

**POLICE AND CRIME
COMMISSIONER FOR
LEICESTERSHIRE**

**ETHICS, INTEGRITY AND
COMPLAINTS COMMITTEE**

PAPER MARKED



Report of	CHIEF CONSTABLE
Subject	FORCE LOAN VEHICLES
Date	FRIDAY 25TH SEPTEMBER 2015 – 2.00 P.M.
Author	FINANCE DIRECTOR PAUL DAWKINS

Purpose of Report

1. To inform the Committee on the policies in place governing the loan of vehicles to the Force from private sector companies.
2. To inform the Committee of the arrangements relating to the two vehicles that are currently on loan to the Force from private organisations.

Recommendation

3. To note the contents of this report.
4. To decide whether an addendum to the Financial Regulations contained within the Corporate Governance Framework dealing specifically with sponsorship and the loan to the Force of vehicles by private sector companies ought to be commissioned for clarity.

Background

5. A discussion was held at the Chief Officer Group/ OPCC Senior Management Team meeting on 27 July 2015 on vehicles on loan to the Force. Whilst information was provided on this at the time it was agreed with the then Deputy Chief Constable that the force policy on this will, and its application, be placed before the Ethic's, Integrity and Complaints Committee for comment.

Introduction

6. Force Policy
Financial Regulations stipulate the rules around sponsorship. An extract from the Corporate Governance Framework document as it applies to the Force borrowing motor vehicles is attached as Appendix 1.
7. Vehicles currently on loan to the Force
There have recently been two vehicles on loan to the Force from two separate private sector companies. Both vehicles have been loaned to

Leicestershire Police for a time-limited period – initially planned to be a month in the case of one vehicle. They appeared in conjunction with one another during the summer and were located peripatetically in the County to be used at rural police stations and events to engage with farmers and those who work or reside in rural areas as it had been identified that confidence in the police from within the farming and rural communities could be improved. The perception in these communities was that the police seldom went into their areas, focusing instead on inner-city crime, and did not classify “rural” crimes such as heavy plant theft, fly-grazing or “Traveller activity” as high priority issues. Their occasional contact with the police was limited to “seeing a panda car pass by at high speed” and few crimes were reported to the police. The initiative for borrowing both vehicles came from the Local Policing Directorate and was not a Fleet initiative, however Fleet were fully aware and assisted. Both vehicles were borrowed for use at some rural events over the summer months under an Operation set up under the auspices of an Inspector in the Local Policing Directorate (LPD) for innovative and appropriate engagement – OP CHERISH – to improve and forge stronger links with the rural communities, focusing on Serious Acquisitive Crime in rural communities and raising community awareness of steps that can be taken to reduce crime in rural areas. One immediate challenge faced by OP CHERISH was the fact that the force had very few vehicles suited to enable accessing more remote rural areas more than five miles from a police station.



8. Both vehicles had police “battenberg” reflective livery added to them. The cost for this was £330.00 for the LandRover Defender and £180.00 for the Gator.
9. Sponsored LandRover Defender
This vehicle has been supplied by Sturgess Motor Group, Leicester, for community engagement purposes, organised by a PC at Market Bosworth. The vehicle is not utilised for Response. The Head of Fleet is aware and has ensured that the vehicle is fully road taxed and insured by Fleet.

10. Decals with Sturgess's name and logo are visible on the vehicle.



11. Utilisation of this vehicle commenced in the first week of June 2015 for a six-month period, with a view to extend this to a twelve-month loan if the initiative proved successful. The vehicle is garaged at Market Bosworth Police Station and used on a daily basis as the local Beat vehicle, in addition to being taken to various events around the County related to the farming community where it has proved immensely popular and reassuring to communities who have traditionally felt that their needs have not been prioritised by the police.



12. The Chief Constable has recently spent some time visiting Market Bosworth and worked a late shift there, patrolling in the Defender.



