



APComm

ACADEMY 2019

from **Wednesday November 27th**
to **Friday November 29th inclusive**
at the **Belton Woods Hotel, Grantham**

Hosted by



Members of the Lincolnshire Police Communications and Public Affairs Team involved in this year's conference welcome you back to Lincolnshire.



Tony Diggins
Head of Communications
and Public Affairs



Sandra Mason
Graphic Design and
Publication



Julia Lovett
Graphic Design and
Publication



John Horton
Campaigns and
Engagement Officer

We're delighted to welcome you back to Lincolnshire for the APComm Academy. Once again the APComm Executive has created a very strong agenda and the sell-out attendance make the efforts of all of us worthwhile.

Once again Belton Woods Hotel won through the tendering process which has allowed us to keep the full delegate fee to around £500 – which represents remarkable value for money and is well under the cost of attending even five or more years ago!

We will be here throughout the event to make sure everything runs smoothly and efficiently so please contact any of us if you have any queries or anything you think we can help with.

Tony Diggins

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Our Sponsors

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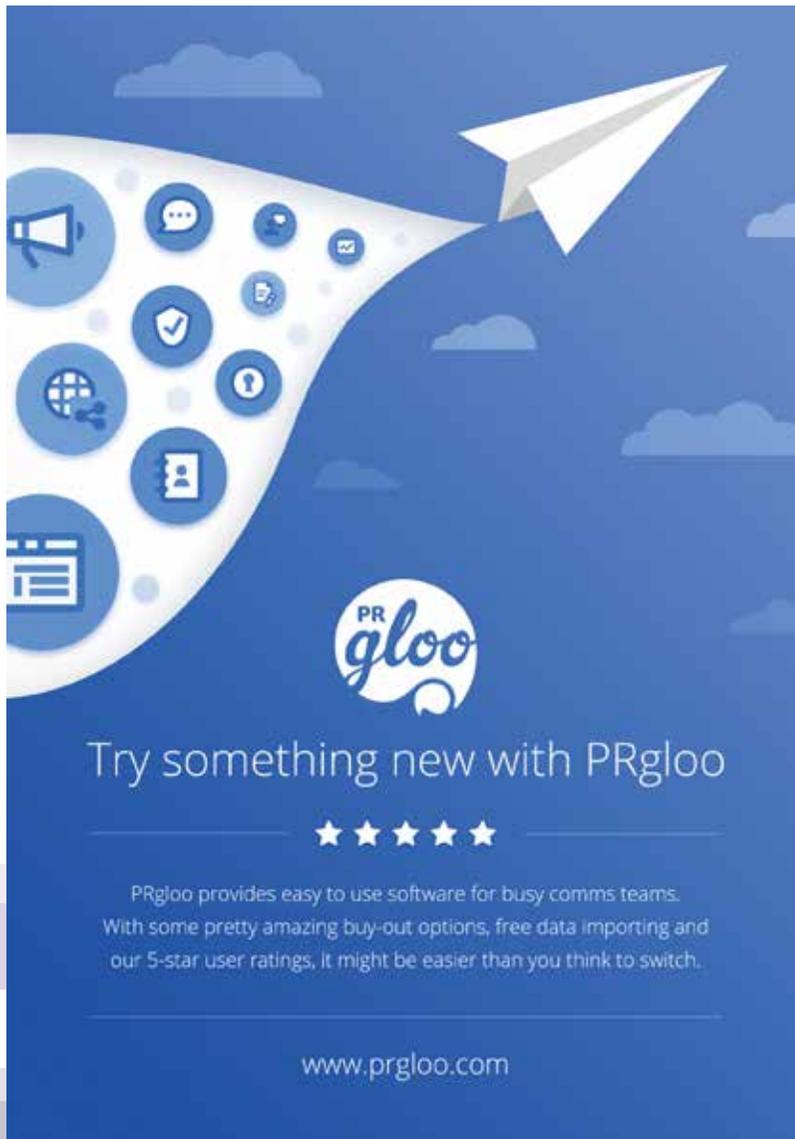
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Welcome to Lincolnshire



Bill Skelly
Chief Constable

I am delighted to welcome you back to this wonderful and distinctive county.

