

Appendix 1

INDEPENDENT CUSTODY VISITING PUBLICITY STRATEGY

Background

During the last six months of 2000, a Home Office working group reviewed the existing Home Office guidance to police authorities and police services on Lay Visiting. Key groups included the APA, ACPO, HMIC, MPA, PCA, Police Federation, Superintendents Association, and NALV. Training, name change¹, tenure, recruitment, age limits and combining independent custody visiting with work as an appropriate adult are some of areas that have been considered.

The formation of the MPA in July 2000 has led to a review of the organisation of independent custody visiting in London.

The aim of the review is to bring the operating framework of independent custody visiting in line with the remit of the MPA. The overall impact it is hoped will be an enhancement in the quality of delivery and assist in creating a higher degree of uniformity in the delivery of custody visiting.

Key Policy Points:

- a) Independent custody visiting provides an increased degree of transparency between the police and the local community and allows for an independent check on treatment and conditions of detention.
- b) Independent custody visiting has developed into an essential aspect of the independent scrutiny of police practice and procedures.
- c) It draws on the commitment of volunteers and helps build partnerships between the police and the community they serve.

Aim of strategy

To show that the MPA have made full use of this opportunity to consult with relevant stakeholders.

To inform communities, interested groups and individuals of the opportunities available for them to play an active role in the policing process within their locality.

To inform the media in London that independent custody visiting is an essential aspect of the independent scrutiny of police practices and procedures.

Key Message

¹ Change of name from 'Lay Visiting' to 'Independent Custody Visiting'

Independent Custody Visiting is an opportunity for members of the community to actively contribute to policing issues by ensuring the wellbeing of detainees at their local custody suite.

METHODS

Media Spokesperson

To appoint in the first instance Cecile Lothian (lead member for ICV), then Richard Sumray and Elisabeth Howlett as the media spokespersons to be the point of contact for the MPA with the media.

Press/Publicity

There are two options : paid or free publicity

Paid Publicity:

To include:

- leaflets
- fliers
- posters

NB a budget has not been identified for this.

These should be sent out to libraries, community centres, youth centres, leisure/sports centres, doctors surgeries at time of the launch.

PCCG's may be instrumental in helping the MPA disseminate this material.

NB I have been given the following quotes per hundred of leaflets and A3 posters (colour)

Leaflets	£236
Posters	£88

Free Publicity

Press Launch

There will be a press release 1 week prior to the publicity strategy beginning. There may not be sufficient interest from the media to hold a press conference.

However, when a date for 'launch' has been decided a press release will be disseminated to all media and appropriate facilities offered to instigate interest.

This would include interviews and briefings with appropriate individuals in the MPA/MPS.

Filmed facilities in police cells to show custody visiting at work NB this would include agreement with police, custody visitor and prisoner (who would have to be assured of anonymity)². The media coverage will be themed with possible interviews with custody officers and Independent Custody visitors.

Target Media

All London media – Evening Standard, LNN and Newsroom South East
London Radios – Sunrise, Choice, London Live, Kiss, Talk Radio
Ethnic press and media – Voice, Asian Times, foreign community press, Gay press
Youth Press – football magazines/programmes, teenage magazines.
London's local press
Community publications – church, refugee centres, housing associations
Specialist press – sections such as the Guardian's Society may be interested in this
Police press – the Job and Police Review

NB all this publicity would be free

MPA Website

To make full use of the website by publishing the press release
To establish links with relevant bodies
To use PCCG websites where available to publicise the changes

To follow up issues on the Website by way of feedback form in '**Your Views**'.

Internal Communication

To publish a report in the 'Job'
MPA newsletter
To post relevant material on the MPA Intranet and when accessible the MPS Intranet.