13. The Chief Constable fully supports the initiative which is enabling a rural team to access in high-visibility vehicle farming communities and rural areas in a way that would not otherwise be possible.
14. Engagement with local communities that were previously classed as hidden and less heard groups has improved hugely. The Defender is used to visit and listen to those within rural communities. Their confidence in the police has increased, as evidenced in Parish Council Meetings, qualitative feedback from farmers and workers and participation on FastText.



15. The Committee might also note that local volunteer 4X4 groups work to support police and ambulance on a voluntary basis in extreme weather. They provide themselves and their vehicles to supply medication supplies and support the transport needs of our more isolated geographic communities, particularly in icy and snowy weather or during periods of flooding. This enables the Force to fulfil the requirements of the Civil Contingencies Act which is a responsibility of the National Strategic Police Requirement. The PCC has a responsibility to hold the Chief Constable to account for this, and Her Majesty's Inspectorate of Constabulary assess the Force's compliance with this requirement. For the information of the Committee, the Civil Contingencies Act requires a Local Resilience Forum of Category One Responders to be convened on a regular basis to deliver risk assessment, planning and training to ensure the safety of local communities. Leicestershire Police is a Category One Responder and the Chief Constable has personally chaired LLLR Prepared since 2010. The key risks identified by the LRF relate to flooding, influenza and terrorism.

16. Sponsored Gator vehicle (small 4X4 tractor)

This vehicle has been supplied by John Deere Machines Corp. Ltd. (a garage used by the farming community). John Deere's name is visible on the vehicle.



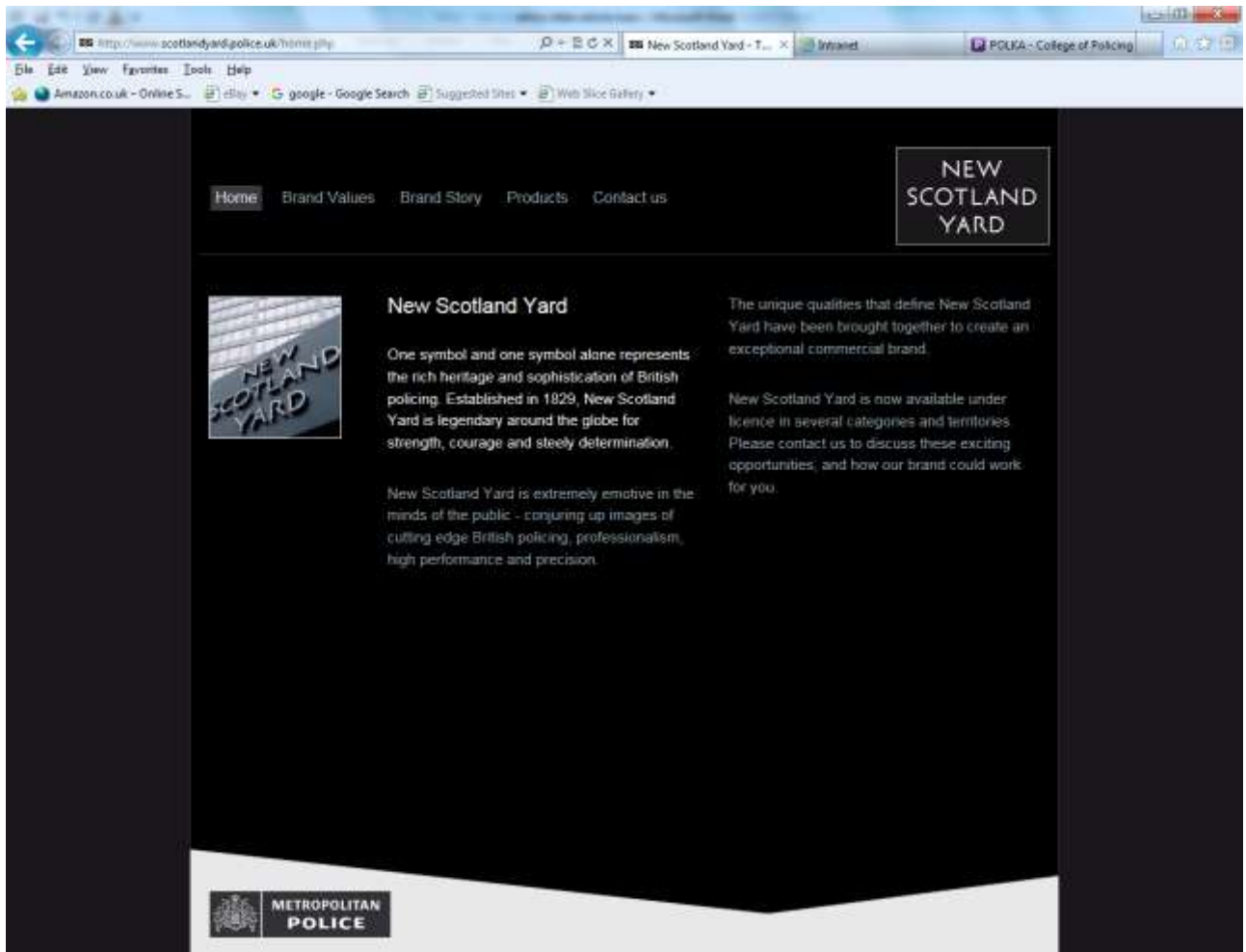
17. A PC based at Market Bosworth, supported by a Superintendent in the LPD SMT, managed to secure the John Deere Gator vehicle. Utilisation of this vehicle was due to commence on 29th June 2015 but it was delivered early, at the beginning of June and so its first public appearance was at a National Farmers' Union event on 10th June. It was not taxed for road usage and transported to events on a flat bed.