I know that Belton Woods continues to provide excellent value for money for both the national communicator courses and this conference and I am sure the surroundings will once again complement what will be an invaluable learning and networking experience for you all.

Last year I wrote in this foreword that it had been another momentous year for policing, citing the terrorist attacks in London and Manchester. Once again terrorism, albeit in a different form, has been making the headlines since the summer and continues to do so with the Novichok attack in Salisbury. As always, communications is a critical part of dealing with these incidents and justifiably it features heavily in your agenda on Thursday morning.

When those kind of incidents happen, you as police communicators come under intense pressure and scrutiny and I am really pleased to see that resilience and wellbeing also feature in your agenda this year. The wellbeing of everyone in Lincolnshire Police is one of my main priorities. Perhaps inevitably, the two extra wellbeing leave days I have granted to all

officers and police staff was over simplified by some in the media, with The Sun branding them as 'Yoga Days' – which did allow Radio 4 to note that at least I was encouraging a more flexible workforce! In reality, they are part of a major programme to try and ensure my staff have every opportunity to look after their own wellbeing. I think it was Sir Richard Branson who said that his philosophy throughout his companies was *'if you look after the people who work for you, they will look after your customers'*. And that broadly is my philosophy as well – to have a healthy and content workforce, committed to serving the public, and providing the best possible service with the limited resources I have.

Once again your packed and varied agenda focuses on the communications issues of many of today's policing challenges including prioritising internal communications to ensure that staff have access to accurate information about the force before it is interpreted by the news media. Focussing on the vulnerability of many of the people we have to deal with and the way those issues are communicated is crucial, and with that, and the session on Unconscious Bias, being here as a police communicator will be an invaluable learning experience.

As well as the very varied agenda, a great deal of knowledge and value will be gained by interaction with your colleagues and partner agencies. All the issues you will discuss over the three days will have, at their core, the aspects of maintaining and building public trust and confidence in the police during such challenging times.

I am proud to be the host force chief constable for such an important annual event. Welcome to Lincolnshire and I wish you an enjoyable and worthwhile conference!

A handwritten signature in black ink, appearing to be 'Bill Skelly', written over a light purple background.

Welcome



Ruth Shulver
Joint Chair

Kate Quilley
Joint Chair



To follow

Ruth Shulver and Kate Quiller

Joint Chairs

Digital Marketplace

WEDNESDAY | CEDAR 1 AND 2

Available from 1000

Are you in a senior or technical role within your communications team?

Do you understand the various national IT projects that will be impacting on your team?

If the answer to any of those questions is yes, experts from these areas will be available to answer all of your questions in our special 'Digital Marketplace' throughout the first day of the APCOMM academy on Wednesday 27 November.

Single Online Home

Do you want the chance to put your questions to the Single Online Home National Team?

David Stones, Director – Single Online Home

National Enabling Programme

Do you want to understand more about the technology, the value the national enabling programme is rolling out and the opportunities this could create for your internal comms approach?

TBC, ???

National Social Media Project

Would it be helpful to hear about what the national social media project landscape review proposes around future public engagement/public contact? How can they help you procure the right platforms and get the most out of public engagement through your social media channels?

David Bailey, NPCC Digital Policing Portfolio

Agenda

WEDNESDAY

REGISTRATION AND CHECK IN

from 1230 BUFFET LUNCH IN STANTONS BRASSERIE

HOSTED BY: KATE QUILLEY, CO-CHAIR AND HEAD OF CORPORATE COMMUNICATIONS FOR WARWICKSHIRE POLICE

PLEASE TAKE YOUR PLACES IN THE MAJOR OAKS SUITE BY 1315

1315 Conference Opening

Ruth Shulver | Kate Quilley

Co-Chairs of the Association of Police Communicators

1325 Overview – The communications Landscape and our Challenges

Chief Constable Gareth Morgan, Chair of the National Police Chiefs Council (NPCC) Communications Advisory Group considers the communications challenges policing has faced during 2019, and looks at what lies ahead in the communications landscape for 2020.

Chief Constable Gareth Morgan, Director of Senior National Assessment Centres and the NPCC chair of the Communications Advisory Group

1400 Internal Communications and Employee Engagement

Information?