Evaluation

Compile all press cuttings and broadcast media
Address any adverse or incorrect reporting
Monitor feedback on website and where necessary follow up with further press release

Jacqui Jones
Senior Press Officer

² This has been done on previous occasions

INDEPENDENT CUSTODY VISITORS' REPORT
(Please complete in capitals, except where signatures are required)

CUSTODY VISITOR'S NAME (1)		CUSTODY VISITOR'S NAME (2)	
POLICE STATION		SENIOR OFFICER ON DUTY	
CUSTODY OFFICER		ESCORTING OFFICER (If different from Custody Officer)	
DAY AND DATE	TIME OF ARRIVAL	TIME OF DEPARTURE	
IF VISIT DELAYED, LENGTH OF DELAY AND REASON GIVEN			

DETAILS OF PERSONS IN CUSTODY

CATEGORY	PACE	NON-PACE PRISONERS e.g. Home Office/ Escort service	TOTAL
No OF DETAINEES			
No VISITED			

CUSTODY NUMBER	MALE/ FEMALE	*RACE	SEEN (Yes/No)	JUVENILE (Yes/No)	IF NO - REASON IF YES - COMMENTS	CUSTODY RECORD SEEN

MATTERS BROUGHT TO THE ATTENTION OF THE BOROUGH COMMANDER

GENERAL COMMENTS

<p>DECLARATIONS I undertake not to reveal any personal information I may obtain during my visit. Signed (1) (2) Seen and read by custody Officer.</p>	<p>FORM ROUTE Send the top copy of this report and of the visit forms to The Secretary/Administrator of your local Independent Custody Visiting Panel. The carbon copy should be placed in a sealed envelope, addressed to the Chief Inspector or Borough Commander and left at the police station.</p>
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INDEPENDENT CUSTODY VISITORS' CHECKLIST

POLICE STATION

DETAINEE CUSTODY NO	DATE	TIME

DETAINEE GENERAL WELFARE

(Place a tick, cross or N/A (not applicable) in boxes)

LEGAL ADVICE	
APPROPRIATE INDIVIDUAL INFORMED	
NOTIFIED OF THEIR RIGHTS	
RECEIVED ANY VISITS	
NEED MEDICAL ATTENTION	
ADEQUATE EXERCISE	
SPECIAL DIETARY REQUIREMENTS	
WASHING FACILITIES	
TOILET FACILITIES	
ADEQUATE BEDDING	
LEVEL OF TREATMENT	
8 HOURS REST IN 24 (As appropriate)	
REPLACEMENT CLOTHING	

OVERALL CELL CONDITION

ACCOMMODATION Cell No									
REASONABLE TEMPERATURE									
REASONABLE VENTILATION									
CELLS CLEAN									
ALARM BUTTON WORKING									
ADEQUATE LIGHTING									
LEGAL AID NOTICES									
TOILETS WORKING									

For reference



Metropolitan Police Authority

CHAIR'S QUARTERLY REPORT

(Please complete in capitals, except where signatures are required)

CHAIR PERSON	
CUSTODY SUITES	
1)	2)
3)	4)
NUMBER OF VISITORS	

NUMBER OF VISITS CONDUCTED	NUMBER OF DETAINEES SEEN	NUMBER OF DETAINEES NOT WISHING TO BE SEEN

OVERVIEW OF MATTERS BROUGHT TO THE ATTENTION OF BOROUGH COMMANDERS

GENERAL COMMENTS & OBSERVATIONS

Signature Date

REPORT CHECKLIST

DETAINEE GENERAL WELFARE

LEGAL ADVICE	
HAD SOMEONE INFORMED	
NOTIFIED OF THEIR RIGHTS	
RECEIVED ANY VISITS	
NEED MEDICAL ATTENTION	
ADEQUATE EXERCISE	
ADEQUATE FOOD AND DRINK	
SPECIAL DIETARY REQUIREMENTS	
WASHING FACILITIES	
TOILET FACILITIES	
ADEQUATE BEDDING	
TREATED REASONABLY	
(8 HOURS REST IN 24) As appropriate	
REPLACEMENT CLOTHING	

OVERALL CELL CONDITION

REASONABLE TEMPERATURE	
REASONABLE VENTILATION	
CELLS CLEAN	
ALARM BUTTON WORKING	
ADEQUATE LIGHTING	
LEGAL AID NOTICES	
TOILETS WORKING	