

<b>ACADEMY OPTIONS</b>	Member/Non Member All prices are +VAT@20%
<b>Option 1: WHOLE ACADEMY SINGLE</b> 48 hour rate, <b>SINGLE OCCUPANCY</b> to include whole academy and meals Tuesday lunch to Thursday lunch	<b>£750/£900</b>
<b>Option 2: WHOLE ACADEMY SHARING</b> 48 hour rate, <b>SHARING OCCUPANCY</b> in a two double-bedded room and including whole academy and meals	<b>£650/£800</b>
<b>Option 3: TUESDAY 1/2 DAY</b> Tuesday afternoon sessions including lunch and refreshments	<b>£250/£300</b>
<b>Option 4: WEDNESDAY FULL DAY</b> Wednesday sessions only including lunch and refreshments	<b>£350/£500</b>
<b>Option 5: THURSDAY 1/2 DAY</b> Thursday sessions only including lunch and refreshments	<b>£250/300</b>
<b>Option 6: TUESDAY NIGHT/WEDNESDAY SINGLE</b> 48 hour rate, <b>SINGLE OCCUPANCY</b> to include lunch, dinner and bed on Tuesday and breakfast, academy sessions and lunch on Wednesday	<b>£650/£800</b>
<b>Option 7: TUESDAY NIGHT/WEDNESDAY SHARING</b> 48 hour rate, <b>SHARING OCCUPANCY</b> in a two double-bedded room to include lunch, dinner and bed on Tuesday and breakfast, academy sessions and lunch on Wednesday	<b>£550/£700</b>
<b>Option 8: WEDNESDAY NIGHT/THURSDAY SINGLE</b> 48 hour rate, <b>SINGLE OCCUPANCY</b> to include lunch, academy sessions and dinner on Wednesday, bed then breakfast, academy sessions and lunch on Thursday	<b>£650/£800</b>
<b>Option 9: WEDNESDAY NIGHT/THURSDAY SHARING</b> 48 hour rate, <b>SHARING OCCUPANCY</b> in a two double-bedded room to include lunch, academy sessions and dinner on Wednesday, bed then breakfast, academy sessions and lunch on Thursday	<b>£550/£700</b>
<b>ADDITIONS</b>	
<b>Option 10: Monday Night Single</b> Monday night (includes dinner, bed and breakfast)	<b>£200</b> Single occupancy
<b>Option 11: Monday Night Sharing</b> Monday night (includes dinner, bed and breakfast)	<b>£150</b> Sharing occupancy
<b>Option 12: Tuesday Morning Workshop: DIGITAL STRATEGY FOR THE FUTURE</b> Open to MEMBERS of APComm and includes lunch and refreshments	<b>FREE</b>

# APComm The Association of Police Communicators

## ACADEMY 2024

**Belton Woods Hotel, Grantham | Tuesday 26<sup>th</sup> to Thursday 28<sup>th</sup> November**

### REGISTRATION

Administration and registration for the 2024 APComm Academy will be provided by **Polcomm Training & Development (PCTD) Ltd.** The registration form must be completed on-line by a delegated team member and authorised by the Head of Department.

Any queries relating to Academy registration or administration can be directed to:  
**support@pctd.org.uk** or call Tony Diggins direct on **07879 604001**

Because of the way the system will operate, a maximum of **six** delegates can be registered on each form. If you wish to send more than six delegates, simply submit two registration forms.

Submitting your registration will automatically generate an on-screen confirmation that your details have been sent to PCTD and the person registering will then be contacted by PCTD with a quote to confirm the amount the purchase order needs to be made for.

Registrations will be accepted on a 'first come, first served' basis and will be considered 'provisional' until the receipt of the purchase order details which must be received as soon after registration as possible and no later than **FRIDAY OCTOBER 18th** – **If your purchase order is not received by that date, to avoid cancellation charges with the hotel, your reservation will be cancelled and the room returned to the hotel for re-sale or allocated to the next person on the waiting list.**

**TO BOOK YOUR PLACE VISIT: [www.apcomm.org.uk](http://www.apcomm.org.uk)**

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# 2024 DRAFT ACADEMY AGENDA

## Communications: A Vital Operational Policing Capability

(The agenda is still being developed and amendments will be made as planning progresses)

### TUESDAY 26TH NOVEMBER

#### MORNING: FREE SESSION FOR APComm MEMBERS ONLY\*

##### 1000 - 1200 DIGITAL STRATEGY FOR THE FUTURE

*A practical theory workshop aimed at practitioners with the NPCC Social Media lead as we all seek to navigate the current social landscape.*

**\* You do not need to be a registered delegate for the Academy to attend this session which is free to all APComm members. However, if you wish to stay for Academy business in the afternoon, you must register and pay the delegate fee for that option.**

**FREE LUNCH FOR THOSE ATTENDING**

#### ACADEMY DELEGATES

##### 1200 ARRIVAL

You will be greeted with a welcome pack and the opportunity to network over a buffet lunch

**MAIN ACADEMY IN THE MAJOR OAKS SUITE WITH ADJACENT BREAK-OUT ROOMS**

Take your place in the Major Oaks Suite by 1300 for the opening of APComm Academy 2024.