Nita Clarke, Director, Involvement and Participation Association and Co-Chair of the Government Task Force

1500 REFRESHMENTS AND SPONSOR TIME

1530 Breakout – choice of:

Option 1 | HAWTHORNE 1

- Workshop - Leadership Skills for Senior Police Communicators

– Influencing and Negotiating

An interactive workshop which considers whether senior police communications professionals are ready for the new leadership challenge.

Chief Constable Gareth Morgan, Director of Senior National Assessment Centres and the NPCC chair of the Communications Advisory Group

Supported by:

Nicola Growcott, Communications Manager – National Police Chiefs' Council

Lisa Benbow, Head of Corporate Communications for Staffordshire Police

Option 2 | HAWTHORNE 2

- Behavioural and Cultural Change (Internal Communications/Engagement)

Information?

Facilitated by Nita Clarke

Supported by Liz Riding, Head of Media and Engagement – Lancashire Constabulary

Option 3 | MAJOR OAKS SUITE

- Welfare and Wellbeing

Information?

Facilitated by **Jenna Flannagan**, Oscar Kilo
Supported by **Kate Quilley**

1630 **Behavioural Insight**
Information?

Ruth Shulver | Kate Quilley

1730 **END OF CONFERENCE DAY 1**

The bar in the Major Oaks Lounge will be open from 1900

1930 **HOT BUFFET DINNER AND NETWORKING IN THE MAJOR
OAKS SUITE INCLUDING 'VERY SHORT' QUIZ!**

THURSDAY Major Oaks Suite

0845 CONFERENCE – DAY TWO

HOSTED BY: CLARE MILLS AND CHARLOTTE PARKER, VICE-CHAIRS OF APCOMM EXECUTIVE TEAM

Review of the previous day and preview of today's agenda

0900 Quick Fire Case Studies with panel discussion and questions

- **Police Federation – Cyber Security Attack**

Anyone own a fax?

When a cyber attack hit the headquarters of the Police Federation of England and Wales all systems were affected and sensitive data had been potentially breached. When it was felt it couldn't get worse it did and a high level policing investigation involving Government began.

This input will take you through the extreme communications challenges when systems are down.

Catherine Feast, Head of Communications,
Police Federation of England and Wales

- **Operation Trebor - Gatwick Drone Attacks**

Last Christmas, a malicious drone attack at Britain's second largest airport closed the runway for 36 hours, disrupting 1,000 flights and the travel plans of 140,000 passengers.

The police response and subsequent criminal investigation was the focus of intense public, media and political scrutiny. The incident was unprecedented at any airport in the world and has led to enhanced security nationally and internationally.

Beth will chart Sussex Police's operational and communications response and share key learning recommendations, relevant to any police communicator dealing with sites of critical national infrastructure.

Beth Durham, Head of Corporate Communications,
Sussex Police

- **Responding to Online Child Sexual Abuse Activist Groups (OCAGs) and Increasing Public Confidence in Policing**

In 2018 the increasing escalation of activity by Online Child Sexual Abuse Activist Groups (OCAGs) was declared a critical incident by the Police Service of Northern Ireland. Concerned about the rise in the number of incidents, the increasing public support for these groups and this type of aggressive vigilante behaviour, the organisation began developing a communications strategy to support the overall policing operation and increase public confidence in the work of detectives in the Public Protection Branch.

Media Centre Manager Lorna Dobson and Gold Commander Detective Chief Superintendent Paula Hilman worked closely with NPCC lead ACC Dan Vajzovic to develop the communications strategy and national guidance regarding the activity carried out by OCAGs with the aim of co-ordinating and supporting the OCAG Delivery Plan in alignment with the National Vulnerability Action Plan across England, Wales, Scotland and Northern Ireland.

Lorna Dobson, Media Centre Manager, Corporate
Communications Department, PSNI

- **Breck's Last Game – A Collaborative Project**

Following the success of Kayleigh's Love Story – a film about 15-year-old schoolgirl Kayleigh Haywood who was murdered after being groomed online – Leicestershire Police was approached by Lorin LeFave, the mother of 14-year-old Surrey teenager Breck Bednar who was killed in Essex in 2014.