18. The Gator was managed by officers at Market Bosworth Police Station. The vehicle was intended to be with the Force for a month, free of charge, however it proved extremely popular and was retained for a longer period. As of w/c 14/09/2015 it is with Fleet having the livery removed for return to John Deere.
19. Lincolnshire police carried out a similar initiative in 2010 and the attendant facts and figures and resultant benefits established have been noted at Appendix 2.
20. Vehicles Loaned to the Police for the Driving School and Royal Visits
EMCHRS L&D across the Region borrow vehicles directly from vehicle manufacturers for driver training purposes on an *ad hoc* basis. These are generally high-performance vehicles for pursuit training, TPAC vehicles borrowed from BMW and motorcycles. Status vehicles are also borrowed directly from manufacturers as needed for Royal visits.
21. There is also a patrol vehicle which has been based at Coalville Police Station for many years, sponsored by Bardon Aggregates.



22. Other Uses for the Force Crest signifying endorsement of 3rd parties
The Force Crest appears frequently in conjunction with those of other police forces for regionalised departments (such as EMSOU) and in relation to other public-sector bodies where we are engaged in multi-agency partnerships.
23. The Force has lent its support and endorsement to campaigns such as *Stamp It Out!* and Rik Basra's 111 Trust, with the Force crest being displayed on the *Pass It On* van. Similarly, the Office of the Police & Crime Commissioner sponsored the *Leicester Mercury's* 2015 Pride of Leicestershire Awards, with the OPCC logo appearing on the branding. The Guidelines which affect how the Force name and crest can be used in such circumstances are available on application from the Behaviour Change section in the Communications & Public Engagement department.
24. Corporate Social Responsibility
Corporate Social Responsibility (CSR) is a private company's initiatives to assess and take responsibility for the company's effects on environmental and social wellbeing. The term generally applies to efforts that go beyond what may be required by regulators or environmental protection groups. Those companies which have chosen to loan vehicles to Leicestershire Police are expressing their support for local community welfare and the rule of law as a function of their CSR policies. There is no return of a financial nature to the companies.
25. Value for Money
It is vital that the Force explore use of loan vehicles and sponsored vehicles as an option to supplement the traditional fleet in times of austerity. In November 2014 the most recent HMIC report relating to cost-effectiveness of Police Fleets nationally ranked Leicestershire Police as the fifth cheapest Fleet in the country. Leicestershire Police's Fleet spends £1.1 less than the national average for Forces. Spending £0.8 less than our Most Similar Group of Forces, Leicestershire ranks as the cheapest Fleet provider within that group. Initiatives such as borrowing vehicles for specialist purposes underpin such efficiencies and are expected to increase in the future.
26. The Future of Branding for the Police
The Metropolitan Police have commenced an exercise in trademarking their brand and licensing it to commercial partners to generate a revenue stream. This may be something for future consideration by other police forces, including Leicestershire.



