

Communicators Strategic Course

Monday June 28th – Thursday July 1st 2021

A strategically focused course for police communicators

APS 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 QHotels Group and this residential course will be one of the first that the hotel will be hosting since it reopened 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 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 | 07879 604001

Arrival

Please arrange to arrive at Belton Woods **by 1200 on Monday 28th June**. Please check in and either leave your bags in your car or with the concierge service and make your way to Stantons Restaurant (ground floor to the right of reception) where there will be tables allocated for the course participants. Lunch will be available from 1200 to 1300 and the course will start at 1315 in the Hawthorne Suite. Hawthorne is on the first floor and you can take the lift opposite reception or the staircase just to the right of the lift.

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 Monday 28th June or the weekend immediately before. However, at the time of writing 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 Monday 28th there are trains scheduled from:

Northbound Kings Cross to Grantham		Southbound Connecting from Doncaster	
Departing	Arriving	Departing	Arriving
0933	1040	0948	1017
0948	1049	1025	1106
1006	1120	1047	1117
1033	1140		

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 Thursday 1st July in time to connect with the 1318 south bound or the 1321 north bound services.

Any difficulties, contact TD on the mobile numbers on page 2.

By Road

There is ample car parking at Belton Woods.

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 late morning on a Monday!

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 two courses. But, as you'll see from the programme, there will be very limited leisure time during what will be an intensive three days 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 593200**

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 offers course participants a nightly rate of **£95 B&B** or **£125 DB&B** for the Sunday prior to the course. There are no vacancies on the Thursday 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! Without doubt, there is a pent-up desire to engage with people face to face and we are so looking forward to welcoming you to this course in person. It doesn't need us to say that we've all just lived through a pandemic and this course begins a week after the final part of the Government's road map was due to be reached.

The last scheduled strategic course was due to take place from 20th – 27th March 2020 but was cancelled a few days before we went into the first lockdown. This coincided with my retirement from Lincolnshire Police where we'd been running the courses since the 1980s.

As Lincolnshire Police chose not to continue to be associated with this long-established national course programme and having originally formulated and developed the courses, 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 long-standing associate, John Bates. Failure to have done so would have left a huge gap in the potential learning and networking opportunities for police communicators. We are pleased to be running them in association with your national organisation, APComm. APComm secretary, Jacqui Hanson will be visiting the course on Monday and Tuesday.

Tony Diggins

John Bates

As you probably know, we have made several attempts to reschedule 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 of Belton Woods and the long light evenings.

The structure and content of this course is significantly different to what we had originally planned so we will be particularly keen to have your constructive feedback about its utility to your role and any suggestions for additional inputs. We do act on the feedback we receive from you and I am firmly convinced that is the key to the longevity of the courses. **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!**

Most of the sessions on this strategically focused course are participative and encourage your involvement. Where there are presentations, we have asked the presenters to allow time for questions so we urge you to make the most of what will be a short, but hopefully very pleasant and useful, sharp shock.

Do take the time to read through this brochure and the biogs of the facilitators. If you have any queries at all, please don't hesitate to contact me by email or mobile phone [details page 2]

We are really looking forward to welcoming you!

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.

Monday 28th June

Arrival at Belton Woods in time to meet for lunch at Stantons Restaurant (take the corridor just to the right of reception).

1200 – 1300 LUNCH IN STANTONS RESTAURANT

HAWTHORNE SUITE (First Floor)

Either take the lift opposite reception or the staircase just to the right of the lift.

1315 - 1330 **Opening Remarks** JB | TD

1335 - 1440 **Strategic Issues from the Novichok incidents** Scott McPherson

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.

1445 - 1545 **The Police Intranet that Surprised the Doubters, Reduced Operational Demand and wasn't Rubbish!** Scott Fulton

Scott will discuss how:

- *you can use agile principles for product and content rollout to reduce risk and delight users;*
- *to identify and prioritise top tasks for a complex, ever-changing organisation;*
- *to get out of project-based thinking and into product-based thinking, a key element for ongoing success; and*
- *content governance tips and tricks including the secrets of managing push and pull content.*

1550 - 1700 **Media Law Update Session** Amanda Ball

Amanda will explore a range of issues of media-related law, but what is covered to an extent depends on you providing Amanda with the areas you would like to discuss. Please email her direct at amandajball17@gmail.com

1705 - 1730 **Consideration of the '... little bit of local difficulty ...'** JB | TD
Exercise and first feeds of information to be considered in syndicates

1915 **EVENING MEAL IN STANTONS RESTAURANT**

**Jacqui Hanson and Annabelle Rusbridge-Thomas from APComm Exec
will be observing on the course this afternoon**

Tuesday 29th June

HAWTHORNE SUITE

0900 - 1015 **Effective Leadership** **Harry and Rosie Bartlett**

During this session, you will be invited to examine the rights and wrongs of effective leadership and communications skills, especially during prolonged crises situations and aim to help you get the best performance from yourself and your team.

REFRESHMENTS

1030 - 1200 **Change Management** **Jane Turtle**

Jane will invite you to participate in exploring five change models, identify employee behaviours during the change process and review options to bring about positive change.