Breck had been groomed through gaming sites and was murdered by an online "friend" he had gone to meet for the first time.

Lorin wanted Breck's story to be told to help raise awareness of the online grooming of boys.

Leicestershire Police took on the project, collaborating with Surrey Police, Essex Police and Northamptonshire Police to make it happen.

This presentation outlines how the four-force collaboration delivered the project, what worked, and what was learned – from making the film and working closely with Lorin LeFave, to briefing and managing stakeholders across the country and co-ordinating a media launch and school roll-out in four force areas.

The final product has been shown to thousands of school children in all four force areas, has won a string of awards, been adopted by Australian Federal Police and been viewed millions of times online.

Catherine Oakes, Leicestershire

Ruth Shulver, Metropolitan Police Service and Joint Chair of APComm

Claire Tomkins, Northamptonshire

1045 REFRESHMENTS AND SPONSOR TIME

1115 Stalking and Harassment – A Personal and Professional Perspective

Since running for office in 2012 until October last year Sussex PCC Katy Bourne was harassed and stalked online and on the streets by a local man. His obsessive behaviour included publishing thousands of online posts, dozens of videos and repeated malicious and false allegations. Despite submitting six years' worth of evidence the CPS advised that a criminal charge was not warranted so Katy had to resort to civil injunctions to get her stalker to desist. Katy will talk about how this experience and the murder of a young stalking victim made her determined to improve the police and prosecutor response to stalking and to raise the profile of a hidden but growing crime.

PCC Katy Bourne OBE, PCC for Sussex

1200 Break out Sessions

Option 1 | CEDARS 1 AND 2

• PCC Communications – Challenges, Collaboration, Integration

They say communication is key, especially when it comes to working with our key partners. But there's often a breakdown in communication between two of the most important communications functions in local policing, the police force and the Police and Crime Commissioner communications teams. This joint workshop brings together force and PCC communicators to look at how we can improve our working relationship in order to deliver effective communications. It will also include a short presentation on purdah and the dos and don'ts for communication teams ahead of the 2020 PCC elections.

Caroline Tozer, Cheshire OPCC

Zara-Ann Hughes, Wiltshire Police and OPCC

Jamie Hurst, Association of Police and Crime Commissioners

Clarissa Hawthorne, Association of Police and Crime Commissioners

Option 2 | HAWTHORNE 1

• Collaborative Work across the Public Sector

Information?

Richard Edmondson, Head of Corporate Communications – Northamptonshire Police

Lisa Benbow, Head of Corporate Communications – Staffordshire Police | Staffordshire Fire and Rescue Service

Option 3 | HAWTHORNE 2

• When Social Media Goes Wrong – Challenges, Impact, Mitigation, Opportunities – share and tell facilitated session

Day in day out we see police communicators do some fantastic work on social media. But we know that occasionally things do go wrong. So what do you do when you've inadvertently created a perfect Twitter storm, or when the Facebook comments are stacking up quicker than you can say Mark Zuckerberg?

In this session we have a number of speakers talk through when social media has gone wrong for them, including what they did to address it and the valuable lessons they learned. There will also be the opportunity for questions and a group discussion.

SMART DRESS

1300 BUFFET LUNCH IN STANTONS BRASSERIE

1345 APComm AGM

1400 Violent Crime: Public Narrative and Communications Challenges

Personal perspective of NPCC lead on the past year and what is to come, exploration of how the subject is covered in the public narrative and communications challenges.

Jackie Sebire, Assistant Chief Constable – Bedfordshire

1430 **Miriam Brown**, Senior Communications Manager – Violence, Metropolitan Police

1440 **Mother of knife crime victim**

1450 **Panel session**

1510 REFRESHMENTS AND SPONSOR TIME

1540 Uplift Programme

Communications challenges now and looking forward, both in respect of the internal audience and external

Keiley Gartland, Communications Lead for Uplift

DCC Janette McCormick, Strategic Lead, College of Policing

1640 Feedback session and hosted discussion based on the themes and learning outcomes of the day

1930 DRINKS RECEPTION AT THE MAJOR OAKS SUITE

2000 DINNER IN THE MAJOR OAKS SUITE, RAFFLE AND KARAOKE

FRIDAY Major Oaks Suite

0915 CONFERENCE – DAY THREE

HOSTED BY: NICOLA ATTER, VICE-CHAIR OF APCOMM EXECUTIVE TEAM

Review of the previous day and preview of today's agenda

0930 Facial Recognition – Are we Ready for the Future

Information?

