

Appendix A

Warwickshire Police - Special Constabulary Recruitment Activity

The following report highlights the recruitment activities and initiatives that have been and are currently being deployed in order to raise awareness of Warwickshire's Special Constabulary with the overall aim of increasing numbers.

Figures

- Currently 217 Serving Specials
- Three year Home Office target from April 2006 to March 2009– to reach an establishment of **240**
- Specials recruited 2006/07 - 32
 - May 2006 7
 - July 2006 8
 - September 2006 9
 - November 2006 8
 - February 2007 Cancelled
- For 2007/08 - 30
 - May 2007 17
 - September 2007 09
 - November 2007 14
 - February 2008 Cancelled
- For 2008/09 we have 4 intakes scheduled
 - April 2008 – on target for intake of 14
 - September 2008
 - November 2008
 - March 2009

Specials Action Plan

At the start of the year a workable action plan was formulated in order that our work could be rationalised as well as scrutinised, a copy can be found on page 6. As you will see many areas have already been completed, but work is ongoing and the plan will be reviewed again shortly.

Review of the Recruitment Process

A full review of the process took place at the early part of the year, as detailed in my previous report, and the current process has been running successfully for the last 9 months.

Although we are always open for recruiting Specials, there is now an annual scheduling plan, with start dates and closing dates for each recruitment intake to allow a smooth and professional flow through the process. There will be a review of the annual dates later this year. In the last 2 years we have had to defer the February intake due to low numbers. It is felt that this is due to the recruitment

process being around Christmas and New Year. It is hoped that with the cooperation of our Training Department we will try to accommodate an intake at a time to attract more interest.

Recruitment Seminar

This is something that has been introduced at the start of the recruitment process. From feedback and questions asked of us in recruiting, it was felt there was a need for some kind of vehicle to allow people interested in becoming a Special, the chance to find out about the role, the commitment involved, the recruitment process and ask questions face to face.

These have been a huge success with attendance figures between 40 –55 at each of the seminars. The feedback we have had has been very positive with people saying how informative, friendly and useful they have found them. As a result we have found that about 95% of people take application packs away with them.

However we have found that on some occasions the return rate of the completed application forms has been poor. We now write to interested parties who have not returned their forms about a week before the closing date as a prompt. This is something I would like us to explore further as to why later in the year.

Next Recruitment Seminar scheduled for 3rd June 2008

Update on Recruitment Initiatives started 2007/08

The aim has been to raise awareness of the Special Constabulary with a view to generating wider interest in the role and increasing the pool of potential recruits to the Specials. We have used a range of initiatives and these will be continuing over the next year.

Recruitment Campaign

- Posters and postcards printed, specifically for Special Constables.
- These have been placed out in the community and are a good visual reminder.
- Pull up banners specifically advertising the Special Constabulary for use at open days, and recruitment events are currently in use.

Volunteer Centres

- We are maintaining links with Nuneaton & Bedworth centre. They have passed us 5 names of interested people so far, all of whom have attended our seminars.

Newspaper Editorial

- Secured small articles in many local newspapers, as a result of our press office, celebrating attestations and to raise awareness giving details of any recruitment events.

Local Employers

- Working with many larger employers within the County. Identifying their captive audience of employees.
- Initial meeting with identified contacts to discuss benefits of working in partnership with Warwickshire Police to the employer, employees and Warwickshire Police.
- Identifying ways in which we can work together to promote the Special Constabulary. These include:
 - Use of employers' intranets to advertise recruitment events and generate interest.
 - Articles in employers' newsletters.
 - Setting up displays in the workplace, with members of the Specials Recruitment Team in attendance to answer questions and raise awareness.

- Employers we visited over the last 6 months in this capacity include
 - Warwickshire County Council (WCC)
 - Warwick District Council
 - HSBC Bank
 - Coventry Building Society
 - Landrover
 - Jaguar

We have succeeded in raising awareness, had at least 5 interested parties from each employer visited and built good working relationships with employers around the County.

Working with WCC – we had an article in their newsletter featuring an employee from WCC who is also a Special. This newsletter goes out to all employees of the WCC. They also advertise any recruitment events we have for us on their intranet.