27. There is potential in the future for the Leicestershire Police logo to be seen in conjunction with private companies' logos, at a cost to those companies.

Implications

Financial : None
 Legal : None
 Equality Impact Assessment : N/A
 Risks and Impact :
 Link to Police and Crime Plan : Encouragement for the Police to be radical and transform what we do and how we do it.
 Communications :

List of Appendices

Appendix 1 – Corporate Governance Framework – extract relating to sponsorship
 Appendix 2 – Details of Lincolnshire Experience Utilising a Borrowed Police Tractor

Background Papers

None

Person to Contact

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Extract from Leicestershire Police Corporate Governance Framework in relation to sponsored loans of vehicles:

C11 GIFTS, LOANS AND SPONSORSHIP

(NB This does not include the receipt of hospitality and gifts)
Overview

1. In accordance with the Police Act 1996, the PCC may decide to accept gifts of money and gifts or loans of other property or services (e.g. car parking spaces) if they will enable the police either to enhance or extend the service which they would normally be expected to provide. The terms on which gifts or loans are accepted may allow commercial sponsorship of some police force activities.

Context

2. Gifts, loans and sponsorship are particularly suitable for multi-agency work such as crime prevention, community relations work, and victim support schemes.

3. Gifts, loans and sponsorship can be accepted from any source which has genuine and well intentioned reasons for wishing to support specific projects. In return, the provider may expect some publicity or other acknowledgement. It is acceptable to allow the provider to display the organisation's name or logo on publicity material, provided this does not dominate or detract from the purpose of the supported project.

4. The total value of gifts, loans and sponsorship accepted, should not exceed 1% of the PCC's annual gross revenue budget of the Force and OPCC.

Responsibilities of the PCC

5. To approve the policy on gifts, loans and sponsorship

Joint Responsibilities of the Chief Constable and Chief Executive

6. To accept gifts, loans or sponsorship within agreed policy guidelines.

7. To refer all gifts, loans and sponsorship above the limit identified in Section G to the PCC for approval before they are accepted.

Joint Responsibilities of the CCCFO and PCCCFO

8. To present an annual report to the PCC listing all gifts, loans and sponsorship.

9. To maintain a central register, in a format agreed by the PCCCFO, of all sponsorship initiatives and agreements including their true market value, and to provide an annual certified statement of all such initiatives and agreements. The PCCCFO, shall satisfy him/herself that it provides a suitable account of the extent to which such additional resources have been received.

10. To bank cash from sponsorship activity in accordance with normal income procedures.

Details of Lincolnshire Experience utilising a borrowed Police Tractor

Lincolnshire Police Tractor – Operation Fusion, Tackling Rural Acquisitive Crime

Key points from a Leicestershire perspective noted in **red**.

ELEMENT 1 – summary

1. Name of the practice example/project.

Operation Fusion is the Lincolnshire Police campaign to cut Serious Acquisitive Crime across the County. As part of the operation, a different Superintendent has been identified each month to lead proactive work and maintain a high media profile.