TBC, (Ruth sorting)

Communication

Information?

Ruth Shulver, Co-Chair and Directorate of Media and Communication, Metropolitan Police

1030 REFRESHMENTS AND SPONSOR TIME

1230

ACADEMY CLOSES AND BUFFET LUNCH

1050 Whalley Bridge Incident – Derbyshire

Saving the Dam

On Thursday 1 August a small town in Derbyshire was evacuated due to fears that Toddbrook Reservoir dam wall would breach and leave the town flooded.

Derbyshire Constabulary Communications and Engagement team led on communications for the following week keeping residents and people across the country informed about what was happening.

Members from the team, together with an Inspector who led on the ground, will explain the timeline and what issues they faced along the way.

Detective Inspector Adam Wilkins, Derbyshire Constabulary

Katy Law, Media and Communications Officer – Derbyshire Constabulary

Kate Viles, Media and Communications Manager – Derbyshire Constabulary

1215 VIDEO: NPCC Chair Martin Hewitt

Policing – The Challenges and Opportunities through Effective

Biographies

WEDNESDAY

HOSTED BY:



Kate Quilley
Co-Chair and Head of Corporate
Communications – Warwickshire Police

Kate's career started in local journalism, where she trained and worked for weekly and daily newspapers in the Midlands prior to becoming a Press Officer for Derbyshire Constabulary in 2006. Two years later she moved to Warwickshire Police on promotion to the role of Senior Press Officer, where she led the communications for a wide range of operations and campaigns.

Kate was appointed to the role of Head of Corporate Communications for both Warwickshire Police and West Mercia Police in February 2013. She created the alliance's first shared communications function, delivering services to both forces and leading on the delivery of all aspects of communications and strategic advice.

In October this year the Corporate Communications function for the alliance was separated to provide standalone teams for each force. Since this time Kate has taken up the role of Head of Corporate Communications for Warwickshire Police a post she is honoured and privileged to hold in a force she holds extremely close to her heart.

In January 2019 Kate was elected as Co-Chair for APComm, an opportunity she is extremely passionate about and through which she has been working hard to support the well-being, networking and professional development of communication professionals across the country.



Ruth Shulver
Co-Chair and Deputy Director for Media and
Communication – Metropolitan Police

As Co-Chair of APComm she is passionate about sharing best practice and organisational learning, professional development and promoting better collaborative inter-force/partnership working.

Ruth is Deputy Director for Media and Communication at the Metropolitan Police, providing senior communication advice to Management Board members and leading the communication team through a busy period of violence, increased protests, significant scrutiny of high profile investigations, the production and broadcast of The Met documentary, an uplift in campaign spending and changes to the internal communication approach. Ruth returned to the Met in 2018 after five years as Head of Comms for Surrey Police.

Overview – The communications Landscape and our Challenges



Gareth Morgan

Chief Constable, Staffordshire Police
Director of Senior National Assessment Centres and
the NPCC chair of the Communications Advisory
Group

Gareth Morgan joined Staffordshire Police as Chief Constable in June 2017.

He embarked on his police career in 1990, when he joined West Midlands Police as a Constable, before being promoted to Sergeant, based in Birmingham. In 1996 he joined the Accelerated Promotion Scheme, and following this secured his promotion to Inspector. He continued to work in a variety of uniform and detective roles for a number of years.

In 2000, he was selected to attend the FBI National Academy at Quantico and on his return was promoted to Detective Chief Inspector.

2002 saw another promotion to Superintendent, where he was seconded to the Home Office, before a return to the West Midlands in 2003.

The next eight years saw Gareth take up a variety of roles within West Midlands Police, before attending the Strategic Command Course. In 2011 he was temporarily promoted and took up the post of Chief of Staff to the President of the Association of Chief Police Officers.

