2003 of US President George W Bush and, more recently, four years dealing with a complex investigation into non-recent sexual and physical abuse at a former Home Office detention centre for young people. He was also commended for his promotional work connected to Channel 5's 'Police Interceptors' programme, which included a live Twitter blog and a series of public 'Meet the Interceptors' events.

Martin left Durham in 2017 to join the media team at Tyne & Wear Fire and Rescue Service before, in October 2018 moving into the arts and cultural sector. His current role includes promoting various cultural venues including the National Glass Centre, as well as marketing a major exhibition of drawings by Leonardo da Vinci at Sunderland Museum and Winter Gardens.

Outside of work, he likes nothing better than to go walking in the North East countryside – preferably with a decent pub at the end of the hike.



Negotiating and Influencing Also, Information Sharing Protocols with International Agencies

Nick Cloke

Nick has moved from Dorset Police where he was Head of Communications and is now Marketing Director for Milton Abbey School in Dorset. In 2014, he returned to Dorset Police as head of department, where he started his policing career over a decade before as a local communications officer. His experience spans all communications and engagement disciplines across three forces. He has worked on a number of high-profile investigations, delivered innovations online and overseen behavioural change campaigns. Professional development of his own staff and colleagues nationally is something he was passionate about. He is a former participant of the PP course.

Since leaving policing three years ago, Nick had been enjoying a more relaxed pace of life in Dorset with his family. He is now Head of Communications & Events at Milton Abbey, a vocationally-focused independent boarding school.



Media Law

Amanda Ball

Amanda Ball is Senior Lecturer in Media Law and Public Administration at the Centre for Broadcasting and Journalism at Nottingham Trent University and has been employed by APComm to deliver media law training for a number of years. We pride ourselves as having 'discovered' Amanda who manages to bring to life what would otherwise be a 'dry subject'! She has taught in further and higher education for over 20 years, specialising in journalism education and training since 1988. Before starting on her full-time academic career she worked as a freelance researcher and production assistant in BBC local radio, while teaching part-time for the Open University.

She is the National Council for the Training of Journalists' principal examiner, chaired the NCTJ's Public Affairs Exam Board for 16 years and is one of the NCTJ's senior examiners in media law. She has extensive experience in delivering specialist training to press office staff at over 30 police forces, BBC local radio journalists, the Press Association, regional newspaper groups, independent radio stations, local government, the Home Office, UKBA and the CPS. She has been an advisor on a number of textbooks in the fields of media law and public administration and is a regular media commentator on legal matters.



Are you making the most of social media?

Gareth Renowden

Gareth is a marketing leader with more than 18 years of experience to draw on across a variety of different challenging industries and organisations. From developing and launching the Rugby Football Union's first supporter engagement scheme, to implementing a digital first approach to farmer knowledge exchange, Gareth's expert use of marketing principles and fundamentals has consistently been called on to deliver business success.

For the last 8 years he has held senior marketing roles within the food industry, and holds professional qualifications from both the Chartered Institute of Marketing and the Institute of Data and Marketing. His strong and varied background in marketing strategy and tactical delivery makes him a great choice to share understanding of how social media marketing is effectively approached outside of police forces.



Social Media and Policing - The Future

David Bailey

David has built a reputation for drive and innovation in public relations, communications and engagement, particularly in the digital environment.

Currently, David is seconded to the National Police Chiefs' Council (NPCC) Digital Policing Portfolio from Staffordshire Police. He is leading the Social Media project within the Digital Public Contact Programme which is working to deliver the vision for a social media-enabled police service across the UK.

Described as 'best in class' by senior managers at Facebook in terms of leading public sector digital engagement, he is a key driver in the use of social media channels in UK policing and wider.

With nearly 20 years of experience in police engagement and communications, David has been involved in every aspect of policing, supporting local face-to-face engagement in community meetings, to leading the media and communications plan complex investigations including counterterrorism and sadly a few murder enquiries along the way.



Tuesday and Wednesday

Strategic Communications Risks

Alec Wood QPM

Retired Chief Constable, Cambridgeshire Constabulary

Alec was Chief Constable of Cambridgeshire from September 2015, having joined as Deputy Chief Constable in 2013. Prior to that, his service through the ranks culminated in Chief Superintendent roles as a District Commander and Head of CID until he was appointed Temporary Assistant Chief Constable in 2009. After completing the Strategic Command Course in 2010 he was appointed Assistant Chief Constable for Operational Policing with Derbyshire. He was involved in work to create a five force major crime unit in the East Midlands and led numerous serious case investigations during his time there. He manages Behavioural Science for the NPCC and is their national lead on the Operations Coordinating Committee driving forward operational policing and community safety issues and developing best practice. He has an MA in Criminology from the University of Keele.