1205 - 1245 **'... little bit of local difficulty...' exercise - further consideration** **JB | TD**

LUNCH IN STANTONS RESTAURANT

1345 - 1500 **Strategic Decision-Making Exercise** **Alec Wood | Roger Bannister**

REFRESHMENTS

1515 - 1615 **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

1620 - 1730 **Crisis!** **Chris Webb | Alec Wood | Roger Bannister**

1915 **EVENING MEAL IN STANTONS RESTAURANT**

Jacqui Hanson, Lucy Bogustawski and Kate Quilley from APComm Exec
will be observing on the course today

Wednesday 30th June

Refreshments will be available throughout the day in the Hawthorne

HAWTHORNE SUITE

From 0845 **Crisis!**

Chris Webb | Alec Wood | Roger Bannister | Kevin Bocquet
John Bates | Lyndsey Dudley | Ben Ashworth | Harpal Paneser

1230 - 1315 **LUNCH IN STANTONS RESTAURANT**

1630 - 1700 **Crisis exercise debrief**

1705 - 1800 *'... a little bit of local difficulty ...'* exercise consideration and access to
producer or reporter for *'Action Time'*

John Bates | Kevin Bocquet | Richard Wells

1915 **EVENING MEAL IN STANTONS RESTAURANT**

Kate Quilley from APComm Exec will be observing on the course today

Thursday 1st July

Check out, settle your account and either store bags with the concierge or in your car. Make sure to let us know this morning if you will need a taxi to the rail station at lunchtime.

HAWTHORNE SUITE

Refreshments will be available throughout the morning in the Hawthorne

0845 - 1015 [TV Interviews for Local Difficulty](#)

1030 - 1200 [Feedback from above](#)

1200 [Course Debrief](#)

JB | TD

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

Callum Huckle from APComm Exec will be observing on the course this morning

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 100s.

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'

Monday

The Media Issues around the Salisbury Novichok Incidents

Scott McPherson Head of Media Services, Wiltshire Police and PCC



Scott trained as a journalist and worked at two newspapers before taking up the position of news editor at the Swindon Advertiser, a daily newspaper, in 2010. During his two year stint, Scott was content manager for each day's newspaper, all of the online coverage in addition to overseeing the training of a team of 12 journalists.

In 2012, Scott joined Wiltshire Police as a press officer and covered the force's biggest patch and some high profile criminal cases. Two years later, Scott joined Avon and Somerset Police as a media officer where he took responsibility for the communications of all PSD-related issues, including the murder of Bijan Ebrahimi and the subsequent criminal misconduct cases arising from it. Scott was also the communications lead for the policing element of the Glastonbury Festival for three years in addition to being the dedicated Counter Terrorism communications lead for the South West.

In 2017, Scott re-joined Wiltshire Police as Head of Media Services and, in 2018, played a vital role in managing the media for the investigation into non-recent sexual abuse allegations relating to the former Prime Minister Edward Heath and also the two Novichok nerve agents attacks, which dominated the international news agenda for most of 2018.

The Police Intranet that Surprised the Doubters, Reduced Operational Demand and wasn't Rubbish!

Scott Fulton



Scott has over 20 years' 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>

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.

Tuesday

Effective Leadership

Harry and Rosie Bartlett

Harry develops people to improve their personal performance, challenging individuals and teams to be the best they can be. By using his passion and talent for stimulating key traits. Harry's expertise, skill and experience stem from his own core values and have been honed over 32 years of military experience, 28 of which were with the United Kingdom's Special Forces.



Rosie designs and delivers on subjects such as high performance, wellbeing, and mental and physical robustness. As a Chartered Physiotherapist she has experience within the NHS, and private practice. Rosie lectures to practitioners internationally, she works as a performance coach with UK Sport, guiding podium athletes and delivering leadership development to Olympic coaches. Rosie is an accredited mentor with the Premier League and the Chartered Society of Physiotherapists.



Change Management

Jane Turtle

Jane has more than 30 years' experience working with a diverse range of national multi-site employers (public, private and not for profit). She has supported blue chip organisations to achieve excellence which has led to awards both operationally and through their employee experience. She has hands-on experience of team transformation for new and existing teams and recognises that getting it right first time can be tough, especially when change is needed. She recognises that engaging remote teams, working with resistance and interpretation of the message can all lead to unsuccessful implementation of change programmes. Jane is a passionate advocate for transformational learning and will help with a blend of facilitated engagement, learning and change workshops.



Strategic Decision Making Exercise

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.



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. In recent years, he led the Leicestershire Police response to matters involving the late Lord Greville Janner QC.

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



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.



Crisis

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.



Wednesday

Crisis

Chris Webb | Alec Wood | Roger Bannister | John Bates – as detailed previously

Kevin Bocquet

Kevin spent 24 years at the BBC, most of that time as North of England correspondent, based in Manchester, working for radio and television. Among the stories he covered were the IRA bomb explosions in Manchester and Warrington, the James Bulger and Harold Shipman murder cases and the Foot and Mouth emergency.

Kevin also worked overseas for the BBC, in the United States and the Middle East, where he covered the aftermath of the first Gulf War. In 1994, he was the BBC's Far East Correspondent, based in Hong Kong.

For several years, Kevin was a regular presenter of the Radio 4 "PM" programme, and he has presented other Radio 4 programmes, including the topical media show "The Message".

Since leaving the BBC in 2006, Kevin has set up his own media training and crisis management company, working all over the UK and serving a wide range of clients from both the public and private sectors. He also hosts corporate conferences and other events.



Lyndsey Dudley (former participant of the PP course)

Lyndsey has been a Senior Press Officer for Greater Manchester Police for three years and only two years 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 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.



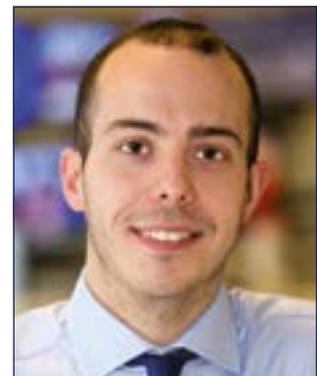
Ben Ashworth (former participant of the PP course)

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.



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



Richard Wells

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





Police Communicator Training operated by:

PolComm Training & Development

Telephone: **07879 604001**

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

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

Courses for police communicators
operated in association with