In July 2012 he joined Warwickshire Police and West Mercia Police as Assistant Chief Constable for local policing, before becoming Deputy Chief Constable at Avon and Somerset in 2016.

Gareth is Director of Senior National Assessment Centres and the NPCC chair of the Communications Advisory Group. He will take up a secondment from Staffordshire Police at the start of December 2019 to the College of Policing as director of the Strategic Command Course (SCC) until April 2020.

Internal Communications and Employee Engagement



Nita Clarke

Director, Involvement and Participation
Association (IPA)

Nita Clarke is the Director of the Involvement and Participation Association (IPA), Britain's leading organisation delivering workplace support for good employment and industrial relations. She was vice-chair of the MacLeod Review on employee engagement and continues to work with David MacLeod on the new national Employee Engagement task force, launched by Prime Minister David Cameron in March 2011.

She was appointed as Vice-President (employee relations) by the Chartered Institute of Personnel Development in January 2012, and is a visiting Fellow at Kingston University Business School. She was also a member of the Mutuality Task Force established by Cabinet Office Minister Francis Maude in 2011.

She was formerly the adviser on trade unions to Prime Minister Tony Blair, working as assistant political secretary in the Political Office at 10 Downing Street from January 2001 to June 2007. Her role included liaison with individual unions and the TUC, developing national policy in areas such as the two-tier workforce and work-life balance, supporting ministers by trouble-shooting in industrial disputes. Nita was a senior official with public services union UNISON from 1992-2001. She is the author of the report, *The way forward: trade unions and the third sector*, commissioned by ACEVO.

Nita was awarded the OBE for services to employee engagement and business in the Queen's birthday honours list 2013.

Workshop - Leadership Skills for Senior Police Communicators – Influencing and Negotiating

Gareth Morgan

Chief Constable, Staffordshire Police and
Chair of NPCC CAG

See previous entry



Nicola Growcott

Communications Manager – National Police
Chiefs' Council

Nicola joined the Association of Chief Police Officers (ACPO) in 2012, following communications work in the not-for-profit sector. She has overseen communications in the transition from ACPO to the National Police Chiefs' Council (NPCC) in April 2015. Nicola manages a small team of five who provide communications and public affairs advice and support to the NPCC Chair and chief officers around the country on a range of national policing issues – from child abuse, communications data to the future of policing.



Lisa Benbow

Head of Corporate Communications for
Staffordshire Police

Lisa ...

Behavioural and Cultural Change (Internal Communications/Engagement)

Nita Clarke

Director, Involvement and Participation Association (IPA)

See previous entry



Liz Riding

Head of Media and Engagement –
Lancashire Constabulary

Liz cut her teeth in local print journalism before taking the leap into public sector PR and communications back in 1996. Law enforcement is where her heart lies and managing high profile, high risk investigations and operations are her bread and butter.

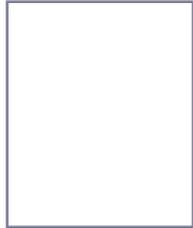
With over 20 years of communications experience under her belt there isn't much that Liz hasn't experienced. From managing the international media response to the Morecambe Bay Cockle Picking tragedy in 2003, to counter terrorism arrests, stranger murders and event planning – it's all in a days' work.

Since 2014, Liz has taken the lead on the development of staff engagement within Lancashire Constabulary resulting in positive improvements across all engagement factors. If you work for Lancashire, you are more proud, motivated and attached than ever before and you are more than likely to recommend the organisation as a great place to work. These are the positive outcomes of a prolonged and sustained engagement approach, which is now reaping rewards for our staff and our communities.

Her work has contributed to the Home Office's Front Line Review recommendations and her team have won awards for effective behaviour change campaigns linked to engagement.

Liz is passionate about people and knows that her main strength is her team. In an ever changing environment where decisions can mean life or death, it's those people that really count.

Welfare and Wellbeing



Jenna Flannagan
Oscar Kilo

Jenna ...