The Media Issues around the Salisbury Novichok Incidents

Siobhan Stayt

Media Officer – Wiltshire Police

Siobhan has been a press officer with Wiltshire Police for more than six years. Before joining the force she worked as a local newspaper reporter for six years.

Her role at Wiltshire Police has been full and varied and has included a placement in the Chief Constable's staff office working as the Chief's dedicated media officer, leading on communications for internal and external campaigns and communications and media delivery for the roll-out of a new local neighbourhood policing model in Wiltshire.

She was part of the media team who worked on the multiagency communications approach, led by Wiltshire Police, into the two nerve agent attacks in Salisbury and Amesbury in 2018. As part of that, she attended the Tactical Co-ordinating Groups on behalf of the police and all partners.



Operation Hydrant

Jacqui Hanson

Jacqui has worked in the field of police communications for over a quarter of a century. Beginning as a press officer with Cheshire Constabulary in 1988, she moved to the role of Media Services Manager, overseeing a busy press desk for many years, ultimately moving to the post of Deputy Head of Corporate Communications.

She has developed and delivered the communications strategies supporting some of policing's highest profile cases – including the murder of Garry Newlove, and the honour-based killing of Shafiea Ahmed – the latter requiring a communications strategy which spanned a decade between Shafiea's disappearance and her parents' convictions for her murder.

In addition to this, Jacqui has significant experience in contingency and crisis communications, internal and change communications and reputation management.

She is the National Secretary for the Association of Police Communicators - a role she has delivered for almost a decade. She is also a long standing member of the National Police Chiefs' Council Communications Advisory Group which, among other things, works with the College of Policing to develop the national media and communications guidance employed by all police forces.

She was appointed as Strategic Communications Coordinator for Operation Hydrant in October 2015.

She is a former participant of the PP course.



The Role of the Family Liaison Officer

Rick Naulls

Rick joined Lincolnshire Police as a cadet in 1981 and as a regular officer in 1984. He served in uniform and CID throughout his service and retired as a Detective Sergeant on the Major Crime Unit. His last enquiry was the Alan Wood murder which remains unsolved.

Rick is now a review officer with the East Midlands Specialist Operations Unit.



Television and Radio Interview Skills in Practice

John Thorne

John is now a broadcasting consultant and media trainer after 28 years with BBC News, following a few more formative years with national and regional newspapers. During his years with the BBC, he was both a radio and television foreign and home correspondent. His favourite base, in family terms, was the two years as Australasia correspondent working out of Sydney; the most varied perhaps the time as Southern Africa correspondent which included the transition of Rhodesia to Zimbabwe, various wars in Mozambique, Namibia and Angola, the beginnings of the Soweto uprising ... and three months in Argentina throughout the Falklands affair. The most intense were the years spent living in Ireland, north and south of the border, first for the Daily Mail from 1969 when the troubles began, then as Ireland correspondent for BBC radio and then television for periods in the 1970s, the 1980s and the 1990s. But forming a sort of backbone to the whole period of Corporation 'service' was the time as North of England Correspondent – alongside colleague Richard Wells – first for television from the beginning of the miners' strike, then as what the BBC called a bi-media correspondent covering events like the Strangeways prison riot, the oil tanker Braer wreck in Shetland, the Hillsborough disaster, the Morecambe Bay cockle pickers tragedy. Now the role of poacher turned gamekeeper helps to keep the fire lit!!



Richard Wells

Richard is the former northern correspondent for BBC News and now operates nationally as a freelance broadcast journalist and trainer.

Press Office Skills in Practice

Pete Bray

Pete retired after 30 years' police service, a predominant part of which was as a detective and latterly as a Divisional Detective Inspector. He has been deputy SIO on numerous high-profile murder cases.

He is a keen proponent of the esoteric pastime of walking football!

Rick Naulls – See *previous entry*



Planning a Media Campaign

John Bates – See *previous entry*

A Phased Approach to Dealing with the Media during Major Incidents

Chris Webb (MCIPR)

Chris is the former Head of News and Deputy Director of Public Affairs at the Metropolitan Police Service and has become one of the UK leading experts in crisis management and crisis communication, having dealt with almost every major incident and high-profile security event to impact on London in nearly 30 years and chaired the London Resilience GOLD Communications Group for ten years. He continues to play a major role in advising and influencing the police and Government on crisis communication and between March and June 2020, he led London's Covid-19 communication response on behalf of the London Resilience Forum and undertook a similar role with Surrey's LRF from October 2020 until March 2021.