2. Purpose of the practice example/project.

For September 2010, the theme for Operation Fusion was Serious Acquisitive Crime in rural communities – **a month of action to raise community awareness of steps they can take to reduce crime in their area (eg join our Farm & Country Business Watch Scheme, property marking etc) and to coordinate intelligence & enforcement action being taken against offenders.**

3. Description of the practice example/project.

Lincolnshire Police already has a contract with SmartWater, but for September 2010 we arranged for 250 SmartWater Property Marking Packs to be made available to the National Farmers Union for distribution to their members – along with application forms for the Farm and Country Business Watch Scheme.

Working with the NFU, they contacted John Deere UK to request the (free) loan of a tractor to Lincs Police and agreed to sponsor the cost of “wrapping” it in white. The Police Garage then added our Force Livery and a blue light.

The tractor was “launched” to the press on 3 September, with national newspaper coverage and items on local TV News. Estimated value of the newspaper coverage (if we had paid for it as advertising) was over £150k in the first week alone.

4. Location where the practice/project was carried out.

The tractor was taken to agricultural shows, Young Farmers Events, Farmers Markets etc and used to promote the Farm & Country Business Watch Scheme and CESAR marking of Agricultural Vehicles. PANIU arranged for additional security devices to be fitted to the tractor and John Deere agreed to extend the loan from 1 month to 6 months due to the high-profile media response.

5. Timeframe over which the practice/project operating.

Operation Fusion is an on-going campaign for the Force, the Rural Crime theme was initially intended to just be September 2010, but the initial success and media attention meant that we were able to capitalise on the high-profile achieved by the "Police Tractor".

6. Population focus of the practice/project.

Initially the work was targeting our Rural Communities, but the impact of the tractor at Agricultural Shows meant it was valuable raising the profile of CESAR and anti-theft measures for agricultural vehicles.

7. Type of activities or interventions which the practice/project involved.

- Community engagement
- Cost effectiveness
- Crime reduction
- Educational
- Prevention
- Targeted

8. Current status of the practice/project.

Activity completed

ELEMENT 2 – partnership working

9. Organisations which participated in the practice/project.

- Police
- Business and commerce
- Industry
- Other, please specify: - **National Farmers Union**

ELEMENT 3 - results

10. Impact of the practice/project.

From 53 Offences committed during Sept-Dec 09, this fell to 15 Offences during the same period 2010. A lot of positive feedback from the farming community about the Police taking their issues seriously. We informally reviewed the impact the initiative had at the end of Sept when the tractor was originally due to be returned.

PANIU (Plant and Agriculture National Intelligence Unit) were particularly enthusiastic about the media coverage and our Chief has the ACPO lead for Rural Crime, so £150k+ of newspaper articles, positive feedback via the NFU, positive comments from County Councillors and local TV items when it was on loan meant we were clear that we'd got good value from our investment of £0.

The tractor was also voted "Coolest Police Vehicle" by the MSN MicroSoft Network, ahead of Jaguars, Ferraris, Lamborghini.

ELEMENT 4 – costs

11. Annual costs of the practice/project.

No additional
resources/funding

12. Breakdown of the costs, where available.

No budget was allocated to this initiative, the tractor was provided free of charge by John Deere UK, the change of livery (£600) paid for by the NFU. Even the blue light came from a Police Van being taken out of service!

Cost of diesel was absorbed within regular fleet costs, the 2 PCSOs who normally take our Mobile Police Office out to rural communities took on the role of displaying the tractor too (and both vehicles were on display together).

ELEMENT 6 – future implications

13. Findings from the practice/project which might be transferable to other practice or might have highlighted other issues.

Thames Valley Police have now borrowed a further tractor from John Deere UK and are in the process of running their own version of the campaign we initiated.

The Lincs Tractor was loaned to Leics Police, Notts Police and Devon & Cornwall Police for them to highlight their rural crime initiatives.