Behavioural Insight

Ruth Shulver

Co-Chair and Deputy Director for Media and Communication –
Metropolitan Police

Kate Quilley

Co-Chair and Head of Corporate Communications – Warwickshire
Police

See previous entries

Kate Quilley

Co-Chair and Head of Corporate Communications – Warwickshire
Police

See previous entry

THURSDAY

HOSTED BY:



Clare Mills

Vice Chair and Head of Corporate Communications and Engagement – Wiltshire Police

After graduating with a BA Hons in English and Art, Clare worked for four years in events management, before joining Northamptonshire Police in 1999 as part of the Public Relations and Media team where she held a number of different roles. In 2004 she moved to Bedfordshire Police where she was a Customer Services and Marketing Manager. In 2007, Clare moved to Wiltshire Police, initially as the Head of Internal Communications, moving to become the Head of Internal Communications and Public Relations a few years later.

In 2012, she was promoted to her current role as Head of Corporate Communications and Engagement, where she heads up a team of 15 staff. She is responsible for the development of the Force strategic internal, external and digital communication and engagement approach and leads on the Force Reward and Recognition process. Clare also leads, through a shared service structure, on strategic communications and media delivery for the Police and Crime Commissioner for Wiltshire and Swindon.

As part of her role, Clare manages communications for critical incidents, gold groups and strategic issues and ensures that media, public relations, internal staff engagement and digital communications is managed and delivered effectively and efficiently.

Clare was responsible for heading up the strategic communications and media approach for the inquiry into allegations of non-recent child abuse against the late Sir Edward Heath. She has also more recently led the significant communications and media for the local response to the Salisbury poisonings, which saw Wiltshire Police lead in the bringing together of multiple partners at both a local and national level to co-ordinate the response phase of the consequence management element of this global incident.



Charlotte

Carlote Parker

Vice Chair and Senior Communications Officer, Eastern Region Special Operations Unit- Bedfordshire Police

Police Federation – Cyber Security Attack



Catherine Feast

Head of Communications – Police Federation of England and Wales

Catherine is currently the most senior comms advisor for the staff association representing 120,000 police officers across England and Wales. Her team has won several industry awards, most recently best team in October 2019 in the Association Excellence Awards, and has been responsible for leading campaigns such as Protect the Protectors which resulted in a change in the law to help better protect emergency service workers. Originally a journalist she has worked in public sector communications for the last 25 years, in policing, law enforcement, prison service and local authority roles, leading across the range of communications disciplines including media, marketing, campaigns, PR, digital, internal and membership engagement. High profile and crisis management incidents include Plebgate at Westminster with MP Andrew Mitchell, £1m internal fraud, numerous murders, public order incidents and naughty police officers aplenty.

Operation Trebor - Gatwick Drone Attacks



Beth Durham

Head of Corporate Communications – Sussex Police

Beth has enjoyed a career in journalism, policing and political PR spanning more than 20 years.

Having worked as a local print journalist, she moved into police communications in Norfolk in 2004 where, on promotion to management, she led the communications response to many high profile and complex incidents and criminal investigations including Operation Cabin ('Climategate'), the hacking of climate research data at the University of East Anglia, the multi-agency response to national flood risk and the multiple-fatality USAF helicopter crash in 2014.

As head of service in the public sector, and against a backdrop of reduced budgets, Beth has developed a number of highly-productive and award-winning communications teams focused on maximising collaborative opportunities and testing new ground.

This was most recently evidenced in her role as the strategic lead for a controversial £1 billion multi-sector economic partnership in the UK's fastest growing city of Cambridge where, working in a highly politicised environment, Beth developed and oversaw its successful repositioning.

In 2018, Beth launched her own consultancy specialising in crisis communications and this led to her providing post-incident support to Sussex Police in the aftermath of the Gatwick drone attacks. She was appointed as Head of Communications in September 2019.

Beth is a champion of professional development for police communicators and recently gained Chartered Public Relations Practitioner status with the Chartered Institute of Public Relations (CIPR).

