

# Corporate Communications



## **Reference Number: P25**

This is South Yorkshire Police's Statement of Agreed Policy on Corporate Communications. This policy relates to localised procedures only and therefore not supported by Authorised Professional Practice (APP).

This policy covers the following areas:

### **South Yorkshire Police Brand**

This policy applies to all branding by force employees, as well as external use of the brand by affiliated bodies or individuals.

The purpose of this policy is to ensure South Yorkshire Police Benefits from the consistent and coherent use of the corporate force brand, and minimise the risk of misusing the brand.

The corporate brand should accurately represent what we want to communicate about the organisation.

It is essential that South Yorkshire Police project a consistent corporate image in all internal and external facing material. This requires a consistent application of the corporate brand by all areas of the force.

The brand of South Yorkshire Police is a valuable asset. Employees and affiliates are required to act in ways, which promote and protect the values of the brand in order to maintain and enhance the professionalism of the force. Employees and affiliates carrying out activities that would enhance South Yorkshire police's reputation are encouraged to acknowledge the force's associations through correct use of the brand, as set out in this policy and in the South Yorkshire Police Brand Guidelines/ procedural instructions.

Any use of any force brand must be approved by South Yorkshire Police's Corporate Communications department. Other South Yorkshire Police brands must not be created without approval from Corporate Communications. Senior Command Team approval may be sought by the Corporate Communications Department but should not be sought directly by the requestor. This allows for an appropriate filter system and strategic overview of the brand.. Non-compliance with this policy will be addressed through the force's disciplinary procedures and may be subject to sanctions under the relevant legislation.

### ***Brand Elements:***

The corporate brand refers to much more than just the force logo – it covers all aspects of a set of associations that create a perception of South Yorkshire Police.

This includes, but is not inclusive to:

- Name
- Logo(s)
- Colour
- Typography
- Design

### ***South Yorkshire Police Brand Guidelines***

Day-to-day use of the corporate brand must be in accordance with this policy and the associated guidelines.

Branding that introduces new visual identifiers (for example, logos, colours etc.) outside the specification of the force's Brand Guidelines are not permitted unless the principle is agreed by the Deputy Chief Constable and associated artwork is approved by the Corporate Communications department.

Misuse of the brand potentially distracts from the impact and recognition of the approved brand, and risks reputational damage to the force. This policy therefore seeks to minimise unauthorised use of the brand in order to protect the Force's identity.

The force brand must not be used to endorse any commercial product or service.

All South Yorkshire Police employees have responsibility to advocate adherence to this policy.

The associated procedural instructions that support this policy are listed below:

#### **Pi25.1 - Brand Instructions**

#### **Pi25.2 - Corporate Print and Documentation**

### **Charities**

This section covers the following activities:

- Charitable collections
- Fundraising
- Promotion spaces on both internal and external space owned or managed by SYP
- Poster advertisement spaces

It seeks to ensure public facing promotional activity which supports South Yorkshire Police's aims, key partners' objectives, and/or enhances South Yorkshire Police's customer experience is encouraged, managed properly and equitably to achieve an appropriate balance between supporting partner organisations, and minimises customer disturbance.

South Yorkshire Police aims to:

- Reduce crime and anti-social behaviour
- Protect vulnerable people (see also the latest definition from the College of Policing for **vulnerable and repeat victims**.)
- Improve visible policing

The procedures outlined in this policy seek to ensure charitable collections, fundraising events, and associated promotional activities are managed in an appropriate manner, without inconvenience or detriment to either our customers or our business.

Key partners will include, but not be limited to:

- OPCC
- Fire and Rescue Service
- Primary Care Trust/NHS Services
- Local Authorities
- The work of Local Strategic Partnerships
- All Criminal Justice services

Registered local and national charities are to be selected only as outlined in the Charity Fundraising Collections section of this document below. Promotional activities which are inconsistent with South Yorkshire Police's aims, or do not in the sole opinion of South Yorkshire Police add to the customer experience, will not be permitted; such activities which will not be supported include, but are not limited to, activities associated with:

- Images or messages contrary to the strategies of South Yorkshire Police and OPCC
- Personal accident claims
- Evangelical promotions of religious agendas
- Political agendas
- Tobacco, pharmaceuticals or alcohol advertising
- Personal loans, credit agreements and credit/debit cards. Exceptions may be made for the case of Council endorsed Credit Unions

Activities taking place must be organised so as to ensure they do not conflict with South Yorkshire Police's customer offer or public engagement initiatives, nor constitute an obstruction, danger or other impediment to free choice and access. Third party activities must be passive, meaning that the customer chooses whether to engage with the promotion. The pushing of material, approaching customers directly, or activities that cause obstruction, endangerment or annoyance will be terminated and the organisation asked to leave the facilities.