In 2018 Chris established EpiCC (Emergency Practitioners in Crisis Communication) that brings together comms practitioners to network and enhance their skills in handling emergencies and disasters.

Throughout his career Chris has led the comms response to a number of high profile and major events including the NATO Summit in Wales, the G8 summit of world leaders in Northern Ireland, the London Olympics and Paralympics, the 7/7 London bombings and the Asian Tsunami.

He has sat on several of the UK's disaster response and emergency planning committees including the Government's crisis emergency group COBRA, the Cabinet Office Media Emergency Forum (MEF) and the Home Office Counter Terrorism Group. He has also supported overseas countries in their handling of high-profile events and disasters, lectures regularly on crisis communication both at home and abroad and has delivered keynote speeches to conferences in America, Australia and New Zealand.



Video and Photography

Harpal Paneser

'H' operates a film production team out of Leamington Spa offering livestream and brand design for brands such as Shelter, UNICEF and NSPCC. He is an active member of the Chartered Institute of Marketing with a background in Digital Marketing and is passionate about developing the possibilities of film production in the UK and abroad. He says he didn't have a decent photo of himself so sent one of Brad Pitt instead 😊

Follow H on social media: @hspaneser



Thursday

Dunblane

Louis Munn

Louis retired from Strathclyde Police in 2005 where he was Chief Superintendent in charge of policing for the centre of Glasgow. In 1994, he was appointed press officer for Strathclyde Police and was responsible for media liaison at numerous high-profile murder enquiries, major criminal investigations, force initiatives and major incidents culminating in his attachment to Central Scotland Police on 13th March 1996 to act as their press officer throughout the Dunblane incident. He is Deputy Lord Lieutenant of Lanarkshire and a Justice of the Peace and spends most of his spare time with his wife Alison chugging his 'tin hut' around the world.



The Role of the Police Press Officer and the SIO

Roger Bannister

Retired Deputy Chief Constable, Leicestershire Police

Roger retired in March 2018 as the Deputy Chief Constable of Leicestershire Police after 30 years' service in two forces - Lincolnshire and Leicestershire, where he enjoyed working in a diverse area with the thatched cottages of Rutland through to inner city Leicester.

Much of his career has revolved around serious/major crime investigation from early CID detective work to becoming a qualified and experienced SIO, through to being the lead for a number of complex and high profile cases. He has always had a keen focus on supporting the most vulnerable in society. He led the Leicestershire Police response to matters involving the late Lord Greville Janner QC in recent years.

Roger was the NPCC lead for CHIS and regionally for Hostage Crisis Negotiators and Prevent and he actively supported some national CT command responsibilities.



The National Crime Agency

Adam Edwards

Adam is a Communications Manager for the NCA, having initially joined the agency's press office just ahead of its launch in 2013. Prior to that, he worked as a press officer for Border Force and the UK Border Agency. Previously Adam had a twelve-year career in broadcast journalism, working as a journalist at BBC 5 Live and as a news editor at Capital Radio and other commercial radio stations across the Midlands.



Victims and the Police Press Officer

Tony Diggins – *See previous entry*

Paul and Jane Walmsley

Jayne and Paul Walmsley are the parents of Luke Walmsley who was stabbed to death at his school in Lincolnshire in November 2003. Tony Diggins and his colleague Dick Holmes were the press officers who provided media-related support to them throughout their ordeal. This session provides you with a unique opportunity to talk to Luke's mum, Jayne and dad, Paul about the tragedy and learn how the police media department played an important part in the way they dealt with the trauma.



Shoreham Air Crash

Andy Freeman

Andy has recently retired after nearly 16 years with Sussex Police communications, following a career that started as a press photographer and went on to include work in the finance, tourism, archaeology and defence industries. His time at Sussex has involved dealing with the communications for many major incidents including, in 2013, the protests surrounding the exploratory shale gas and oil exploration activities at Balcombe, where he learnt a considerable amount about dealing with the media and social media in an environmental protest.