Responding to Online Child Sexual Abuse Activist Groups (OCAGs) and Increasing Public Confidence in Policing



Lorna Dobson

Media Centre Manager, Corporate Communications Department – Police Service of Northern Ireland

Lorna has just over 20 years' experience within the communications sector, starting her career off in public relations and political communications in Dublin before joining the PSNI Corporate Communications Department as a press officer in 2003. She has been in her current role as Media Centre Manager for just over 12 years and manages a team of 3 senior press officers, 6 press officers and 1 student intern press officer covering a 24/7 service to the organisation and media. As part of her role, Lorna has provided communications advice and support for complex high profile cases and critical incidents including the murders and attempted murders of police officers and prison staff, the 2012 Union flag protests and the PSNI Human Tissue Audit.

Lorna is the organisational communications lead for the PSNI Major Incident Emergency Plan, Protect & Prepare working group, Project Servator and the Biometrics Retention & Deletion project. She currently leads on the strategic communications and media approach for several Public Protection Branch complex investigations involving hundreds of allegations concerning the treatment of patients at Muckamore Abbey Hospital treatment and the care provided to residents at Dunmurry Manor Care Home, and has responsibility for overall communications for historical sexual abuse cases.

Lorna is married and mum to three young children and a beagle puppy who keep her extremely busy when journalists are not!

Breck's Last Game – A Collaborative Project



Catherine Oakes
Deputy Head of Strategic Communications and
Public Engagement and Media Services Manager
– Leicestershire Police

Catherine Oakes is the Deputy Head of Strategic Communications and Public Engagement and Media Services Manager at Leicestershire Police.

Catherine is responsible for the force's media relations activity, leading the team's communications response to major and critical incidents and shaping the department's long-term communications strategy. In addition, she also oversees communications activity delivered on behalf of East Midlands Special Operations Unit.

A former journalist, Catherine joined Leicestershire Police as the Head of Crime and Critical Incident Communications five years ago. She has previously worked in a variety of communications roles at both Nottinghamshire Police and South Yorkshire Police and more further afield in Australia.

Ruth Shulver Co-Chair and Deputy Director for Media and Communication – Metropolitan Police



Claire Tomkins,
Senior Communications Officer and Vulnerability
Lead – Northamptonshire Police

Claire is Senior Communications Officer and Vulnerability Lead for Northamptonshire Police. She joined the force as a press officer nearly eleven years ago, working as a News Producer for the Office of the Police and Crime Commissioner for two of these. More recently, she was seconded to Leicestershire Police between 2017 – 19, working in a unique, dual-force role to raise awareness of child exploitation across the partnerships in both force areas.

Claire is passionate about supporting the work of the Public Protection department and helping raise awareness of all forms of vulnerability.

Stalking and Harassment – A Personal and Professional Perspective



Katy Bourne OBE
Police and Crime Commissioner for Sussex

Katy was raised and schooled in Sussex before graduating from Aberystwyth University. She still lives in mid-Sussex, is married to Kevin and has two adult sons. She was a successful business woman before entering politics and retains a keen interest in innovative business start-ups especially green technologies.

Katy is in her second term as Police and Crime Commissioner (PCC) for Sussex. She was first elected in 2012 and re-elected in 2016, when she more than doubled her majority. The PCC's role is to hold the Chief Constable of Sussex Police to account for the performance of the Force, effectively making the police answerable to the communities they serve.

Katy is responsible for setting the strategic direction and priorities for Sussex Police through the Police & Crime Plan. This includes setting the police budget and local police precept – the amount residents pay for policing in their council tax. She also has a statutory duty to commission support services for victims of crime and to deliver community safety initiatives including restorative justice and crime reduction grants.

She brings a genuine passion and commitment to make a difference and her work to support victims of crime has won her praise from successive Home Secretaries and Prime Ministers. Katy was also nationally recognised for founding the award-winning Sussex Youth Commission in 2013 and the Sussex Elders' Commission in 2015.

Katy is a former Director of the Board of the College of Policing and former advisor to the editorial board of the Guardian Public Leaders Network. She is currently Chair of the Sussex Criminal Justice Board; Chair and National Spokesperson of the Association of Police & Crime Commissioners Digital Policing & Technology Portfolio; and Chair and a non-Exec Director of the national Police ICT Company.

Katy was awarded an OBE in the Queen's Birthday Honours in June 2019 and elected as Chair of the APPC in July.