- Employers we will be making contact with over the next 6 months include:
 - Warwickshire College
 - Tesco Supermarket
 - Morrisons Supermarket
 - Community Leisure Centres in Warwick, Leamington Spa and Kenilworth
 - Some local Gyms
 - NFU

New Initiatives for 2008/09

- Extra leave for all Specials who are also employed by Warwickshire Police.
 - It has been agreed that with effect from 1st April 2008 any Special who is also contracted to work for the force will receive an additional 6 days annual leave. This is based on a full time 37 hour post. This is a way of recognising the time and energy people give to the force in a volunteer capacity as a Special. It is also hoped that we can encourage other employers to do something similar.
 - We will be running an internal recruitment initiative in house towards the end April/early May, to raise awareness within our own force.

- Raising Awareness in specific local areas where there is a shortage of Specials.
 - Currently working with Special Constable, Mike Prickett, to raise awareness and recruit for new Specials in the Wellesbourne, Shipston, Kineton and Stratford areas.
 - Working initially with local libraries to set up manned displays in the area.
 - Contacting prominent employers in the area, e.g. NFU as well as employers in Wellesbourne and Kineton.
 - Plans to take displays to leisure centres around the area are also being looked at.
- We will be looking to work with main station front offices to ensure that they are kept aware of recruitment initiatives taking place and that they have a supply of current literature available with our contact details.
- Although plans for a Warwickshire Specials website have been shelved, there are plans to look at and rejuvenate the current Specials area on our Warwickshire Police Website.
- We are also considering ways to raise awareness of Specials within local BME communities over the coming year.

Funding

- To ensure we present a professional image and leave potential recruits with something to remember Warwickshire Police Specials we have purchased:
 - Marketing material as mentioned previously
 - Pull up display banners specifically about Specials
 - Volunteer now – Recruiting banner
 - Warwickshire Police Specials pens
 - Warwickshire Police Specials jotter pads or similar
 - A display board

All of which are currently used when we visit employers and do displays around the County.

Summary

In summary we have achieved a lot over the last 9 months and have been successful in getting out and about in the County to raise awareness of the great job Specials do within Warwickshire. The initiatives we have introduced have been very successful and will continue over the next year as well as introducing some new ones. We aim to try to target areas of the County where we struggle to recruit Specials. As Specials Recruiting Officer and with the support of other members of the Recruiting Team, I am pleased with the successes we have had so far and look forward to continuing to build relations with employers, local councils and internal departments and continually engage with our existing Specials to achieve this goal.

Angie Dumper
Specials Recruiting Officer
Warwickshire Police

March 2008

SPECIALS ACTION PLAN

OBJECTIVE	ACTION	RESPONSIBLE PERSON	DATE TO BE ACHIEVED	ACHIEVED
Increase levels of Recruitment	Develop a Recruitment Campaign through May 2007 to enhance pool of delegates	KD/AD	May 2007	✓ May 07 Posters/Postcards printed & distributed. Volunteer Centre contacts and conference Making Links with major employers
	Review Recruitment & selection Process. Looking in detail at the end to end process	AD/NS	30/09 – To be reviewed 31/12 – to be achieved	✓ Aug 07 <ul style="list-style-type: none"> • Set up Recruitment Seminars aids self de-selection. • New Competency based application Form • Re evaluated use of PIR, dropping PIR1 Verbal usage due to competency app form. • Reviewed and refreshed interview questions • JRFT & medicals still stand. • Propose annual reviews of process, using evaluation feedback. • Adhoc changes as appropriate.
	Develop a policy for specials transferring from other forces or rejoining	AD	30 June 2007	✓ July 07 Process Mapped Transferee App Form Transferee Pack

OBJECTIVE	ACTION	RESPONSIBLE PERSON	DATE TO BE ACHIEVED	ACHIEVED
	Explore other forms of media available – website, links with employers etc	AD/NS	On Going	Website funding – but decision not to go ahead. WCC, Warwickshire College Warwick DCC Exploring Larger Employers with view to displaying posters and running info sessions Employers on Board – WCC, Tesco, Landrover, Jaguar, HSBC, Coventry Building Society
Retention	Review any current retention procedures and develop appropriate Retention Strategy	KD/AD	March 2008	No progress made on this
	Explore usefulness of specials recruitment collaboration between local forces – sharing best practice	AD	On Going	On Agenda for Regional Colab in Sept 07 – There was some interest but not overwhelming. Do have list of Special contacts in other forces now
Retention	Evaluation of Recruitment and Training processes to include analysis of data relating to Special Constables leaving during probation period.	AD/KD RM	On Going	No progress made on this yet.
	Develop evaluation form to assess recruitment process for all new starters, to be included in starter pack.	AD/NS	30 April 2007	✓ End April May starters asked to complete.