Activities on site must not promote anything that is unlawful or which contravenes the code of practice of the Advertising Standards Authority (or such other code of practice or industry recognised standard as may from time to time be issued). Participating organisations are required to indemnify SYP against any material damage or loss claimed or incurred as a result of their party activity taking place. The final decision on any dispute over interpretation of this policy rests with SYP Senior Command Team.

### **Charity Fundraising Collections**

## **Conditions**

Outside of key partners, South Yorkshire Police restricts registered charities the force will support to those identified and agreed annually by South Yorkshire Police Senior Command Team. One charity will be chosen by the Chief Constable; a second charity will be selected by South Yorkshire Police personnel via internal consultation. These will be in addition to support for the annual COPS weekend, Poppy Appeal, Comic/Sport Relief and Children in Need. Fundraising will be undertaken by the charity's own volunteers, with the exception of Comic Relief and Children in Need, where South Yorkshire Police will lead collecting events where possible to do so. South Yorkshire Police chosen charities will be at the full discretion of the SCT.

Collection boxes (including unstaffed desk/counter top collections) will not be allowed in any public area on South Yorkshire Police premises for any other reason than to support the charities identified by the Senior Command Team. All charities must be registered within the UK. There shall be a maximum of one charity on site at any one time. Each collection period for any third party collection shall last no more than seven consecutive days.

Fees will not be applicable to charitable activities. South Yorkshire Police reserves the right to advertise its support of the chosen charities. South Yorkshire Police Business Managers will co-ordinate the accommodation of charities at sites, as per the Promotional Activity guidance below. Where such events might attract media attention, the Corporate Communications department must also be involved.

## **Registration Check**

All charities will be subject to a registration check, at least one month prior to collections on site via: [www.charitycommission.gov.uk/registeredcharities](http://www.charitycommission.gov.uk/registeredcharities)

Telephone helpline 0845 300 0218

There are no associated procedural instructions that support this section of the policy.

Other relevant SYP policy documents you may wish to consider are: [P7 - Information Management](#)

## **Equality Act 2010**

The Act creates a statutory requirement for all Functions and Policies (Including Procedural Instructions) to be analysed for their effect on equality, diversity and human rights, with due regard to the [General Equality Duty](#).

In principle, this document has been assessed for discrimination, which cannot be justified, among other diverse groups.

The [Code of Ethics](#) published in 2014 by the College of Policing requires us all to do the right thing in the right way. It also recognises that the use of discretion in Policing is

necessary but in using discretion, states that you should, "*take into account any relevant policing codes, guidance, policies and procedures.*

### **Human Rights/Discretion**

The purpose of providing policy is to give an indication to staff of the expected course of action. However it is not possible to cater for every possible combination of factors that would justify a departure from stated policy. The Human Rights Act 1998 requires the proper use of discretion at all times and nothing within this policy and associated procedural instructions prohibits the proper use of discretion in appropriate circumstances.

Where action is taken that has the potential to interfere with an individual's Human Rights, the reasons behind the making of the decision to act in that way should be recorded on the appropriate forms, or where this is not practicable, in pocket books or policy logs.

### **Rights of redress for members of the public:**

Anyone who feels that a member of staff has behaved incorrectly or unfairly, or who is dissatisfied with organisational matters, service delivery or other operational policing issues, has the right to **make a complaint**.

Initial action should be taken in one of the following ways:

- Complain in writing or in person to the Senior Officer at the appropriate police station or to the Chief Constable of the force concerned.
- Visit a local Citizens' Advice Bureau
- Contact a Solicitor

### **Rights of redress for South Yorkshire Police personnel:**

South Yorkshire Police personnel who feel they have grounds for concern in relation to the implementation of policies may, as appropriate:

- Pursue concerns through their line manager.
- Contact a First Contact Advisor.
- Pursue a grievance formally through the South Yorkshire Police Grievance Resolution Procedure.
- Seek advice from their staff association or trades union.

Use procedural instruction **Pi23.11 - Management of Complaints**, in the section entitled Handling Complaints relating to Direction and Control.

**Start Date:** 07/10/2015

**Review:**

This statement of agreed policy is managed by Head of Corporate Communications.  
This policy and its Equality Analysis were last reviewed on: 26/03/2021

The date for the next review of this policy and Equality Analysis is: 26/03/2023