



Category: Best Use of Content

Company: Police Federation of England and Wales

Entry title: The Reality of Policing

Brief and objectives:

To create piece of high impact and emotive content to show the new Home Secretary the Reality of Policing. It would need to be realistic and touch on a number of key issues that the Federation has been campaigning for and highlighting throughout the year. It also needed to be social friendly so that it would gain maximum reach within the media and within online policing communities and low cost as the organisation operates through membership funding. The overall objective was to demonstrate to politicians, the media and public the reality of what cuts have done to the service and the impact of that on officers.

Rationale behind campaign, including research and planning:

The new Home Secretary was appointed three weeks before he was due to speak at our conference and we wanted to brief him quickly with the issues that matter to officers and the challenges they face and ask for Government support after years of cuts. It had to be based on fact, and not come across as just another cop moaning. The Federation has undertaken extensive research on a number of issues important to policing - from the impact cuts has had on the service, to the volume of assaults on officers and wellbeing and mental health. The results of these have then been used to form the basis of campaigns - such as a change in legislation for those who assault officers, better protective kit, improved wellbeing support. The Reality of Policing video was produced to pick up these key themes - stress, demand and the impact on officers ability to do their jobs, lack of protective equipment, assaults on duty, picking up work of other agencies. The script was drafted using officers real stories and experiences, and evidence from our research, with editorial produced in week one, filming in week two and editing in week three.

Strategy and tactics, including creativity and innovation:

A short video encapsulating the key issues officers face was created. It was shot using real officers and actors, in scenarios that are common to all officers and to which they could relate. It was shot from a first-person point of view of the officer and through her own body worn camera, to show viewers what she was seeing and dealing with. Sound was used to show the chaotic nature of policing and the impact it had on the officer themselves - through

the increase in heart rates as she chases an offender. Scenes from her day - no rest breaks, cancelled leave, outstanding jobs, single crewing, no back up, public support, public criticism, providing support of other agencies, being spat at - were then interspersed as flashbacks with her home life, showing the impact the work has on that - from missed events, to cold dinners, to disappointment, fatigue and stress. At the end it asks While they protect you, who protects them and tied in with the overall theme of conference and one of our campaigns - Protecting the Protectors.

Implementation of tactics:

To gain maximum impact at conference the 2 minute 9 second video was shown on a huge cinema-size screen part way through the keynote speech delivered by the Federation's Chair directly to the Home Secretary (before his own inaugural speech) and to 1,000 delegates including MPs and the Home Office and media. The video was first show on 23 May at our conference. It was then shared at the same time on our website, our YouTube channel, Twitter and released to the media and news channels. It was promoted and shared by a number of social commentators in the policing community, either directly via our own channels, or via embeds within their own.

Measurement and evaluation:

The first show at conference received a stunned silence and many delegates said afterwards that it moved them to tears.

The Home Secretary referred to the issues it covered in his comments afterwards and showed support for the service.

Across the variety of owned and associated policing community channels it has been viewed in excess of half a million times. Within two days on one popular policing commentating channel alone it had achieved 12,000 shares, 500 comments, 6,500 likes and been delivered to more than 1.18 million people.

The reaction has been hugely positive, garnering the emotions wanted. Officers - who are our harshest critics - stated that it really did show the reality of policing and members of the public have come out in support of the service worldwide. The audience is still growing.

Budget and cost effectiveness:

The video cost £30,000 to produce, using an outsource company to assist.

This was broken down to: Pre production (£9,000); Art/costumes/props (£450); production (£12,000) and post production (£7550).

Our membership is 122,000 so cost 25 pence per officer we represent. For every view it has cost less than 2 pence.