In August 2015, Sussex Police found itself at the forefront of world news when a vintage fighter jet crashed onto the busy A27 at Shoreham during an air show. The shocking images and videos spread rapidly and, as duty news supervisor on the day, Andy led the Sussex Police communications response. From the control room just 40 minutes after the crash, through to the rain-soaked scene over the following days, to sitting with the victims' families in the Old Bailey as the verdict came in, Andy shares the experience in the hope that you never have to deal with anything similar. Andy was a participant on a very early PP communicators course!



The 'Canal Pusher' Investigation

Hannah Ball

Hannah – who was on the PP57 course – discovered her love for comms after launching an awareness campaign for a rare neurological disease her father suffered from, while studying for her degree in Criminology at university.

After teaching herself the basics, she became a freelance PR executive in the private sector where she helped a range of clients to build their brands before leaving to volunteer in the Nottinghamshire Police press office, which led to a full-time role at Leicestershire.

After a couple of years, she moved to the busy press office of Greater Manchester Police. She received a commendation for her expert media management in the complex national investigation into the banned far-right terrorist group, National Action. While she finds cases involving neo-Nazis particularly interesting, taking the lead on the myth that is the canal pusher is what brings her to the course! Hannah is now senior communications officer for the investigation into the Hillsborough Disaster at the Independent Office for Police Conduct (IOPC).



April Jones Murder

Rhian Moore

Rhian is an award-winning communicator and an accredited practitioner in public relations. As a member of the CIPR Rhian has represented the Emergency services in Wales and local government on both APComm and CIPR Cymru Committees.

She has a degree in public relations and has worked in a number of roles in the public sector in Wales, including Head of Media, PR and Marketing Manager and was the Head of Corporate Communications for Dyfed Powys Police from 2008 to 2015, where she led the press office, internal communications, community relations, digital engagement as well as reputation and crisis management; all with the ultimate aim of enhancing community reassurance and confidence in the Force. In 2012, Rhian led the communications team through Operation Tempest, the abduction and murder of five-year-old April Jones. She advised the investigation team on the media, community reassurance and digital engagement strategies as well as the internal communication and stakeholder liaison.

She moved from police communications in 2015 to work in the steel industry and later took up her current role as Head of Internal Communications for Great Western Rail.



Friday

Dealing with the Manchester Victims

Lyndsey Dudley (former participant of the PP course)

Lyndsey has been a Senior Press Officer for Greater Manchester Police for three years and only 18 months ago was a participant on the PP course.

After spending five years working in NHS and Department of Health comms, Lyndsey joined GMP with no prior police experience.

In the years since stepping into the role, she has learnt more than she ever thought was possible and has dealt with countless murders, shootings and reputational issues, while also playing a key role in the communications following the Manchester terror attack.

Lyndsey independently managed the press interest around the families of all the 22 victims of the attack – something that had never been done before in police communications. In the days and months that followed the tragic events of May 22nd 2017, she developed the role of the Press Family Liaison Officer, hugged and cried with the families, helped them paint a true picture of their loved ones in the media, all whilst balancing this with the relentless media demands.

She moved on from her role in GMP to work for South Yorkshire's Police and Crime Commissioner and is now on maternity leave having given birth to her second daughter Dahli Leh in March.



Dealing with Social Media during the Manchester Attack

Ben Ashworth (former participant of the PP course)

Ben is a Senior Press Officer for Greater Manchester Police and has worked for the force since 2014. He began his career at GMP working as Press and Public Relations Officer, assisting in delivering cutting edge campaigns and supporting major investigations before switching his focus to the Press Office full-time and taking on a more operational role.

He then rose through the ranks to become Senior Press Officer where he manages high-profile investigations including Counter Terrorism Policing North West operations, international football matches and countless murders. He is also the press officer behind the award-winning Channel 4 documentary "The Mystery of the Man on the Moor" – the mysterious death of an unidentified man on Saddleworth Moor.

In his time at GMP, Ben has led communications strategies for numerous critical incidents and was the on-call press officer on the night of the terrorist attack at the Manchester Arena on 22 May 2017.

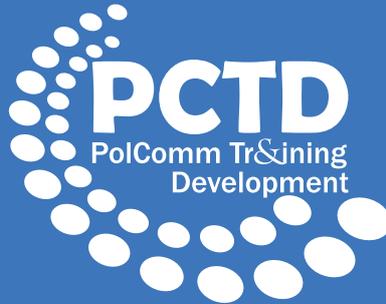
He was a participant on the PP54 course in October 2015.



Terrorism on your Patch

Chris Webb – See previous entry

Roger Bannister – See previous entry



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