



CABINET

18TH JANUARY 2018

AGENDA ITEM (7)

NOTICE OF MOTION - NATIONAL POLICE FEDERATION 'BELIEVE IN BLUE' CAMPAIGN

Accountable Member	Councillor Mark F Annett Leader of the Council
Accountable Officer	Nigel Adams Head of Democratic Services 01285 623000 nigel.adams@cotswold.gov.uk

Purpose of Report	To enable the Cabinet to consider a Motion submitted to the Council at its Meeting on 20 th December 2017 requesting that the Council supports the National Police Federation 'Believe In Blue' Campaign. In accordance with Council Procedure Rule 12, the Chairman of the Council determined that the Motion should stand referred to the Cabinet for consideration.
Recommendation(s)	That the Cabinet considers the Motion and agrees a way forward.
Reason(s) for Recommendation(s)	The Motion has been referred to the Cabinet for consideration and decision.

Ward(s) Affected	Not applicable
Key Decision	No
Recommendation to Council	No

Financial Implications	None arising directly from this report
Legal and Human Rights Implications	None arising directly from this report
Environmental and Sustainability Implications	None arising directly from this report

Human Resource Implications	None arising directly from this report
Key Risks	None arising directly from this report

Equalities Analysis	Not applicable
Related Decisions	Notice of Motion - Council - 20 th December 2017
Background Documents	None
Appendices	None
Performance Management Follow Up	Implement the Cabinet's decision(s)
Options for Joint Working	None

Background Information

1. At the Meeting of the Council held on 20th December 2017, the following Motion was Proposed by Councillor Mark Harris and Seconded by Councillor Ray Brassington:-

'This council resolves to support the National Police Federation's 'Believe in Blue' campaign to show our support for the dedicated men and women in blue who work tirelessly to keep us safe.'

2. In accordance with Council Procedure Rule 12, the Motion, having been Proposed and Seconded, was referred to the Cabinet for consideration.

3. In the light of such referral, the Proposer and Secunder are entitled to attend the Cabinet Meeting and present it formally to Members. The Proposer will also have an opportunity to respond to the Cabinet debate, immediately prior to final comments from the responsible Cabinet Member and the formal vote.

4. The following is an extract from the Police Federation website, regarding this particular campaign:-

Believe in Blue is a campaign to celebrate British policing and highlight why it's the best in the world.

The aim of the campaign is to showcase the true value police officers bring to society and increase awareness of what the police do – the vast variety and scale. Believe in Blue is a rallying call, asking people to stand up and show that they are proud of their brilliant and brave police officers.

The campaign centres on the Believe in Blue website, which provides a national portal for positive policing stories, showcasing officers' heroic efforts to keep people safe as well as the softer side to policing – like PC Dancing Dan from Britain's Got Talent!

Since its launch in April 2016, we have built a large online community of support through social media. The Believe in Blue Facebook page and Twitter feed have reached tens of thousands of people and a Christmas Thunderclap thanking officers for keeping us safe during the festive season reached 1.3 million (if you're not sure, a Thunderclap is a social media tool which acts as a microphone, amplifying a social media message via social networks).

We also use a series of powerful short films to demonstrate the reality and variety of everyday police work covering issues including domestic violence, child abuse and counter terrorism. A selection of films were used as cinema adverts as part of the campaign's launch, which were seen by more than a million people at over 500 screens.

With fewer officers on the street, being a cop is tougher than ever. It's time for everyone to get behind the dedicated men and women in blue who work tirelessly to keep us safe. Proving its worth and success, Believe in Blue has won a prestigious industry award from the Chartered Institute of Public Relations.

*Please join the campaign – there's never been a more important time to show that you **#BelieveinBlue**.*

5. There is also a dedicated 'Believe in Blue' website - <https://www.believeinblue.org.uk/>

(END)