The afternoon will be hosted by TBC

##### 1300 Welcome and Introduction

Kate Quilley and Clare Mills, APComm Co-Chairs

##### 1310 KEYNOTE SPEAKER

##### 1405 Using Communications to Prevent and Detect Crime and Maintain Service Delivery

- West Midlands Drink Drive campaign: increasing capacity through shared delivery
- CTPHQ case study
- Surrey Cow incident: maintaining public confidence in a force under scrutiny

Followed by a 15 minute Q&A

##### 1505 Sponsor spotlight

##### 1510 REFRESHMENTS AND SPONSORS TIME

##### 1540 Police Race Action Plan

*How Communicators Can Help Deliver the Police Race Action Plan. T/DAC Dr Alison Heydari's insight into leadership and building inclusion into our conversations with communities*

**Dr Alison Heydari, T/DAC Met Police and Police Race Action Plan lead**

##### 1625 Sponsor spotlight

1630 **Practical Workshops (Choose one)**  
*Workshop 1: Data and AI*  
*Workshop 2: Working with FLOs*  
*Workshop 3: Collaboration on Campaigns*

1715 **Close**

1715 - 1800 **NETWORKING OPPORTUNITY (IN THE BAR / LOUNGE)**

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## **Tuesday Evening**

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1900 **DINNER**

2030 - 2145 **MEDIA PANEL**

*Details to follow*

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## **WEDNESDAY 27TH NOVEMBER**

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**The morning session will be hosted by TBC**

0845 **Welcome and opening**

0855 **APComm AGM**  
*Lucy Bogustawski, Treasurer APCOMM*  
*TBC, Co-Chair*

0910 **Northamptonshire Chief Constable Misconduct Case (followed by Q&A)**  
*Details to follow*  
*Richard Edmondson, Head of Comms, Northamptonshire Police*  
*Deborah Osbourne, Head of Comms, Northamptonshire PFCC*  
**Followed by a Q&A**

1000 **Sponsor spotlight**

1005 **Water Board: Hero to Villain**  
*A reflection on how national events affect local and lessons learned*

**1040 REFRESHMENTS AND SPONSORS TIME**

1110 **KEYNOTE SPEAKER**

1200 **The Nicola Bulley Investigation: The Inside Story**  
*Head of Media and Engagement for Lancashire Constabulary will speak candidly about the impact of the investigation, subsequent review and the publication of the COP report – how do you survive professionally and personally when you can't be heard? Here's a view from the inside.*  
*Liz Riding, Head of Comms, Lancashire Police*

**1300 BUFFET LUNCH**

**The afternoon session will be hosted by TBC**

1400

**KEYNOTE SPEAKER**

**Being your Authentic Self, Resilience and Speaking Truth to Power**

*Being your authentic self, resilience and speaking truth to power. Hear from Gamal Turawa (or 'G'). In this session, G will share the knowledge and experiences that his remarkable career and life has given him to empower, enable and inspire you to find your own truths and direction.*

1445

**Sponsor spotlight**

1450

**REFRESHMENTS AND SPONSORS TIME**

1515

**Recent disorder**

- National response v local force responses
- Community engagement and innovation - seldom heard/need to reach communities
- Consideration for internal communications
- Disinformation/misinformation
- Reflection on the new Government - the community rising

1645

**Sponsor spotlight**

1650

**Close**

1650 - 1730

**NETWORKING OPPORTUNITY IN THE BAR**

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**Wednesday Evening**

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1900

**DRINKS RECEPTION**

1930

**DINNER AND CHARITY RAFFLE**

2100

**2024 APCOMM RECOGNITION AWARDS CEREMONY**

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**THURSDAY 28TH NOVEMBER**

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**The morning will be hosted by TBC**

0900

**Welcome and Opening**

0910

**Case Studies**

1. Op Elevate (Clear, Hold, Build)
2. Victim and Witness Resource
3. Hate Crime Law Incident

1020

**Aligning Communications, Engagement and Neighbourhood Policing**

Challenges, opportunities and how to find an effective approach for your communities.

**Robin Punt**, APCOMM Vice Chair and Head of Corporate Communications, Essex Police

**Beth Durham**, Head of Corporate Communications, Sussex Police

105

**Sponsor spotlight**

1110

**Sponsor spotlight**

**1115 REFRESHMENTS AND SPONSORS TIME**

1145 Cases where comms have been used differently or innovatively:

- Reading Inquest
- Holly Willoughby case
- Body under the patio
- Greg James mock arrest

**1315 KEYNOTE**

Leveraging and Raising the Profile of Comms and Academy 2024 Close  
CC Gavin Stephens, NPCC

**1345 ACADEMY CLOSE AND LUNCH**